





## ABC Rallies After Steel Exit; 75% of 'WB Presents' Sold

NEW YORK, April 2.—Rallying from the blow dealt by U. S. Steel's shift to CBS-TV, ABC-TV this week drove forward with its Tuesday-night build-up plans by wrapping up the sale of three-fourths of "Warner Brothers Presents" and repackaging Alex Segal, "U. S. Steel Hour's" director, as helmsman for a new hour-long live drama that would replace the Steel stanza.

The web's all-out sales drive on its new Warner Bros. show resulted this week in sale of a half-hour every week to Liggett-Myers and a half-hour alternate weeks to General Electric. ABC-TV is now left with only a half-hour alternate weeks of the Warner Bros. show to sell, and it doesn't expect that to remain sponsorless for too long. The vacancy created by Steel's anking the web with its alternate week "U. S. Steel Hour" is also expected to be filled in short order.

As inducement to potential sponsors, the web is offering Alex Segal as director of the drama stanza, which would alternate with "Elgin Hour." Segal has built up a hefty reputation for his megging of the Steel stanza. Segal's contract with the web, open for renewal this week, was picked up, tho ABC is understood to have found it necessary to part with some additional coin and other concessions to keep Segal.

Additionally, the network, in its efforts to strengthen its Tuesday night line-up further, is understood to be slotting a new film series, "Wyatt Earp," in Tuesday nights. It would be produced by Lou Edelmann. The stanza, on the basis of its pilot film, has reportedly received a warm reception.

### Fast Action

The swiftness with which ABC has been able to wrap up sales on its "Warner Brothers Presents," which was acquired only two weeks ago, is in marked contrast to the difficult job it had in selling "Disneyland" when it first acquired it last year. The web at that time beat its brains out for several months before it was able to hang out the "all sold" shingle.

An additional factor indicative of ABC-TV's growing stature in TV circles is the type of sponsors it is successfully collaring. The "Disneyland" show, for instance, was assiduously avoided by the blue-chip bankrollers. The three bankrollers who finally picked it up were Derby Foods, American Dairy Association and American Motors. Tho the Warner Bros. show can be considered as much a gamble, if not more so, than "Disneyland" was when it was put on the block, the blue-chip advertisers are now buying, as evidenced by the sales to General Electric and Liggett-Myers.

### NEW GOBELS?

## NBC & CBS Sign New Comedians

NEW YORK, April 2.—Impressed with the sudden success of George Gobel, both NBC-TV and CBS-TV have long wanted to bring up more young comics. This week both put it in writing. CBS-TV signed a San Francisco sensation, Mort Sahl, to an exclusive contract. And NBC-TV signed Jonathan Winters. Sahl has a degree from UCLA.

Also, NBC-TV is cutting an audition kine of a new Eddie Bracken show, which will seek to repeat the success he has had in the movies.

## NBC Watching as CBS Jostles ABC for 7:30

NEW YORK, April 2.—NBC-TV does not intend to follow the lead of CBS-TV in programming half-hour shows in the 7:30-8 p.m. strip, a period in which both networks have long used quarter-hour music and news shows. NBC-TV figures that it has much to gain in the CBS-TV shift, since it will then have the music and news fans all to itself. If anyone is the loser, according to NBC-TV thinking, it will be ABC-TV.

Not only has CBS-TV been trying to lure away many of the shows that have already succeeded in this slot on ABC-TV, but whatever program competition CBS will come up with is said to be bound to take the edge off the ABC 7:30 p.m. ratings.

Meanwhile, CBS program plans for the 7:30 strip are still fluid. Nothing has been sold yet, but it looks fairly sure that Quaker Oats will put in "Sergeant Preston of the Yukon." This would be a blow to ABC, which thought it had a commitment for this deal. There also seems to be a possibility that CBS may succeed in luring Gen-

eral Mills into putting in "The Lone Ranger," which would be another blow to ABC. CBS is also understood to be trying to romance Ralston-Purina away from ABC-TV, tho it doesn't want it to bring along its "The Name's the Same."

On the other hand, there seemed to be little chance this week that CBS-TV will succeed in getting Nabisco and its "Rin Tin Tin" away from ABC-TV. CBS is offering a number of shows of its own for this strip, tho it is understood to be keeping a partly open door to any prospective client's own property.

Roughly blueprinted, CBS plans seem to call for "Gunsmoke" for Monday, "Cochise" for Tuesday, and "The Aldrich Family" for Wednesday. The web was also reported to be huddling with Screen Gems with the idea of getting "Jungle Jim" into the strip. It was also reported to have tried to get "My Friend Flicka," but apparently GAC-TV preferred to find a sponsor itself.

Generally, it looks as if CBS-TV's new 7:30-8 p.m. strip will shape up as all film.

### ANOTHER CIGGIE SPONSOR CANCELS

## Lucky Strike Drops 'Montgomery Presents' After 5 Years on NBC

NEW YORK, April 2.—The cutback in TV network spending by cigarette advertisers is beginning to take on alarming proportions. This was even more sharply illustrated by the cancellation of alternate weeks of "Robert Montgomery Presents" by the American Tobacco Company after five years of sponsorship on NBC-TV in the Monday 9:30-10:30 time period. It follows swiftly on the heels of the cancellation of "I Love Lucy" on CBS-TV by Philip Morris several weeks ago.

While American Tobacco will have several weeks in which to make up its mind, indications are that it will return the alternate hour of time to the network. The web will have no trouble selling

it. Fact is, it has already received an order from Monsanto Chemical for the show. And Johnson's Wax would also buy it.

The Montgomery show consistently rated over 30 for American Tobacco, a rather strong rating. It was dropped because of a re-evaluation of media by the company. This may mean putting more money into other media or buying more TV—perhaps Jack Benny, if he can be induced to work every week. The likelihood, however, is that the company will cutback in its TV advertising.

While American Tobacco hasn't been hurt as badly as other companies by the drop in sales (it only lost 2 per cent as against a general

decrease of 5 per cent) the business as a whole seems to be in an unpredictable state. It is not a stable as it once was and has been harmed by the scare talk about cigarettes relationship to cancer. And the necessity of spending heavily on TV advertising is not, as pressing when the competition cuts back its own video outlays according to trade. This, of course, has been happening for two years.

NBC will probably continue Montgomery in the time period for the present. The web feels that a stronger dramatic show could be programmed in the time period and will probably search for a replacement for 1956.

## TV PRICES GOING HIGHER; CBS OFFERS EXAMPLE

NEW YORK, April 2.—On the TV networks, the business keeps coming and the prices go higher and higher. Effective May 1, CBS-TV is raising the time rates on its three big-city o&c stations, as well as on three others. The increases are in line with the growth of set circulation in those markets.

On WCBS-TV here the first increase in a year will raise the Class A one-time hour from \$5,500 to \$6,250. For KNXT, Los Angeles, the hour rate will go from \$2,700 to \$3,200. For the network's Chicago station, WBBM-TV, the hour will go from \$3,000 to \$3,300.

The other markets in which the web is raising rates are Jacksonville, Fla. (\$600 to \$700); Toledo (\$800 to \$875), and Yakima, Wash. (\$150 to \$200).

All current clients get six months' protection, meaning their hikes won't go into effect until November 1.

## NBC Strengthens Sat. Night, Signs Como

NEW YORK, April 2.—NBC-TV took a major step toward the solving of its Saturday night problem with the signing of Perry Como to a 12-year pact. The singer will wind up his three quarter-hour shows for Chesterfield on CBS-TV at the end of this season. They are on Mondays, Wednesdays and Fridays, 7:45-8.

Exactly where Como will be slotted on Saturday night next season at NBC is not known, but he will headline an hour show somewhere between 7:30-9 p.m., the likelihood being that it will run 8-9 that evening. The reason that NBC is being indefinite about his starting time is the indecision over whether Jackie Gleason's half-hour vidfilm series, "Honeymooners," will start at 8 or 8:30 p.m. on CBS-TV.

Como is said to have signed a deal that will bring him substantial capital gains over the 12-year period. CBS had the opportunity of matching the offer, but refused. The exact sum he is to receive is not known, but he will probably own the entire package in the manner of Sid Caesar and Jackie Gleason.

Como will program a variety show, with the usual big name guest stars. In addition, he will use the Ray Charles Singers and

Mitchell Ayres and his orchestra. It may be expected that the entire roster of NBC talent will be on hand to strengthen the Como hour. They include Milton Berle, Dave Garroway, George Gobel, Martha Raye and Steve Allen.

Chesterfield, his sponsor for 11 years, will get first crack at the show, which will probably be sold in thirds. On CBS-TV the entire 7:30-8 p.m. strip will be filled with kid shows on CBS.

General Electric, the sponsor of Jane Froman, and Gold Seal Wax, which sponsors Jo Stafford Tuesdays and Thursdays 7:45-8 p.m. on that network, are being given their walking papers. Como's current income is estimated at \$1,000,000 yearly from his various entertainment activities.

## ABC and CBS Now Battling On Two Fronts

NEW YORK, April 2.—Already embroiled in an all-out fight to keep its 7:30-8 p.m. sponsors from falling prey to CBS-TV's blandishments, ABC-TV this week found itself fighting harder than ever with CBS-TV on another front.

The new combat between the two webs is taking place on the station clearance front, where both networks are skirmishing to clear stations for its respective Wednesday 10-11 p.m. shows. Ironically, ABC-TV is trying to clear time for a stanza it grabbed away from CBS—the Pabst fights—and similarly CBS-TV is striving to clear time for a show it lured away from ABC-TV this week, "U. S. Steel Hour," which will alternate with a General Electric stanza.

ABC-TV claimed initial victory in its station clearance combat. The web says it's cleared 95 stations thus far for its Pabst fights, 34 of them stations which are defecting from CBS in that time slot.

A factor that's intensifying the fight for station clearance is that both the Pabst fights and the "U. S. Steel Hour" are live shows. The Pabst bouts of necessity must clear a live network, while U. S. Steel also is very anxious to beam its stanza live to as many markets as it can.

## Cooper Associates Packaging 'This Is Psychiatry'

HOLLYWOOD, April 2.—Frank Cooper Associates last week began packaging "This Is Psychiatry," latest of a number of TV series being built around the medical profession (The Billboard, March 12). Pilot script, by Meyer Dolinsky, is patterned along the documentary style of "Medic." Lou Nova has been set for one of the key roles.

### FOR FOOTBALL

## NBC to Pay Million Plus To NCAA

NEW YORK, April 2.—NBC-TV has committed itself to pay the National Collegiate Athletic Association about \$1,200,000 for national rights to the televising of eight football games. Rights to each game were \$150,000. The network has already put the football package on the market, with several sponsors extremely interested.

Instead of being sold to one sponsor, the web will go after four sponsors. They are being asked about \$750,000 each for one-quarter sponsorship. Each sponsor will be rotated in turn thruout the four quarters of the games. In this manner they will get a chance to sell viewers who do not remain tuned in thruout the games.

Meanwhile, Humble Oil bought the first sponsorship of the five NCAA regional football games. Humble will televise the Southwestern Conference's gridiron clashes. The other four regional deals, which include the Big 10 Conference and the Pacific Coast Conference, are expected to be sold without any trouble.

## Wyman Series Bought by P&G For Tues. Slot

NEW YORK, April 2.—Procter & Gamble this week picked the show to replace its "Fireside Theater" on NBC-TV, Tuesday, 9-9:30 p.m. MCA-TV sold P&G a half-hour film series starring Jane Wyman. The Academy Award winning actress will play hostess as well as star in every other episode.

Miss Wyman made a pilot for MCA-TV a year ago under the title "Amelia." It was run on the General Electric Theater this season. It was not clear this week whether P&G's new show will follow the format of that pilot or be a dramatic anthology. It is considered possible that the "Fireside Theater" handle may be kept. It is, after all, the oldest TV film title on the networks.

TV film made its first appearance on a network in that time slot, and under P&G sponsorship, 13 weeks before "Fireside's" bow. That was five years ago.



NEW FTC LOOK

Video, Radio Commercials Up for Study

WASHINGTON, April 2.—The Federal Trade Commission is about to take a closer look at TV and radio commercials, an agency spokesman indicated this week.

The spokesman stressed, however, that this does not imply a stepping-up of policing of advertising. Instead, it was pointed out, the new approach is "keyed to the belief that most advertisers want to tell the truth about their products and tell it effectively."

The commission, it was pointed out, has worked out a two-part program (1) to encourage advertisers to comply voluntarily with FTC rules; (2) to confine legal action as closely as possible to hard-core violators.

The commission's approach to TV and radio commercials is part of a broad pattern adopted by the agency to streamline itself and seek voluntary compliance of industry in maintaining good advertising ethics.

As part of this approach, FTC has abolished its anti-deceptive practices and anti-monopoly divisions. In their place, the FTC has established a Bureau of Investigation and Bureau of Litigation.

Meanwhile, FTC announced yesterday (1) that it had issued a complaint charging the Admiral Corporation with "falsely advertising" its "giant 21-inch picture" as providing 20 per cent more screen area than other 21-inch TV sets.

The FTC complaint cited as typical of the firm's advertising of its 21-inch picture tube the following: "Admiral announces a brand new giant 21-inch picture tube, accurately described as 'the world's largest' . . . with 270 square-inch screen . . . 20 per cent bigger than other 21-inch TV screens. . . ."

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RESTLESS PEOPLE

Ted Bates & Company, ad agency, changed from a partnership to a corporation this week. Tom Harrington took the post of board chairman. Rosser Reeves became vice-chairman, and Bill Kearns was named president. . . . Bill Stern is going on ABC-TV to do a sports interview show following the Wednesday night Pabst fights. . . . The Kudner Agency has consolidated its print media and time buying departments, with Hugh Johnson as media director and John Marsich as first assistant in charge of time buying.

WLV-C, Columbus, O., has upped producer Bud Gillis to program manager. . . . Don Hillman, former producer for NBC-TV and the Biow agency, has joined the TV copy department of Benton & Bowles. . . . John F. Henry, Geyer Advertising account exec on American Motors, was elected a vice-president of the agency.

Jim Harmon, program director of KOTV, Tulsa, Okla., is moving to KFMB-TV, San Diego, Calif., also as program director. . . . WABI-TV, Bangor, Me., has begun work on its planned \$250,000 TV city. . . . General Foods will sponsor the Roy Rogers Championship Rodeo on NBC-TV on June 21 8-9 p.m. thru Benton & Bowles. . . . Jimmy Brown, character actor on the Pinky Lee show on NBC-TV, suffered a severely sprained back during a recent camera rehearsal. He is in Cedars of Lebanon Hospital in Los Angeles.

Ed Simmons and Norman Lear, writer and director of the Martha Raye show, have formed two corporations to handle two new TV properties of theirs. Simmons & Lear Productions will produce "The Gibson Girls," about two hotel charwomen. Simmon & Lear Enterprises will handle "I Take Thee, Susan," about a couple of newlyweds.

Marvin Josephson, of the CBS-TV legal department, has resigned to set up a TV management consultant firm, Broadcast Management, Inc. His first client is Information Productions, producer of "The Search" and "You Are There" on CBS-TV.

Grainger to Set Own Sales Org

NEW YORK, April 2.—William Grainger has resigned from the NBC Film division, where he was an account executive, to form his own organization, National TV Distributors, Inc. The firm will concentrate on the selling of sports film to national and regional sponsors.

Grainger's initial film property is a golf film featuring Ben Hogan and made by Soundmasters for the United States Golf Association. Other series about golf are also being blueprinted by him. In the planning stage are several series on hunting and fishing.

LONGER SHOWS

Nets Lean to Longer Shows For Viewer, Sponsor Gain

NEW YORK, April 2.—The networks' continuing struggle for programming supremacy is resulting in an increasing tendency toward longer shows on TV. Web programming executives seem to believe that the long show is the big show, the more exploitable show, and the one that will attract and hold the most substantial number of viewers.

Even at this early stage of preparation for next season, it is evident that sponsors and networks are moving toward longer shows. A few cases in point are the new Armstrong-Pontiac dramatic hour on NBC Tuesday nights, the General Electric-United States Steel dramatic hour on CBS-TV Wednesday evenings, the Warner Brothers' hour on ABC-TV Tuesdays and the new Perry Como hour on NBC-TV Saturday nights.

These new hour shows in most cases will occupy time which this season is filled with half-hour shows, tho, of course, the Pabst fights on CBS-TV Wednesday nights this year run closer to three quarters of an hour.

Big Ones Set

For next season NBC has already sold another hour and a half spectacular to Hallmark for eight Sunday afternoons. Also being considered at CBS is a new Saturday 10-11 p.m. show packaged by Jackie Gleason and titled "Cafe Mardi Gras." The same web has bought three 90-minute vehicles from Noel Coward for programming next fall.

Programming execs believe that good long shows solve the problem of holding audiences. A good hour

dramatic show consequently will retain its audience for the 60-minute span without the necessity of beginning all over again to interest viewers in a new program after 30 minutes is finished.

Sponsors of half-hour shows find that the time costs of hour shows run considerably lower than for half-hour shows. Half-hour time costs run 60 per cent of the hour costs, and the saving can be rather impressive when a large sum of money is spent. And they get important cross plugs if they go only alternate hours. Armstrong is a notable example of a sponsor who evidently believes that its video advertising will gain because it has switched to an alternate dramatic hour show instead of a regular half hour.

The talent nut for hour shows generally is more than twice as much as half hours. But they lend themselves more to splashy promotion and impact, an important consideration for sponsors.

The impact of commercials in longer programs is also noteworthy. According to findings by Daniel Starch and staff, the commercials which rate the highest are those between the acts during hour-long dramatic programs. These commercials not only are watched, but copy details are well remembered.

Perhaps the only losers are the networks' affiliates. They naturally sell more adjacencies when shorter shows are programmed. But, on the other hand, they are just as concerned with holding their audiences and sponsors, and if longer stanzas do the trick, they don't object.

The long show had its origin in the very successful Ford 50th Anniversary show which starred Mary Martin and Ethel Merman and which ran two hours. The rating on this show was an eye-opener, so much so that every agency and sponsor started thinking along similar lines.

Weaver's Contrib

NBC's President Pat Weaver is probably the chief contributor to their development on a regular basis. His spectaculars of this season have generally succeeded, and, in the case of "Peter Pan," achieved a sensational rating. Weaver programs spectaculars for two reasons: To achieve impact and to broaden the base of advertiser participation in the medium.

In sum, the long show, already firmly entrenched, has a promising future in TV.

M-G-M NOW EYES TV

Pontiac Would Have Studio Do Hour Show

NEW YORK, April 2.—TV and the motion picture business continued to play footsie this week, with Metro-Goldwyn-Mayer reportedly the next feature film producer to jump on the video bandwagon. Pontiac is rumored to be interested in getting M-G-M to produce its hour show, which will occupy the alternate Tuesday 9:30-10:30 time period on NBC-TV next season.

Last week Dean Martin and Jerry Lewis made a deal with Colgate which brought Paramount Pictures into video. Thru Yorke Productions, which is mainly owned by Paramount but in which the comics have an interest, Paramount agreed to supply film clips to Colgate's hour show next season. These will probably be highlights from top Paramount Pictures,

including many starring the comedians.

The exact nature of the Colgate show on NBC-TV next season, Sundays 8-9 p.m., is not known. It will be variety with a theme tying it together each week, if current plans work out. A big name emcee is to be hired.

If Pontiac does not make a deal with Metro, it will most likely program a big budget live dramatic show. Estimates are that Pontiac is willing to spend \$75,000 weekly, with overtures also reportedly being made to Leland Hayward to see if he will take over production.

Armstrong Cork, which will program alternate weeks with Pontiac, is expected to use the services of Talent Associates, the current producer on its half-hour regular weekly show on NBC-TV.



WGAL-TV has a potent effect on the spending habits of over three million people with effective annual buying income of \$5 billion—the one station that reaches this market.

Table listing stations in the 'Channel 8 Mighty Market Place' including Harrisburg, York, Hanover, Gettysburg, Chambersburg, etc.

WGAL-TV advertisement for Meeker TV, Inc. with address in Lancaster, Pa. and representatives in New York, Los Angeles, Chicago, and San Francisco.

Barcode and identification code: AXS8-TPT-2329

Advertisement for 'Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!' with a key icon.

NEWS IN BRIEF

NBC-TV MAY ADD MACK SHOW TO 'THAT' PLAN . . .

NBC-TV is toying with the idea of calling its new Ted Mack show "Afternoon" and adding it to the trinity of participation shows—"Today," "Home" and "Tonight." The daytime show is a natural for participation advertisers. Consequently, it could easily join the other three shows in a new amplified "THAT" discount plan.

PHIL SILVERS MAY GO ON TUESDAY AFTER ALL . . .

Latest reports are that CBS-TV has switched back to the idea of programming its Phil Silvers show in the Tuesday 8-8:30 p.m. time period next fall. The half-hour show to follow is not known. Thinking is that the show has the strength to blitz the opposition, especially since it is expected to follow "Cochise." Camels owns half of Silvers.

'TRUTH OR CONSEQUENCES' NEW TIME SOUGHT . . .

NBC-TV is trying to get off the hook with Lorillard by finding another time period for its "Truth or Consequences." The show was ousted from Tuesday 10-10:30 in next fall's line-up to make way for an hour drama to be sponsored by

Armstrong and Pontiac. Considerably juggling is needed.

CHICLE GETS CAESAR OK, MISSES RAYE-BERLE . . .

American Chicle this week signed a 65-week renewal of "Caesar's Hour" on NBC-TV. However, the company's order for one-third of Milton Berle and Martha Raye was refused because it wanted to use two one-minute commercials on the show instead of one two-minute plug.

TONI DROPS JAN MURRAY AND TIME PERIOD . . .

Toni is dropping the Jan Murray show which follows the Friday night fights on NBC-TV. The advertiser is also canceling the time period which runs about 15 minutes.

BBD&O SPARKS INTEREST IN 'DR. HUDSON' FILM . . .

Batten, Barton, Durstine & Osborn has interested several of its clients in "Dr. Hudson's Secret Journal," the TV vidfilm produced by Eugene Solow and Brewster Morgan. Du Pont and Campbell soup are said to be considering the property.



## 'Co-Op Sponsorship' Gimmick Luring Locals Into TV Film

NEW YORK, April 2.—Local retailers and many manufacturers who have stayed out of TV for fear of its high cost will, in the months ahead, get an enticing come-on in the form of a sponsorship technique already proven potent in many situations. This technique, known as co-op sponsorship, means that the manufacturer and his dealer, distributor or local agent split the cost of the time and program.

TV film is the most suitable medium for this type of deal. From the retailers' point of view, half-hour film series offer network caliber vehicles which received powerful assistance from point-of-sale displays tied into the deal by the film distributors. From the manufacturers angle, syndicated film offers the same showcase in numerous markets.

The major TV film distributors have generally shunned co-op deals. They claim they're too much trouble. They'd rather deal with one sponsor and get out. Co-operative film selling necessitates selling both the manufacturer and the dealer. More often, even if the factory agrees to buy, many of its dealers in a single market will also have to be sold. In a large city, the approval of 40 or 50 dealers may be needed before the sale can be closed, which raises the distribution cost.

But even major film distributors have been showing indications of growing partiality toward co-op sales. There is growing awareness in the trade that they offer a great untapped potential which allows entrance into stations and markets not otherwise salable without rate cuts. And a few large and important markets in the country with unusual buying habits do not get the advertising budgets from national sponsors that their sheer size seems to warrant. Consequently, unless a contribution from the dealers in these markets is received, film distributors often cannot get prices proportionate to their set circulation.

One major distributor, the NBC Film Division, is now in an all-out campaign to sell local retailers on getting manufacturers' contributions to sponsor its show. In a sales presentation titled "Partners in Profits . . . the co-op TV advertising story," NBC Film is promoting what it calls its "Salesmaker Plan."

**Three-Step Program**  
The three-step program suggests that the retailer's come-on to the manufacturers be added display space and extra in-store promotion during the week their products are plugged on the show.

Another major film outfit hot after co-op deals is UM&M. Right now it has an auto firm and a soft drink firm committed to co-op contributions if UM&M can sell their local outlets.

UM&M has a good background in co-op sales. Two of the three

partner-companies in UM&M, Motion Picture Advertising Service and United Film Service, have been doing precisely that type of business in theatrical spots, on which they service many of the biggest names in U. S. industry.

Co-op deals can work both from the top down and from the bottom up. The former type arrangement is well entrenched in the soft drink field. These often work out nicely for the film producer-distributor, since the company will pay the film man a profit to tie up the show nationally, and then take care of selling the local bottlers.

MCA-TV now has two such deals; Coca-Cola for "Kit Carson" and 7-Up for "Soldiers of Fortune." Another such situation is Nehi Beverages' quarter-hour Ames Brothers show.

Canada Dry carried "Terry and the Pirates" and then "Annie Oakley" on co-op arrangements. But in these cases the film distributors, Official Films and CBS-TV Film Sales respectively, had some trouble. The national deal gave the independent bottlers first refusal on the shows in every market, which prevented further potential syndication until each bottler made up his mind. Now Canada Dry is letting its bottlers choose their own shows, live or film, locally.

The top-down deal is also currently used in the automotive and appliance fields. "General Tire Sports Time" is on a co-op basis. Also, International Harvester is getting a number of rides on "Halls of Ivy" on a co-op arrangement outside its CBS-TV network spread. IH is apparently finding its hinterland dealers very eager to get the show.

In the bottom-upward type of sale, auto dealers and drug retailers have been most outstanding. Auto dealers or their local associations can usually get good co-op money from Detroit headquarters on the basis of the number of cars they sell.

**'Bottom-Up' Deal**  
The most famous drug-chain use of the co-op scheme is the United-Whelan stores here in New York, which for years has been getting good TV exposure at virtually no cost to itself. The drug houses have shown themselves more than willing to sign for 13-week rides on Whelan's shows not only for its intrinsic ad value but also because of the extra point-of-sale boost they thereby get.

The usual top-down deal has the manufacturer paying for the film and the local dealer buying the time. In other instances, the total cost of film and time is split up either 50-50 or otherwise.

In the bottom-upward deal, the retailer gets manufacturer contributions either on the basis of the number of items sold, or the total cost is split up among the participating manufacturers.

The number of co-op deals on syndicated film shows is definitely on the increase. The only a certain number of film distributors are actively promoting the scheme, no distributor will walk away from it as long as he doesn't get tied up in a complicated selling situation. Of course, if their urge to get on TV, the greatest sales vehicle ever, is strong enough, the retailers and manufacturers can always take over the internal show-selling job for them.

## Ratings in MCA-TV Summer Sales Pitch

HOLLYWOOD, April 2.—MCA-TV is making a strong bid to again capture a good share of the summer television market, and has come out with a film presentation utilizing rating service figures to show that a sponsor's cost per thousand is actually less during the summer than at any other time of the year.

The booklet utilizes six programs to come to its conclusion. Summer cost of "Dragnet" is listed as \$3.46 per thousand as against \$3.80 for the winter period. "Ford Theater" is \$4.49 and \$5.97, and "I've Got a Secret," \$3.05 and \$5.60. For programs which have summer replacements, "Robert Montgomery Stock Company" scores \$7.99 as against \$12.13 for "Robert Montgomery Presents." "Westinghouse Theater" \$7.25 against "Studio One's" \$9.99, and "Viceroy Star Theater" \$3.46 against "My Friend Irma's" \$10.16.

Further, MCA-TV's presentation contends that reruns are the best buy of all during summer, pointing

out that a Nielsen survey found that the average rerun rating was 22.0, while the average summertime evening program rating is only 17.9. Last summer MCA supplied reruns for seven regular shows, claiming that these actually lowered the cost per thousand by an average of \$3.26 as against the programs they replaced.

Replacements actually hold audiences better than programs which remain on during the summer, according to Nielsen figures used in the MCA presentation. "Dragnet," for instance, had a 41.7 summer as against 59.1 winter rating. "Ford Theater" 33.4 to 41.9 and "I've Got a Secret," 29.5 to 33.5. In the case of three replacements, however, the drop was an average of only 5.0.

The booklet estimates that the potential audience will be larger by 2.9 million sets in August of this year than it was in January, and points out that surveys find that most sales do not decline during the summer months.

### EXPANDED PRODUCTION

## TPA Announces \$12 Mil Outlay for New Product in 1955-'56 Season

HOLLYWOOD, April 2.—Television Programs of America yesterday (1) announced expanded production plans for the 1955-'56 season with an expenditure of \$12 million for new product foreseen by Edward Small, chairman of the board of the organization.

In connection with the expansion, TPA is moving all its production to KTTV studios from its

present two sites, Motion Picture Center and Goldwyn Studios. The company has taken an exclusive long-term lease on the lot, which presumably means that organizations which are occupying space there now will have to move off. Transfer of activities is scheduled for June 1.

New programs which TPA will produce, according to the company, are "The Count of Monte Cristo," "Tugboat Annie," "The Adventures

### THE BILLBOARD SCOREBOARD

## • Top 25 Vidfilms Among Women and Their Pulse Multi-Market Ratings

This weekly feature of The Billboard's TV Film department shows the relative standing of the top 25 non-network TV film series on the basis of the number of viewers of the tv, - covered they attract per 100 viewing homes. The average multi-market rating for each series is also shown, and is based upon the rating scored by each show in the 22 basic markets studied by The Pulse, which markets account for the bulk of U. S. set circulation. Each market is weighted in proportion with its TV population. On consecutive weeks, these charts show program popularity among men, women, teen-agers, and children.

For additional information on audience size and coverage please consult The Pulse, Inc., 15 West 46th Street, New York.

Rank Order	Title and Distributor of Series	Women per 100 Homes	Avg. Feb. Rtg.
1	Liberace (Guild Films)	99	11.8
2	Favorite Story (Ziv-TV)	96	12.4
3	Janet Dean, R. N. (UM&M)	95	9.0
4	International Police (NTA)	94	6.8
5	Life With Elizabeth (Guild Films)	91	7.8
6	Foreign Intrigue (Sheldon Reynolds)	90	9.5
6	Dangerous Assignment (NBC Film)	90	5.9
8	The Whistler (CBS Film)	88	14.6
9	Counterpoint (MCA-TV)	87	3.5
9	Mr. District Attorney (Ziv-TV)	87	17.2
11	I Led Three Lives (Ziv-TV)	86	15.4
11	Inner Sanctum (NBC Film)	86	7.4
11	The Falcon (NBC Film)	86	12.3
14	Boston Blackie (Ziv-TV)	85	12.5
14	I Am the Law (MCA-TV)	85	4.1
14	Front Page Detective (Consolidated TV)	85	4.6
17	Eddie Cantor Show (Ziv-TV)	84	13.9
17	Frankie Laine (Guild Films)	84	7.7
17	Hans Christian Andersen (Interstate TV)	84	8.3
17	Star and The Story (Official Films)	84	13.0
17	Mayor of the Town (MCA-TV)	84	13.2
22	Florian ZaBach (Guild Films)	83	5.0
23	Biff Baker, U.S.A. (MCA-TV)	82	4.2
23	Ellery Queen (TPA)	82	12.6
23	Files of Jeffrey Jones	82	4.8
23	Lone Wolf (MCA-TV)	82	13.8
23	Royal Playhouse (MCA-TV)	82	6.1

## No Syndication of 'Fu Manchu,' 'Scenes'; Eye National Sale

HOLLYWOOD, April 2.—Two last year and placed in theaters. It is planned now to film an additional 26 of the show, a science-fiction drama aimed at a younger audience. Negotiations are in progress with one of the nets, reported to be either NBC or CBS, for afternoon airing of the program, which stars Judd Holden and Aline Towne.

Also on tap are 39 more "Stories of the Century," award-winning Western series which is in syndication. The first 39 half hours of the program will be completed shortly.

Collins, in explaining Hollywood TV Service's new sales policy, said that syndication, especially with distribution costs rising and the value of residuals declining, is becoming an ever bigger gamble, and that it takes not only a top-quality show but a lot of luck for a producer to recoup a return on his investment.

## 2 New MCA 1st-Runs for Fall Season

HOLLYWOOD, April 2.—MCA-TV will have two new first-run shows in syndication for the fall this week, bringing to 10 the number of first-run properties the organization is offering. The company is also peddling 14 reruns.

First of the new shows is expected to be ready in September, with the second scheduled for airing later. There has been no decision yet as to what types of programs they will be, but they're expected to have budgets in the neighborhood of \$25,000 per episode.

## Atlantic TV Issues Late Feature Pix

NEW YORK, April 2.—A new package of 10 first run features was released to TV this week by Atlantic Television Corporation.

Titles and stars of Atlantic's new "55-56 Package," as it's been termed, are: "Born to the Saddle," Leif Erickson and Donald Woods; "Country Parson," John Beal and William Bakewell; "Great Dan Patch," Dennis O'Keefe, Gail Russell, Ruth Warrick and Henry Hull; "Love Island," Eva Gabor and Paul Valentine; "Pagliacci," an Italian opera, Gina Lollobrigida and Tito Gobbi; "Return of the Plainsman," Chips Rafferty and Jeanette Elphick; "Robot Monster," George Nader and Claudia Barrett; "Seeds of Destruction," Gene Lockhart, Kent Taylor and Gloria Holden; "Thief in Silk," Philip Reed and Jean Bradley; "Captain Scarface," starring Barton MacLane, which will be made available April 15.

The only market in which the films have been sold is New York, where they were bought by WCBS-TV after completion of their theatrical runs six months ago.

## Mannis Preps Circus Pilot

HOLLYWOOD, April 2.—TV pilot of a circus show is being filmed here Sunday (10) by Sam Mannis at Auction City. Hour-long color film will feature Jack La Rue as ringmaster.

Mannis will shoot outdoors, using two 16mm. cameras provided by Joe Hendrix. Facilities available include two rings, an arena, a large stage and 250 feet of background tenting. Seating capacity is approximately 1,000.

Show is intended for syndication and may be cut to a half hour in length. Two sponsors, Karl Shoes and Thrifty Drugstores, are reportedly interested.



# NBC-TV Tying Miner To Pact Wide in Scope

HOLLYWOOD, April 2.—NBC-TV is in the process of readying a pact for producer Tony Miner which, in its scope tho not its length, may equal that to which CBS has signed Jackie Gleason in what is a continuing effort by the nets to sew up their top stars and production personnel.

NBC, which two weeks ago inked Jack Webb to a 10-year pact, presently has a five-year agreement with Miner which attorneys are writing into contract form. The more or less informal agreement, which has been in effect for the past two years, has until 1957 to run. Certain options are also included.

What makes it unusual is that Miner, as an independent producer, may, under it, turn out as many as four series for the web next year and possibly even more the following. Annual production cost of these would be in the neighborhood of \$4 million.

Further, the pact gives the NBC exclusive rights to Miner, who is

presently executive producer of "Medic," as producer of a one or one-and-one-half-hour dramatic program.

In addition to "Medic," which Dow Chemical has already renewed for next season, Miner is planning to film "Frontier," "Challenge" and "Briefcase."

Pilot of "Frontier" was completed here this week. "Challenge" is being shot in New York within the next 10 days. "Briefcase" is scheduled for West Coast filming upon the completion of "Challenge."

NBC-TV has first refusal rights on all these programs, but cannot keep Miner from presenting them to other networks if it should turn them down. The net, if it wants to keep a program off CBS or ABC, is thus, under its pact with Miner, in the position of having to put it on the air sustaining if no sponsor is available.

"Challenge," being scripted by Rod Serling and Reginald Rose, is underwritten by Ford Foundation's Fund for the Republic but will be offered for sponsorship in the United States. The Fund will retain the right to world-wide non-commercial distribution of the program.

Since it is expected the Fund will be willing to pay somewhat higher production costs in order to get a top-quality show than that which the commercial trade will bear, the program may be the best bargain of the 1955-'56 season. The Fund picking up the extra tab over the price the sponsor pays. Miner is in the process now of

## REVOLVING DOOR

Les Harris, head of CBS-TV Film Sales, left for Europe for three weeks on a production tour of its big cities. . . . Bert Leonard, producer of Screen Gems' "Rin Tin Tin," will be in New York all next week. . . . Mickey Dubin has resigned from MCA-TV to join Chad, Inc., producer of animated commercials, as sales director. Before joining MCA-TV he was with Robert Lawrence Productions. . . . MAC Studios in Chicago, TV film subsidiary of the McConkey Artists Corporation, has upped Phil Field to vice-president in charge. He replaces Howard Grafman, who has opened his own TV distribution firm here. MAC Studio handles regional (Midwest) representation of outside product. Field is adding Texas, Oklahoma, Arkansas, Kansas and Nebraska to its territory.

Maryellen Anderson has joined Atlas Television to work in sales and sales promotion. She was formerly sales promotion director for Fletcher Smith Studios, producer of commercials, and the Ellington Company.

The American Film Assembly and the Golden Reed Film Festival, at which the outstanding 16-mm. films in all categories will receive awards, will take place in New York all next week.

forming a production company to handle his shows next season, and is looking for a studio site since American National Studios, where "Medic" was filmed for the past year, is being taken over by Ziv-TV.

# Official Takes Over 'Foreign Intrigue' Pix

NEW YORK, April 2.—Official Films this week took over 78 "Foreign Intrigue" episodes from Sheldon Reynolds Productions as the first step in a deal that will probably provide Official with a total of 156 "Foreign Intrigue" episodes for syndication.

Reynolds, as part of his agreement with Official, retains ownership of the "Foreign Intrigue" title, which he may use in the future if he closes a deal with a national sponsor. William Morris, Reynolds' agent, is now peddling the property to national bankrollers.

Of the first group of 78 episodes Official has acquired, 39 star Jerome Thor, while the other 39 star James Daly. It's expected another 39 Thor episodes will be taken over on July 1. Additionally, the latest 39 "Intrigue" films, starring Gerald Mohr, which are currently on the air for Ballantine in only seven markets, will probably be turned over to Official on July 1 after their run for Ballantine is ended.

The 156 "Intrigue" episodes—assuming that number is acquired by Official—would be split into three shows, each with a different title. One show would consist of the Thor episodes, another would be made up of the Daly episodes, and the third of the Mohr stanzas, which easily lend themselves to sale as different shows because of a change in both star and format (The Billboard, October 23).

**Flexible Plan**  
Official is setting up a flexible sales plan that would enable local

buyers to program the "Intrigue" episodes either as one, two or three shows, depending on the number of episodes bought and the way in which they want to program them. One of the titles that will be used is "Dateline, Europe," the tag that has been placed on the show in the markets where they are being aired as second runs.

The deal between Official and Reynolds continues the producer's ownership of the negatives. Official first gets back distribution costs on the show and then splits the proceeds 50-50 with Reynolds, it's understood.

According to Hal Hackett, Official's prexy, the firm has already received \$200,000 worth of orders for the 78 episodes now in the shop. Hackett estimates Official will be able to pull in at least \$2½-\$3 million on the property within two years.

## DE-INTERMIXTURE

# FCC Proposal Draws Dissent From Hennock

WASHINGTON, April 2. — A proposal by the Federal Communications Commission this week to rule on individual UHF broadcasting petitions for de-intermixture in their areas brought a sharp dissent from Commissioner Frieda B. Hennock. The Commission was specifically considering petitions for de-intermixture from UHF broadcasters in four cities: Peoria, Ill.; Evansville, Ind.; Madison, Wis., and Hartford, Conn. Commissioner Frieda Hennock in her dissent stated that de-intermixture is a nationwide problem and must be approached on a nationwide basis. She recommended an immediate study of the problem as a whole because "it seems to me utterly arbitrary for the Commission to take steps looking toward de-intermixture in four isolated cases without first announcing its intention with respect to de-intermixture thruout the country."

The UHF-VHF controversy will have further airing at the invitation of the Federal Communications Commission this week. Both parties have been invited by the Commission to air their views on "booster" operations to fill gaps in UHF service areas. The Commission pointed out that the weaker signals from UHF transmitters, as compared with VHF transmitting, leave "shadow" areas where they cannot be seen, and the situation could be righted by the use of amplifying transmitters.

## SEALED BIDS

# Goldwyn Lot To Pickford For \$1½ Mil

HOLLYWOOD, April 2.—Mary Pickford apparently has won out over Samuel Goldwyn in their controversy over ownership of Goldwyn Studios. In sealed bids opened yesterday (1), referees appointed by the Superior Court recommended acceptance of Miss Pickford's bid of \$1,525,000.

Only one other bid was received and, altho not mentioned by name, it is presumed this was submitted by Goldwyn. Date for an open hearing at which other bids will be received is yet to be set by the court.

Squabble between Miss Pickford, who presently owns 51 per cent of stock in the lot, and Goldwyn, owner of 49 per cent, has been going on for some time.

## UPCOMING FILM SERIES

This chart is a compilation of all new TV Film series about which The Billboard carried news stories in the past month. Full information available on each series will be found in the issue listed in the last column of this chart. The C listed after the title and type of a program indicates it will be shot in color. The symbol (P) listed after the production date refers to a pilot film.

Program (Type)	Producer	Prod'n Date	No. Scheduled	Distributor (if any)	Info in BB Issue:
Buckley (Comedy)	Goodson-Todman	(P)			3/12
Black Beauty (Child.)	Ziv-TV			Ziv-TV	3/12
Untitled Musical	Studio Films	Current			3/12
Untitled Medical Series					
(Drama)	William Morris	4/15/55			3/12
G. P. (Drama)	Hal Roach Studios	4/7/55			3/12
Ship's Doctor (Drama)	Revue Productions				3/12
Adventures of Judge Roy Bean (Comedy)	Screencraft Pictures	(P)	6		3/12
Sarong (Adv.)	RKO-Pathe	(P)			3/12
Charter Boat (Drama)	RKO-Pathe				3/12
Louella Parsons (Variety)	Filmcraft Studios	(P)			3/12
I Spy (Adv.)	Rhea Productions	April	39	Guild Films	3/19
That Baxter Boy (Comedy)	Roland Reed	April		MCA-TV	3/19
The Getter and the Holder (Mys.)	McCadden Productions	(P)			3/19
Frontier (West.)	Worthington-Miner				
Prod'n's.		(P)		Ashley-Steiner	3/26
How Now, Brown (Comedy)	McCadden Productions	April			3/26
Hart of Honolulu (Adv.)	Felix Feist & Edleshin			CBS-TV	3/26
V for Vicy (Comedy)	Alex Gottlieb				3/26
Asa Tumbull, Privateer (Adv.)				CBS-TV	3/26
Lanny Budd (Drama)	Mort Briskin	(P)			3/26
The Mighty O (Comedy)		(P)		CBS-TV	3/26
Hotel Europa (Adv.)	Mort Briskin				3/26
The Aldrich Family (Comedy)	Desilu Productions	(P)		CBS-TV	3/26
Gunsmoke (West.)		(P)		CBS-TV	3/26
Miss Pepperdine (Comedy)	Bricken & Freeman	4/7/55		CBS-TV	3/26
Johnny Carson (Variety)		(P)		CBS-TV	3/26
Bob Crosby (Music)		(P)		CBS-TV	3/26
Connie Haines (Music)	Guild Films	Summer '55		Guild Films	3/26
The Story Behind Your Song (Music)	Randall-Song Ads				
Prod'n's.		(P)			3/26
Sunshine Girls (Comedy)	Ingo Preminger				3/26
A Word From the Stars (Quiz)	Harry S. Goodman Prod.	(P)			4/2
The Inside Dope (Comedy)	Matthew Rapf	(P)			4/2
Willie the Wonderman (Child.)	Republic TV Features	(P)			4/2
Blandings (Comedy)	Four Star Productions	April '55			4/2
Grand Motel (Drama)	Four Star Productions				4/2
Jody and Me (Comedy)	Four Star Productions	(P)			4/2
Bulldog Drummond (Mys.)	Four Star Productions	Spring '55			4/2
Hurricane Kelly (Adv.)	Four Star Productions	Spring '55			4/2
My Friend Flicka (Child.)	TCF-TV Productions	April '55			4/2
Untitled Drama	TCF-TV Productions				4/2
Mario in Wonderland (Child.)	Edward Nassour				4/2
Behind the Scenes (Comedy)	Studio City TV Prod.	Current			4/2
Adventures of Fu Manchu (Mys.)	Studio City TV Prod.	Current			4/2
It's a Great Country (Drama)	ABC-TV	Current			4/2
Navy Baby (Comedy)	ABC-TV	Current			4/2
Agenda (Drama)	Jack Denove Prod.	(P)			4/2
Patti Page Show (Music)	GAC-TV	(P)			4/2
Eddie Mayehoff Show (Comedy)	Eddie Mayehoff				4/2
Untitled Comedy	Lew Kerner				4/2

# Guild Racks Up \$1,000,000 in Sales in March

NEW YORK, April 2. — Guild Films set a sales record for the month of March this year by grossing \$1,000,000. Most of this money is income from the sale of its new "Looney Tune" package of 191 cartoons bought from Warner Brothers.

The deal provided that Guild make an immediate down payment of \$600,000, plus another \$600,000 to be paid after a two-year period and a 60-40 split thereafter in favor of Guild.

Among the large markets which have already purchased the property are New York, Los Angeles, Boston, Chicago, Minneapolis and Columbus, O. They will be programmed in various ways, as spot carriers or sold to individual advertisers. Manny Reiner is veepee in charge of sales.

Guild, meanwhile, merged its feature film division with its syndicated selling operation. All salesmen will henceforth sell its entire catalog—feature films, film libraries, cartoons and half-hour vidfilm series. The merger will enable Guild to dispense with the services of a number of its salesmen.

# Lee Speaks Out on Tele, Radio Abuses

WASHINGTON, April 2.—In a speech before the Tennessee Association of Broadcasters in Nashville this week, Federal Communications Commissioner Robert E. Lee took issue with criticisms leveled at the Commission for not doing something about program abuses on television and AM radio. He said the chief complaints were against bait advertising, excess commercials and bad taste.

Referring to the advertising problem, he pointed out that the Federal Trade Commission has received several hundred thousand complaints about false advertising. He attributed the heaviest overloading of commercials to AM radio in their effort to stay in the black in their competition with television. Commissioner Lee minimized the importance of the blood-and-thunder television programs in contributing to juvenile delinquency. He expressed the hope that in matters of taste, the industry will regulate itself and "obviate any future danger of censorship by an outside force."



## STRENGTH DOWN THE LINE

## Sales Activity at All Levels Puts New Umph Behind Pix

The Billboard's 17th Annual Promotion competition reflects the increasing role played by film distributors in local promotion. The fact that film syndicators have thrown their promotion weight behind their properties has resulted in freeing stations for stronger exploitation, not only in connection with film properties they program, but also for many of their live shows.

On the audience promotion level distributors have stimulated viewing response by a large number of personal appearances of stars, have whipped up in-plant enthusiasm in the factories of clients and have gone as far as offering complete "after sale service." This last all-purpose audience building service, which MCA-TV has blueprinted,

will do almost anything for stations that is required.

## New Facets

New facets of sales promotion created by film syndicators include such a unique feature as the sales film made by Television Programs of America. Guild Films also has a noteworthy client service department which offers such extras as copywriting and the preparation of commercials for those advertisers who purchase its product.

In merchandising promotion National Telefilm Associates created a "Tic Tac Toe Plan" whose objective was to create store traffic by means of a game. And numerous distributors offer complete merchandising kits to their clients.

The trend in TV feature film has

been toward more and more expensive packages of pictures. This has compelled stronger promotion to attract viewers and advertisers. WOR-TV, New York, for example, spent \$12,000 weekly on advertising space when it began telecasting its "Million Dollar Movies." Hygo, Associated Artists and Fortune Features have paid out large sums for elaborate brochures, a fact which indicates a stronger awareness of more powerful sales techniques.

Station promotion on all levels has relied on more of the same tested ideas. Outlets generally have laid down a heavy barrage on all promotion fronts—trade and newspaper ads, program announcements, displays, direct mail pieces and merchandising activities.

## CITIES OVER 500,000 POPULATION

## KTTV Wins in Sales; WPIX, Aud. Promotion; WLW-T, Merchandising

In cities over 500,000, the stations renowned for their programming of film generally copped top positions in The Billboard's 17th Annual Promotion Competition. KTTV, Los Angeles, for instance, one of the nation's top buyers of syndicated film, was first in sales promotion and third in audience promotion. WCBS-TV, New York, one of the most successful users of feature films, placed second for audience promotion and third for merchandising.

In audience promotion, the big city winner was WPIX, New York. And the victory for merchandising was scored by WLW-T, Cincinnati, on the strength of its successful POP Plan and "Crosley Broadcasting's 32-man Client Service department."

To keep its shows like *Liberace*, "Ramar of the Jungle" and "Club House Gang Comedies" in front of the New York public, WPIX has the help of its parent, The New

York Daily News, the newspaper with the largest circulation in the country. In addition, WPIX has continuing cross-plug deals with TV Guide and radio station WMGM.

## Air Plugs

WPIX also uses its own air time generously, every show signing off with a plug for the one following. Besides the usual telop, the station makes extensive use of film trailers and occasionally of plugs by its live personalities.

In recent months, WPIX's ads for its movies on the "First Show" drew extra trade attention by headlining the first names of industry execs. In one instance, a cartoon character, hanging out of a window, shouted, "Hey, Sylvester! Come on in and . . ."

KTTV, Los Angeles, winner in sales promotion, has been running a series of zany ads in the business pages of The New York Times and The New York Herald-Tribune to

tell national advertisers why they can't rely on network shows to get their messages across in Los Angeles. A sample head reads: "Los Angeles is . . . well, it's . . . (Okay, we'll say it) . . . a little screwy." Other epithets used in this series of one-column ads are: "peculiar," "different," "crazy place—but oh, so big" and "full of tvog."

One of the nation's biggest users of TV film, KTTV also gives film its biggest boost in its trade ads. One copy line reads: "Syndicated film shows do better in Los Angeles . . . and they do much better on KTTV."

## WLW-T Wins

WLW-T, Cincinnati, which won first place for merchandising promotion, rode high on the services of Crosley's 32-member Client Service department and its well-entrenched "Crosley POP Plan."

When a sponsor places a syndicated film show on WLW-T or

(Continued on page 11)

## 200,000-500,000 CITIES

## WHAM-TV Does Best All-Around Job; KOIN, WBNS Also Cop Firsts

In cities whose population is between 200,000 and 500,000, WHAM-TV, Rochester, N. Y., led the pack as the station doing the best all-around job of promoting audiences, sales and merchandising for its TV film shows, judging from the results of the 17th Annual Billboard poll. WHAM-TV took the first place spot for audience promotion, while KOIN-TV, Portland, Ore., won first place for sales promotion, and WBNS-TV, Columbus, O., took first place for merchandising promotion.

In addition to coming out first in audience promotion, WHAM-TV copped second place for sales promotion and third place for merchandising promotion, thereby becoming the only station in the competition to win one of the three top spots in each of the three promotion categories. The only other station in this group to win more than one promotion award was KING-TV, Seattle, which copped second place for its audience promotion and third place for its merchandising promotion.

## Six Activities

WHAM-TV won first place in audience promotion on the basis of a continuing campaign that embraced six different activities: on-the-air-tune-in announcements, special program promotion slides, personality cross plugs, special feature programs and cross plugs, contests and newspaper advertising.

One of the noteworthy features of the audience promotion efforts

of KING-TV, the second place winner, is its emphasis on personal appearances of TV film stars. When Annie Oakley visited Seattle late last summer, for instance, the station planned and put into effect a stupendous campaign that lured approximately 250,000 people out of their homes to view the star in person.

## KCMO Third

Third place in audience promotion was won by KCMO-TV, Kansas City, Mo. In addition to such standard audience promotion methods as newspaper advertising, publicity and on-the-air spots, the station schedules 20-second spots daily on the transit system's FM pick-up, which reaches an estimated 2,000,000 riders per week.

In the sales promotion category, KOIN-TV, the first place winner, relies heavily on pre-debut publicity, special screenings for advertisers and press, direct mail and other similar methods of building up advertiser interest in the forthcoming show.

Second place winner in the sales promotion category, KOMO-TV, Seattle, also kills two birds with one stone by using its audience promotion to help it in its sales promotion activities. Its theory is that arousing public interest in a forthcoming show helps make it a more valuable property for a potential advertiser, with the result that it is easier to sell. Additionally, the station's sales promotion activities point up to advertisers

what they will get in the way of merchandising if they sign as program sponsors.

Third place winner in sales promotion was WHAM-TV, which makes effective use of such standard sales promotion methods as direct mail to agencies and advertisers, publicity and advertising that's designed for potential sponsors.

## Merchandising

First place winner for merchandising promotion was won by WBNS-TV, which operates on the theory that a constant, day-in, day-out campaign is more effective in the long run than a small number of occasional "spectacular" campaigns during the year.

Included in the station's array of merchandising activities, which come under the scope of the sales department, are: special grocer, drug and other product video-grams, sent via direct mail to outlets that market sponsors' products; dealer letters; a house organ, and point of display material also sent to sellers of advertisers' goods.

WHAM-TV won second place in this category for its effective use of such merchandising aids as letters, bulletins, tie-in advertising, giveaway prizes, etc.

KING-TV, the third-place winner, similarly mails out to its advertisers' outlets a vast amount of material designed to acquaint its sponsors' customers with the job the sponsors are doing in advertising their products.

## EDITORIAL

## BB's 17th Competition

On these pages are the results of The Billboard's 17th Annual Promotion Competition. In many ways it represents perhaps the most drastic departure from previous competitions.

For one thing, this year's edition was concerned only with promotion efforts devoted to TV film. For another, instead of a small group of select judges who chose winners from presentations submitted by entrants, the voting this year was done by the industry at large based upon knowledge of the promotional activities of stations and TV film distributors.

The balloting took place at the same time and on the same ballots as The Billboard's recent TV Film Service Awards. The voting on the TV stations was by 102 top ad agency executives, 65 leading advertisers, the 48 leading TV film distributors and the 39 foremost TV film producers. Similarly, the voting on the promotion efforts of TV film distributors—the first time this has been a part of this annual competition—was by all of the above save the distributors themselves, plus 154 TV station execs. The balloting was completely secret.

The Billboard believes that the current voting provides valuable information in revealing how the promotion efforts of TV stations and film distributors are regarded by the remainder of the industry. We would welcome expressions of opinion on year's competition, as a guide to our future efforts in this field.

## BEST OF BREED

## A FEW OUTFITS WIN MULTIPLE ACCOLADES

The strongest single showing among stations in The Billboard's 17th Annual Promotion Competition was made by WHAM-TV, the Stromberg-Carlson owned outlet in Rochester, N. Y. The station won first place for promoting audiences, second for promoting its merchandising and third for promoting its sales in markets of between 200,000 and 500,000 people.

In cities of over 500,000, Dick Moore's KTTV, the Los Angeles independent, ranked first for sales promotion and third for audience promotion. The station has been noted for its use of vidfilm and, in connection with these shows, did an especially able job.

## KTVH Promotion

Another sock promotion job, in markets of under 20,000 population, was delivered by KTVH, Hutchinson, Kan., the Howard Peterson managed outlet. KTVH topped its competition in audience promotion and ran second in sales promotion.

The flagship of the CBS-TV network, WCBS-TV, New York, rang the bell with a second for its audience promotion and a third for its merchandising ef-

fort. The station, managed by Sam Cook Digges, has turned in some of its best promotion efforts for its various feature film shows. It is in a market of above 500,000 population.

The Northwest's KING-TV, Seattle, won multiple awards for audience and merchandising, taking a second in the former class and a third in the latter. It is in a market of between 200,000 and 500,000 people.

## Ziv's Power

Among film distributors, Frederic Ziv rang the bell twice. The film distributor walked off with a first for its sales promotion and a second for its audience promotion.

One of its greatest rivals, MCA-TV did almost as well, but, in any event, won itself two important honors. It won a first for its audience promotion and a third for its sales promotion. This film syndicator expects to step up its promotion activities considerably in 1955.

The NBC Film division, the network's vidfilm subsidiary, made a good showing. It won a second for its merchandising promotion and a third for its audience promotion. Carl Stanton heads up this operation.

## UNDER 200,000 POP.

## KTVH, WICU, KMID Share Pic Job Honors

KTVH, Hutchinson, Kan.; WICU-TV, Erie, Pa., and KMID-TV, Midland, Tex., won first places for audience, sales and merchandising promotion respectively in The Billboard's 17th Annual Promotion Competition. KTVH also made a strong showing in sales promotion, nailing down second position in that category.

Second place winner for audience promotion was WJAR-TV, Providence, and for merchandising it was WFBC-TV, Greenville, S. C. Third spot for audience promotion was taken by KOTV, Tulsa, Okla., with WSYR-TV, Syracuse, ranking just a few votes behind. WBAY-TV, Green Bay, Wis., took third place in sales promotion, with KTTS-TV, Springfield, Mo., in fourth position. Third place for merchandising promotion went to WFIE, Evansville, Ind., with WBAY-TV on its heels. The Evansville station was the sole UHF station to rank within the first three positions in any category.

## Just a Baby

For a station a little more than one year old KTVH makes the promotion sparks fly. Its audience promotion is closely tied into sales promotion. Strong emphasis is placed on personal appearances and remotes. William Boyd ("Hop-along Cassidy") and Gail Davis ("Annie Oakley") have already been seen by their Hutchinson

fans, and Jack Mahoney ("Range Rider") will be the next Western personality to appear.

The station also had CBS-TV's Walter Cronkite on hand for a special first anniversary newscast. Its second place sales promotion effort was emphasized more directly thru a number of "kaffee klatches" at which the details of time buying and survey techniques were elaborated to prospective local clients and their agencies.

The competently managed WICU-TV operation threw together a powerful sales promotion campaign during the year to win first spot in sales promotion. Special campaigns were offered for such film shows as "Meet Corliss Archer," "Death Valley Days" and the "Four Star Playhouse."

In addition, the station presented 600 special program previews, plus a host of spots and station ID's and numerous newspaper advertisements and publicity. WBAY-TV, the third place winner in sales promotion, relies a great deal on gimmicks and stunts. Not only does it sell the station and its clients, but it also sells the area. It is also now working on a sales survey with the University of Wisconsin which seeks to evaluate the sales effectiveness of the station beyond its home city.

The merchandising promotion of

(Continued on page 11)



**Markets of 500,000 or Over**

**• WHICH TV STATION DID THE BEST JOB OF AUDIENCE PROMOTION FOR TV FILM PROGRAMS DURING 1954?**

Place	Station	Points
1.....	WPIX, New York.....	252
2.....	WCBS-TV, New York.....	233
3.....	KTTV, Los Angeles.....	218
4.....	WRCA-TV, New York.....	202
5.....	WGN-TV, Chicago.....	184
6.....	KRON-TV, San Francisco.....	179
7.....	KWK-TV, St. Louis.....	166
8.....	WGR-TV, Buffalo.....	143
9.....	WBAL-TV, Baltimore.....	129
10.....	KDKA-TV, Pittsburgh.....	112

**• WHICH TV STATION DID THE BEST JOB OF SALES PROMOTION FOR TV FILM PROGRAMS DURING 1954?**

Place	Station	Points
1.....	KTTV, Los Angeles.....	273
2.....	WGN-TV, Chicago.....	259
3.....	WOR-TV, New York.....	243
4.....	WCBS-TV, New York.....	215
5.....	KWK-TV, St. Louis.....	209
6.....	WPTZ, Philadelphia.....	183
7.....	WPIX, New York.....	165
8.....	WLW-TV, Cincinnati.....	152
9.....	WBAL-TV, Baltimore.....	137
10.....	WKRC-TV, Cincinnati.....	133

**• WHICH TV STATION DID THE BEST JOB OF MERCHANDISING PROMOTION FOR TV FILM PROGRAMS DURING 1954?**

Place	Station	Points
1.....	WLW-TV, Cincinnati.....	268
2.....	WRCA-TV, New York.....	255
3.....	WCBS-TV, New York.....	241
4.....	KTTV, Los Angeles.....	229
5.....	WPIX, New York.....	213
6.....	WOR-TV, New York.....	201
7.....	KWK-TV, St. Louis.....	183
8.....	WGN-TV, Chicago.....	152
9.....	WEWS, Cleveland.....	138
10.....	WXYZ-TV, Detroit.....	122

**Markets of 200,000 to 500,000**

**• WHICH TV STATION DID THE BEST JOB OF AUDIENCE PROMOTION FOR TV FILM PROGRAMS DURING 1954?**

Place	Station	Points
1.....	WHAM-TV, Rochester, N. Y.....	244
2.....	KING-TV, Seattle.....	223
3.....	KCMO-TV, Kansas City, Mo.....	209
4.....	WBNS-TV, Columbus, O.....	205
5.....	WTVN-TV, Columbus, O.....	188
6.....	WSPD-TV, Toledo, O.....	176
7.....	KOIN-TV, Portland, Ore.....	153
8.....	WOAI-TV, San Antonio.....	140
9.....	KOMO-TV, Seattle.....	137
10.....	WATV, Newark.....	114

**• WHICH TV STATION DID THE BEST JOB OF SALES PROMOTION FOR TV FILM PROGRAMS DURING 1954?**

Place	Station	Points
1.....	KOIN-TV, Portland, Ore.....	288
2.....	KOMO-TV, Seattle.....	218
3.....	WHAM-TV, Rochester, N. Y.....	206
4.....	WATV, Newark.....	191
5.....	WBAP-TV, Fort Worth.....	186
6.....	KING-TV, Seattle.....	183
7.....	WSPD-TV, Toledo.....	163
8.....	WMCT, Memphis.....	152
9.....	WTVN-TV, Columbus, O.....	146
10.....	KCMO-TV, Kansas City, Mo.....	129
	KMTV, Omaha.....	129

**• WHICH TV STATION DID THE BEST JOB OF MERCHANDISING PROMOTION FOR TV FILM PROGRAMS DURING 1954?**

Place	Station	Points
1.....	WBNS-TV, Columbus, O.....	256
2.....	WHAM-TV, Rochester, N. Y.....	249
3.....	KING-TV, Seattle.....	236
4.....	KCMO-TV, Kansas City, Mo.....	220
5.....	KOIN-TV, Portland, Ore.....	182
6.....	WBAP-TV, Fort Worth.....	178
7.....	KOMO-TV, Seattle.....	172
8.....	WFAA-TV, Dallas.....	163
9.....	WAYE-TV, Louisville.....	159
10.....	WHBQ-TV, Memphis.....	135

**Markets Under 200,000**

**• WHICH TV STATION DID THE BEST JOB OF AUDIENCE PROMOTION FOR TV FILM PROGRAMS DURING 1954?**

Place	Station	Points
1.....	KTVH, Hutchinson, Kan.....	184
2.....	WJAR-TV, Providence, R. I.....	172
3.....	KOTV, Tulsa.....	159
4.....	WSYR-TV, Syracuse.....	156
5.....	KMID-TV, Midland, Tex.....	150
6.....	WKY-TV, Oklahoma City.....	138
7.....	WRGB, Schenectady.....	122
8.....	KFDX-TV, Wichita Falls, Tex.....	116
9.....	WICC-TV, Bridgeport, Conn.....	104
10.....	WBTV, Charlotte, N. C.....	97

**• WHICH TV STATION DID THE BEST JOB OF SALES PROMOTION FOR TV FILM PROGRAMS DURING 1954?**

Place	Station	Points
1.....	WICU-TV, Erie, Pa.....	176
2.....	KTVH, Hutchinson, Kan.....	161
3.....	WBAY-TV, Green Bay, Wis.....	143
4.....	KTTS-TV, Springfield, Mo.....	137
5.....	KMID-TV, Midland, Tex.....	133
6.....	WKJG-TV, Ft. Wayne, Ind.....	129
7.....	WNBF-TV, Binghamton, N. Y.....	118
8.....	WFIE, Evansville, Ind.....	114
9.....	KXLF-TV, Butte, Mont.....	109
10.....	WLSL-TV, Roanoke, Va.....	104

**• WHICH TV STATION DID THE BEST JOB OF MERCHANDISING PROMOTION FOR TV FILM PROGRAMS DURING 1954?**

Place	Station	Points
1.....	KMID-TV, Midland, Tex.....	193
2.....	WFBC-TV, Greenville, S. C.....	181
3.....	WFIE, Evansville, Ind.....	176
4.....	WBAY-TV, Green Bay, Wis.....	152
5.....	WGEN-TV, Quincy, Ill.....	138
6.....	WNBF-TV, Binghamton, N. Y.....	120
7.....	WKJG-TV, Ft. Wayne, Ind.....	111
8.....	WKY-TV, Oklahoma City.....	106
9.....	WICU-TV, Erie, Pa.....	94
10.....	WENT, Henderson, Ky.....	88

**ACCENT ON AUDIENCE**

**MCA-TV Leads as Viewer Builder; Ziv, NBC Follow**

MCA-TV, which only recently broadened the scope of publicity and promotion aid to its clients, was the winning film distributor in the audience promotion category of The Billboard's 17th Annual Promotion Competition. Ziv-TV, which was tops in sales promotion, placed second in this category. And the NBC Film division was third.

One of the largest purveyors of station libraries, MCA-TV's victory undoubtedly reflects the heavy station voting in the competition. For every one of its shows, MCA-TV turns out one of the handsomest and best indexed promotion kits in the field, with a more than ample supply of photos, release forms and star biographies. And the exploita-

tion ideas therein show a lot of MCA's motion-picture savvy.

On top of this pre-debut service, MCA-TV has just inaugurated a station relations department and an "after sale" promotion service. In this plan, MCA-TV will not only keep its station-clients supplied with a continuing stream of promotion ideas and material, but will cater to special problems and act as promotion doctor to stations suffering from sagging ratings.

**Ziv's Idea**

Ziv-TV comes up with at least one unique and apt exploitation idea for each of its shows. For "Meet Corliss Archer" the Ziv promotion kit gave a complete layout

for a community dance. For the Eddie Cantor show, the distributor suggested an award for families with five daughters. These plans come on top of Ziv's usual fat kit of standard audience promotion material.

The NBC Film division's audience promotion puts heavy emphasis on on-the-air plugs. Every client gets a 20-second and one-minute trailer and two electrically transcribed messages from the star of the show to be used on top of the slide and telop. NBC is also now going all-out on personal appearances. Charles McGraw, star of "The Falcon," made a 13-city transcontinental tour that took two weeks.

**BEST OF DISTRIBUTORS**

**Ziv-TV, Guild, MCA-TV Pull 1-2-3 In Activities on Sales Promotions**

The TV film distributors that won top spots for their sales promotion activities were: Ziv-TV, first place; Guild Films, second, and MCA-TV, third.

Ziv's job in the sales promotion sphere in 1954 is best described by the word "solid." The three shows Ziv was selling during 1954, "Mr. District Attorney," "Meet Corliss Archer" and "Eddie Cantor Comedy Theater," were all well established properties in radio and other media, and Ziv's sales promotion material stressed this fact.

Not only did it point up "DA's" 12 successful years in radio and "Corliss" 11, but Ziv managed to come up with Cantor's all-time radio rating, a handsome 31.5. In the Cantor promotion, Ziv's salesmen were also armed with figures to prove that Cantor consistently outrated "Toast of the Town" when he was on the old "Colgate Comedy Hour."

The make-up of Ziv's sales presentations reflected the solidity of their copy. The Cantor presentation measured 34 by 16 inches and has to be carried by two small boys or one heavyweight.

**Guild Sales**

Guild Films, which took the second spot in sales promotion, had its salesmen selling not only Guild shows but the firm's willingness and ability to provide a complete

campaign geared to the needs of each sponsor. This job is the chief function of Guild's client service department, which schedules and books each show, creates merchandising and exploitation material, books personal appearances, originates special campaigns and promotions, feeds sponsors a steady stream of follow-up information and supplies such premium items

as ash trays, comic books, charts, booklets and records.

Third place winner, MCA-TV, armed its salesmen with heavy caliber presentations on its shows and then backed them up with mailings of other material direct to sponsors. These mailings consisted not only of material plugging MCA films, but also included TV film success stories of other sponsors.

**BEST MERCHANDISING**

**TPA Pix Job Wins; NBC, NTA Trail**

The top job in merchandising film series was done by Television Programs of America, according to the voting in The Billboard's 17th Annual Promotion Competition. The runner up was the NBC Film division, long famous for its "Sell-O-Vision" merchandising. And third was National Telefilm Associates, apparently on the strength of its unique "TV Tic Tac Toe" contest.

TPA pursued an increasingly aggressive and imaginative policy on its "Ramar of the Jungle" and

"Ellery Queen" during 1954. This culminated at the end of the year in its entirely original built-in campaign for "Captain Gallant of the Foreign Legion," now being offered in syndication outside its network cities. In this plan, sponsors get a couple of thousand membership kits and a couple of hundred posters, all for the price of the show itself.

For "Ramar," the TPA Merchandise division last fall set up a giant jungle display at Lit Brothers' department store in Philadelphia, at which, star Jon Hall, put in a personal appearance. The pattern for this self-liquidating promotion will be followed by Macy's, New York, in May. Also for "Ramar," TPA had all 400 truck drivers for Lay Potato Chips outfitted with pith helmets and T-shirts, as well as posters on the trucks and in the stores.

For "Ellery Queen," the TPA Merchandise division made a tie-in deal with Simon & Schuster's Pocket Books to make Queen's 25-cent novels available to the TV show's sponsors.

**NBC Film Div.**

The NBC Film Division has always turned out one of the most diverse lines of point-of-sale aids. The displays get as elaborate as big cloth banners and as modest as lapel buttons. This year the distributor began an expert Premium Service. The client submits price and quantity needed, and NBC's experts find the right premium.

NTA's "TV Tic Tac Toe" did not prove quite the bonanza that the distributor expected, but there is a great deal of life still left in it. In a number of small markets it has been doing a great selling and audience-building job. Its potential as a store traffic builder was generally acknowledged, and NTA put a tremendous publicity campaign behind it. But the distributor ran into some difficulty in trying to time each station's competition to a nationwide schedule.

**TV Film Distributors**

**• WHICH DISTRIBUTOR OFFERED THE BEST CO-OPERATION ON A LOCAL LEVEL FOR AUDIENCE PROMOTION OF ITS PRODUCT?**

Place	Company	Points
1.....	MCA-TV, Ltd.....	329
2.....	Ziv TV Programs.....	303
3.....	NBC Film Division.....	281
4.....	CBS TV Film Sales.....	265
5.....	Guild Films.....	254
6.....	Official Films.....	245
7.....	Television Programs of America.....	208
8.....	ABC Film Syndication, Inc.....	193
9.....	National Telefilm Associates.....	171
10.....	General Teletadio.....	149

**• WHICH DISTRIBUTOR OFFERED THE BEST CO-OPERATION ON A LOCAL LEVEL FOR SALES PROMOTION OF ITS PRODUCT?**

Place	Company	Points
1.....	Ziv TV Programs.....	328
2.....	Guild Films.....	294
3.....	MCA-TV, Ltd.....	267
4.....	NBC Film Division.....	249
5.....	Official Films.....	246
6.....	CBS TV Film Sales.....	224
7.....	Television Programs of America.....	216
8.....	National Telefilm Associates.....	202
9.....	ABC Film Syndication, Inc.....	182
10.....	General Teletadio.....	174

**• WHICH DISTRIBUTOR OFFERED THE BEST CO-OPERATION ON A LOCAL LEVEL FOR MERCHANDISING PROMOTION OF ITS PRODUCT?**

Place	Company	Points
1.....	Television Programs of America.....	311
2.....	NBC Film Division.....	282
3.....	National Telefilm Associates.....	255
4.....	Guild Films.....	252
5.....	Ziv TV Programs.....	240
6.....	CBS TV Film Sales.....	217
7.....	MCA-TV, Ltd.....	189
8.....	Official Films.....	164
9.....	ABC Film Syndication, Inc.....	161
10.....	Sterling Television Co.....	144





we feel like we  
swallowed the canary . . .

**29.1\***

LOUIS HAYWARD



**THE  
LONE  
WOLF**

The 2nd highest rating of any non-network 1/2-hour film show in Milwaukee (nation's 14th biggest consumer market) . . . where it's heating up sales for Wisco Gas. 39 thriller-dillers with thrilling ratings in market after market.  
\* ARB, Jan. 1955 — Milwaukee

**31.9\***

CHARLES BICKFORD



**MAN  
BEHIND  
THE BADGE**

All new, all first run, but the same terrific series that scored top ratings (like that 31.9 in Boston) on its network run last summer. "Realistic . . . Bickford excellent" (Variety). 39 fast-paced dramas.  
\* ARB, June 1954 — Boston

**26.1\***

KEN MURRAY



**WHERE  
WERE  
YOU?**

26.1 in Fort Wayne, and moving mountains for Bekins Van & Storage in San Diego with a 15.7\*. In Los Angeles, a tidy 13.6\* vs. Herb Shriner and Imogene Coca. 26 gripping films.  
\* ARB, Feb. 1955

**47.3\***



**FAMOUS  
PLAYHOUSE**

That rating is for the important New Orleans market, where FAMOUS PLAYHOUSE did famously for Budweiser. Timely tip: it's one of summer's most reliable sales-builders in market after market. Over 200 four-star films.  
\* Telepulse, Sept. 1954 — New Orleans

WIRE, PHONE OR WRITE YOUR  
NEAREST MCA-TV OFFICE TODAY  
BEVERLY HILLS: 9370 Santa Monica Blvd.  
CRestview 6-2001

- |                          |                |
|--------------------------|----------------|
| ATLANTA                  | MINNEAPOLIS    |
| BOSTON                   | NEW ORLEANS    |
| BUFFALO                  | NEW YORK       |
| CHICAGO                  | PHILADELPHIA   |
| CINCINNATI               | PITTSBURGH     |
| CLEVELAND                | ROANOKE        |
| DALLAS                   | ST. LOUIS      |
| DETROIT                  | SALT LAKE CITY |
| HOUSTON                  | SAN FRANCISCO  |
| KANSAS CITY, MO.         | SEATTLE        |
| TORONTO • LONDON • PARIS |                |



# LOOK AT THESE TOP RATINGS FOR MCA-TV SHOWS!

And we've got a dozen more just like these—syndicated film hits that are snaring No. 1 ratings wherever played. For top ratings, big-time stars, solid merchandising support, you can't beat MCA-TV shows... because they're beating everything in sight!

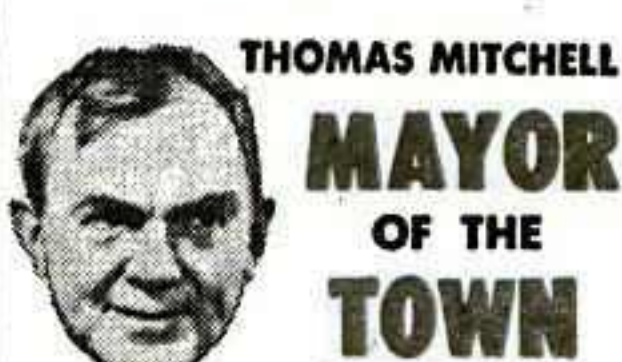
**23.5\***



In Cleveland (nation's 6th biggest consumer market), a chunky 23.5 for Chunky Chocolates, putting it right up in the "top ten". They're a scream in New York, too—with a 14.6\*\* and 3rd highest ranking among all non-network ½-hour film shows. 52 rollicking films.

\* ARB, Dec. 1954 — Cleveland  
\*\* ARB, Feb. 1955 — New York

**26.7\***



The top-rated non-network ½-hour film show in Chicago (nation's 2nd biggest market)... where it's putting a head on sales for Meister Brau Beer. 39 "superb, hard-to-beat dramas" (Billboard), projected with twinkling warmth by Thomas Mitchell.

\* ARB, Dec. 1954 — Chicago

**51.0\***



The top-rated of all shows, local and network, in Houston-Galveston (nation's 16th biggest consumer market)... where it's racking up sales for Sears Roebuck. In Philadelphia: A smashing 32.2\* rating and top-rated non-network ½-hour film show! 65 taut films.

\* ARB, Jan. 1955 — Houston and Philadelphia

**44.8\***



First rating in Pittsburgh (nation's 7th biggest consumer market)—a lyrical 44.8, knocking off 2nd highest rating there... for Iron City Beer. In New York, 13.8 first rating\*\* wins 4th highest spot among all non-network ½-hour film shows. 39 sparkling films.

\* ARB, Jan. 1955 — Pittsburgh  
\*\* ARB, Feb. 1955 — New York

**NEW**



A fun-filled new series whose network rating zoomed from 11.2 to 17.1\* in six short months for Armour & Co. Now newly available for local and regional sponsorship. 40 films in one of the funniest situation comedies ever produced.

\* Nielsen, April 1954. Show too new for local ARB ratings.

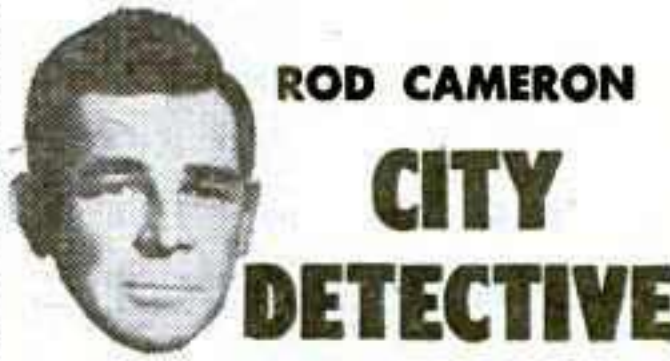
**24.5\***



Among the highest-rated kid shows in St. Louis (nation's 8th biggest market). "One of the greatest merchandising shows on TV," says a sponsor, Dr. Pepper Co. 39 fascinating science-fiction films getting top ratings everywhere.

\* ARB, Jan. 1955 — St. Louis

**42.9\***



One of the two MCA-TV syndicated shows to go over a 40 rating in Houston. "Very skillfully produced—fast-moving whodunit" (Billboard). 65 crack films winning high ratings for Falstaff, P. & G., and many others.

\* ARB, Feb. 1955 — Houston

**36.5\***



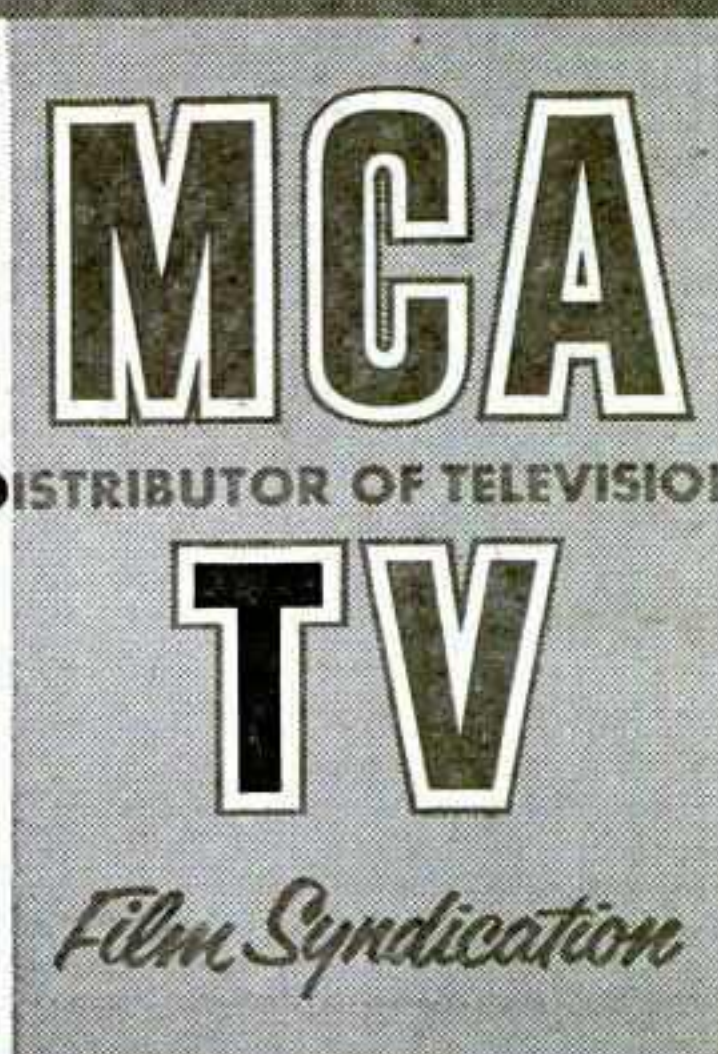
Goes right to the heart of Pittsburgh (nation's 7th biggest consumer market) with 5th highest rating of all non-network ½-hour film shows. The happy sponsors—Royal Bedding and Speidel Watchbands. 91 suspenseful dramas.

\* ARB, Oct. 1954 — Pittsburgh

**ONLY MCA-TV CAN OFFER YOU SUCH A GREAT SELECTION OF TOP-RATED HITS! AND HERE ARE STILL MORE TO CHOOSE FROM:**

- BIFF BAKER U.S.A.
- CURTAIN CALL
- FOLLOW THAT MAN
- HOLLYWOOD OFF-BEAT
- I'M THE LAW
- PLAYHOUSE 15
- ROYAL PLAYHOUSE AND COUNTERPOINT
- SOLDIERS OF FORTUNE
- TELESPORTS DIGEST
- TOUCHDOWN

**AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS**





The Billboard's Non-Network ARB Film Ratings

- All TV Film Series in All Major Markets
Top 10 Shows of Any Type in Each City

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.

(†), in which case they are nationally spot booked. Stations are VHF unless the call letters are preceded by the letter "U" in which case they are UHF.

Rank Among Films, Title (Type) and Distributor, Station, Day, Time, March ARB Rating, Top Opposition & Rating

DAVENPORT, IA-ROCK ISLAND, ILL. 2 STATIONS

Table with 5 columns: Rank, Title, Station, Time, Rating. Lists top 10 locally rated programs for Davenport, IA-Rock Island, Ill.

Table with 5 columns: Rank, Title, Station, Time, Rating. Lists top 10 locally rated programs for Davenport, IA-Rock Island, Ill.

BUFFALO 3 STATIONS

Table with 5 columns: Rank, Title, Station, Time, Rating. Lists top 10 locally rated programs for Buffalo.

Table with 5 columns: Rank, Title, Station, Time, Rating. Lists top 10 locally rated programs for Buffalo.

EVANSVILLE, IND. 3 STATIONS

Table with 5 columns: Rank, Title, Station, Time, Rating. Lists top 10 locally rated programs for Evansville, Ind.

Table with 5 columns: Rank, Title, Station, Time, Rating. Lists top 10 locally rated programs for Evansville, Ind.

Table with 5 columns: Rank, Title, Station, Time, Rating. Lists top 10 locally rated programs for Evansville, Ind.

HARTFORD, CONN. 3 STATIONS

Table with 5 columns: Rank, Title, Station, Time, Rating. Lists top 10 locally rated programs for Hartford, Conn.

Table with 5 columns: Rank, Title, Station, Time, Rating. Lists top 10 locally rated programs for Hartford, Conn.

YOUNGSTOWN, O. 6 STATIONS

Table with 5 columns: Rank, Title, Station, Time, Rating. Lists top 10 locally rated programs for Youngstown, O.

Table with 5 columns: Rank, Title, Station, Time, Rating. Lists top 10 locally rated programs for Youngstown, O.

(Continued on page 12)



TV FILM'S MOVIE INVASION

# Producers to Adapt Series Into Full-Length Features

Continued from page 1

for transforming TV film shows into feature films. One plan is to tie together several of the episodes aired on TV with specially produced footage. This is the plan being used by Triangle Productions for "Secret File, U.S.A.," by Walt Disney for "Davy Crockett," by Sheldon Reynolds for "Sherlock Holmes" and by Arrow Productions, which will use "Ramar of the Jungle" episodes to produce two features, "Thunder Over Sangoland" and "Phantom of the Jungle." Arrow several years ago did the same thing with "Ramar," while the NBC Film division last year did likewise for its "Victory at Sea" feature.

More common, however, is the plan to use the TV film property merely as the basis for a brand

new feature film script. This is the scheme that will be used by Bernard Prockter in producing "Big Story" and "Treasury Men in Action" features, by Sheldon Reynolds for "Foreign Intrigue," by Hal Roach Jr. for "Racket Squad" and "My Little Margie," and by Ziv-TV for its "I Led Three Lives."

**Both at Once**  
A third plan, known to be used thus far in only two instances, is to produce both a feature film and a TV film series together, but from different scripts. This was done by Thetis Films, which produced "Three Musketeers" in Italy for Official Films syndication, and by Joseph Kaufman, who produced "Long John Silver" in Australia.

The most of the TV film producers who are invading the thea-

trical filming field are using their TV film properties as the basis for features, at least two—Desilu Productions and Sheldon Reynolds—are planning production of features that have nothing to do with TV film shows.

Just as feature film producers several years ago moved into TV film production, TV film producers today are turning their eyes and cameras to the feature filming field. The circle has come full swing.

## Under 200,000

Continued from page 6

first-place winner KMID-TV, Midland, Tex., was geared to intensive use of supermarkets in the locality. It made continual use of shelf displays, color cards and other materials. The station also maintained a continuing barrage of promotion pieces to advertisers and their agencies.

WFBC-TV, the second place winner in this category, made intensive use of newspapers to tell its merchandising story and, in addition, blueprinted an "NBC Star Value" tie-up with a chain grocery in the locality.

WFIE-TV, which won third place, goes as far as arranging distribution for products as part of its merchandising effort. This was done for a chocolate sirup and a bakery. It also uses supermarkets for comprehensive merchandising tie-ups directed at the housewife.

WJAR-TV, the second place vote-getter in audience promotion, stresses on-the-air promotion, program notes (that is resumes) in newspapers of upcoming shows and a weekly published program guide for viewers. All the usual audience promotion tools are employed by KOTV, the third place winner, plus lobby displays in movie theaters and special presentations.

## Over 500,000 Population

Continued from page 6

any of the three other Crosley stations, the Client Service department immediately holds a planning session, from which emerges a detailed promotion campaign. After the campaign is approved by the sponsor and its agency, each member of the CSD goes to work.

A typical pre-debut campaign includes cab covers, car cards, window displays, lobby displays, newstruck and newsstand posters and display posters in high-traffic locations. Wires go out to the sponsor's distributors in the area, and giant mailers go to the dealers, followed by personal calls by the Crosley Merchandising Division Field Force, which result in the distribution of point-of-sale material, including identifying signs on POP displays.

For the debut of "I Led Three Lives" in October, 1953, WLW-TV brought Herb Philbrick into Cincinnati for two free lectures, which were attended by 6,000 persons and won banner headlines. After two months the show had an ARB rating of 47.7, topping "I Love Lucy."

### WCBS Plugs

WCBS-TV, New York, won a comfortable second place in audience promotion for its work on the "Early Show" and "Late Show." For the past four years WCBS-TV has been the biggest buyers of feature films in New York, and it backs up this programming with intensive and handsome advertising. Aside from regular on-the-air announcements, the station has regular space in TV Guide and in almost all of the local newspapers. In TV Guide, WCBS-TV uses short fillers as well as occasional two-page spreads that gives the movie schedule for the whole week. Virtually every mention of a picture carries the line, "First New York Telecast" and a still photo.

Ingenious is the word for KTTV's publicity, which helped win it third place for audience promotion. Most releases of publicity director Reavis Winckler are accompanied by a relevant gimmick. For instance, in announcing the re-slotting of Liberace in Los Angeles, the release had a little candelabra attached to it. KTTV also keeps a constant flow of ads in its own Los Angeles Times, always with the line, "... that good-looking Channel 11." A running tie-in with Arrowhead-Puritas Water, Inc., and numerous signs and billboards around town also helped KTTV's audience promotion.

### WGN's Second

WGN-TV, Chicago, which won second place for sales promotion, has what is probably the single most famous film-selling promotion in the country. That is its annual "Film Festival." Its third one last August 5 was attended by over 200 advertisers and agency executives. For the occasion film director Elizabeth Bain and her staff cut 30 unsold film shows into five and 10-minute capsules.

WOR-TV, New York, came in third in sales promotion for a cam-

paign that sold out its "Million-Dollar Movie" a couple of weeks after it went on the air and put the station into the black the first time in years. It was all done with ratings. The station promised a minimum cumulative of 70.0, and, when the first reports beat that, it launched a dynamic campaign that sold out the remaining available participations.

### WRCA's Job

WRCA-TV, New York, won second in merchandising promotion on the strength of its well-established and extensive food-and-drug-store tie-in. Its "Chain Lightning" plan gets sponsor and program displays in 1,600 supermarkets, and its "Pantry Plan" gets displays in 250 food stores. In addition, big spenders on WRCA-TV get displays in the world's largest drug-store—Cromwell's in the RCA Building—and in New York's largest supermarket, at 23d Street and Ninth Avenue.

## PRODUCTION NOTES

By BOB SPIELMAN

Move of Ziv-TV into its own studio is expected to result in Frederic W. Ziv, head of the company, spending considerably more time on the West Coast than he has in the past. President John Sinn will probably commute back and forth from New York on about the same schedule as now.

"Passport to Danger," doing a story on Irish patriot Kerry Nolan, hired actor Michael Emmett for one of the parts. During filming it was discovered Michael Emmett is descendant of Robert Emmett, Irish patriot, hanged by the British.

Roland Reed Productions Vice-President Guy Thayer expects that some of the good publicity on "On the Waterfront" theatrical pix will rub off on Reed's TV series, "Waterfront."

Cy Howard rolls his "Just Plain Folks" pilot for NBC on the Hal Roach lot April 4. Show has one of the most chi-chi sets ever constructed for TV as a showcase for star Sza Sza Gabor.

Revue Productions has changed the name of its pilot, "Ship's Doctor," to "The Adventures of S.S. Fabula." Report is that with 104 "Adventures of Kit Carson" in the can, company may not do any more of the shows, sponsored by Coca-Cola, at least for this year.

William Morris agency has begun packaging a telefilm show for Ed Wynn, veteran comedian and father of Keenan Wynn, who has the lead in Don Quinn's new series, "How Now Brown."

ABC-TV Prexy Robert Kintner is planing to the coast this week for discussions with Sam Neuman and Tony London on their "Craig Rice" series. Neuman will probably do a Cinemascope theatrical pix later this year.

Mercury-International's Al Joyce rolls a pilot on "Indian Agent," starring Tim McCoy, at the M-I studios this week. He describes the show as a Western "Dagnet."

Arnold Belgard is writing the initial 13 telepix for a new series, "Tobor the Great," to be produced by Dudley Pictures Corporation, which previously turned out a theatrical feature of the same name.

Dr. Frank Baxter will emcee the first anniversary telecast of WQED, University of Pittsburg educational TV station, on April 5.

ABC-TV has canceled Vampira, Los Angeles glamor ghoul, who gave Saturday night commercials an icy touch, axing the second of its female stars within a month. First was Voluptua.



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- THE CISCO KID
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Continued from page 10

Table with columns: Rank Among Films, Title (Type) and Distributor, Station, Day, Time, March ARB Rating, Top Opposition & Rating. Lists programs for Muncie, Ind. stations.

SPOKANE 3 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (\*Indicates Non-Network)

Table with 2 columns of program titles, stations, and ratings for Spokane.

Main table for Spokane listing various TV programs, stations, and their respective ratings.

WILMINGTON, DEL. 4 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (\*Indicates Non-Network)

Table with 2 columns of program titles, stations, and ratings for Wilmington, Del.

Main table for Wilmington, Del. listing various TV programs, stations, and their respective ratings.

Table with columns: Rank Among Films, Title (Type) and Distributor, Station, Day, Time, March ARB Rating, Top Opposition & Rating.

MUNCIE, IND. 3 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (\*Indicates Non-Network)

Table with 2 columns of program titles, stations, and ratings for Muncie, Ind.

Main table for Muncie, Ind. listing various TV programs, stations, and their respective ratings.

ROCHESTER, N. Y. 3 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (\*Indicates Non-Network)

Table with 2 columns of program titles, stations, and ratings for Rochester, N.Y.

Main table for Rochester, N.Y. listing various TV programs, stations, and their respective ratings.

WINSTON-SALEM, N. C. 4 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (\*Indicates Non-Network)

Table with 2 columns of program titles, stations, and ratings for Winston-Salem, N.C.

Main table for Winston-Salem, N.C. listing various TV programs, stations, and their respective ratings.



THE BILLBOARD has a greater circulation than the combined total of the next 3 showbusiness trade papers . . . AND IT'S AN AUDITED PAID CIRCULATION.



## NIGHT CLUBS

### Patty Andrews Makes Solo N. Y. Nitery Bow

By BOB FRANCIS

As the latest incumbent of the top-slot "Paris a la Mode" revue, Patty Andrews makes a very auspicious local cafe debut. While this reporter has certain personal reservations as to her act, there is no question but that the youngest of the celebrated Andrews Sisters, as a single, is a solid click with Latin Quarter customers.

Patty is an excellent showman with a fine, professional sense of comedy and timing. It does seem, however, that she is pushing the salesmanship of special material songs overboard. When she slips into her first successful solo recording for Decca of "I Can Dream, Can't I?" sock reception is instantaneous. Unfortunately, this is currently about her only offering which is strictly on the ballad beam. But this is not to say that much of her special material isn't top-drawer. A "Sadie Thompson"

and a Hawaiian satire are fine, and a quick-change tramp-clown novelty makes for a smash finish.

On the laugh agenda, Joey Bishop rates as one of our best young clowns. Comic is loaded with ultra-fast throw-away patter. Even an oldie gag gets a sharp face-lifting, via smart delivery. Mister Bishop again is quite a comic, the four-star variety. Also added to the current program is the swing-harp contribution of shapely and eye-appealing Olivette Miller, backing up the satiric stepping of Bert Gibson. Due are another piece of smart booking. Likewise, the return of the adagio team of Holger and Dolores is a definite bill-lift.

Elsewise, "Paris a la Mode" features the elegant gals-of-the-line; the male and fem quartets, the Harmonizers and Melodeers, the excellent specialty stepping of Clarissa and the top-flight acrobatics of the Christiani troupe.

#### Stan Freeman

Blue Angel, New York

Stan Freeman, perennial here, is again making merry at the keyboard. As usual, Freeman has great, original material and is sock for customer laughs both pianistically and vocally.

Current bill includes the chanting of Sister Rosetta Tharpe and Marie Knight, Decca recording artists in the spiritual field. Both score handily. Likewise on the song agenda is thrush Trude Adams. Lass has fine appearance and voice, plus a well-balanced rep. However, she needs a little more seasoning projectionwise for better personal salesmanship.

Also on the comedy side, young Arte Johnson, currently doing right well in Broadway's little "Shoe-string Revue," is getting a chance to strut his stuff. Lad is likable, has amusing material, and can develop into a real cafe personality. Francis.

#### "Ankles Aweigh"

Shubert, Boston

Probably more than any other tryout, this big, ear-splitting musical about a U. S. film company operating in Italy, with the U. S. Navy thrown in as a bonus, looks good for Broadway. The Finklehoffe-Hoyt rouser is handsome and funny, if not a little corny.

The tireless, talented Kean Sisters, who carry the bulk of the show, bring the house down with their sure-fire comedy. Costumes and plot are on the scanty side. Tony Charmoli's swift-moving dances are paced against stunning sets.

The Fain-Shapiro songs might be tuneful if the singers ever calm down enough to stop shouting. There might even be a couple of hits in this assertive, old-fashioned piece. But there isn't much doubt that the Kean girls and their boisterous playmates can chalk up a long run. Dewar.

#### Bert Wheeler

Palace Theater, New York

A real old pro is back in the house this week. After 25 years, Bert Wheeler takes over the next-to-closing slot, to show a younger generation how to make an audience eat out of a hand. This is top-grade, old-fashioned selling. Incidentally, his straight man, Dick Wilson, adds some fine selling on his own account.

Elsewise, the bill spots the cycling tricks of Whaling and Yvette, the chanting of Royal Brent, and the Spanish stepping of Los Romeros and Lolita. Roy Douglas and Virginia add their good ventre novelty, and Ladd Lyon is back with his solid comedy-acro routine. The excellent harmonizing of Terry and the Macs is always welcome, and Eve Walker provides a brilliant acro finish.

This week's seg ought to do hefty business. Francis.

#### Katherine Dunham

Ciro's, Hollywood

Beautiful costuming, sexy routines and a Caribbean atmosphere make the new Katherine Dunham show an exciting evening of night club entertainment. There are even times when the cast throws a sort of spell of anticipation around the audience.

No matter whether in "Barrelhouse Shimmy," American Negro in style, or in the mambo finale which is strictly Latin, the execution is perfect. Miss Dunham is magnificent in her sloe-eyed way, and the cast does her justice. Dick Stabile's ork comes thru a difficult performance well. Spielman.

#### Billy Williams Quartet

Black Orchid, Chicago

The Billy Williams Quartet did a fine job of presenting their unusual song stylings for the small and intimate room of the Black Orchid. The group has a rather unusual sound and departure from the standard quartet styling, and this proved interesting and acceptable fare for the crowd. Without a doubt, the group possesses one of the best bass voices which couples well with the lead voice of Billy Williams. The group's repertoire included "Dry Bones," "Up a Lazy River" and "The Honeydripper," climaxing to a solid response on "I Believe." Violinist David Romaine and comedienne Helen Halpin got good response for their turns. The Rudy Kerpays Duo provided the backing. Schickel.

#### Edgar Bergen

Sahara, Las Vegas, Nev.

The seemingly timeless antics of ventriloquist Edgar Bergen and his retinue of dummies headline the Congo Room show at Hotel Sahara this week, but songstress Teresa Brewer, billed as an "added attrac-

## BROADWAY SHOWLOG

Performances Thru

April 2, 1955

### DRAMAS

Anastasia	12-29, '54	109
Anniversary Waltz	4-7, '54	413
Bus Stop	3-2, '55	37
Cat on a Hot Tin Roof	3-24, '55	12
Lunatics and Lovers	12-12, '54	128
Tea and Sympathy	9-30, '53	628
The Bad Seed	12-8, '54	132
The Bamboo Cross	2-21, '55	48
The Dark Is Light		
Enough	2-23, '55	44
The Desperate Hours	2-10, '55	60
The Flowering Peach	12-28, '54	111
The Master Builder	3-1, '55	39
The Seven-Year Itch	11-20, '52	990
The Teahouse of the August Moon	10-15, '53	615
Witness for Prosecution	12-16, '54	124

### MUSICALS

Can-Can	5-17, '53	796
Comedy in Music	10-2, '53	575
Fanny	11-4, '54	172
Kismet	11-3, '54	556
Once Over Lightly	3-15, '55	23
Pajama Game	5-13, '54	366
Plain and Fancy	1-27, '55	76
Silk Stockings	2-24, '55	43
The Boy Friend	9-30, '54	212
The House of Flowers	12-30, '54	108
The Saint of Bleeker Street	12-27, '54	92
The Shoestring Revue	2-28, '55	40

### COMING UP

Teach Me How to Cry	4-5, '55
Three for Tonight	4-6, '55

tion," steals the thunder of the audience.

Bergen is still funny with most of his same gags, which he puts on with his plastic sidekicks. Lending atmosphere to his act is singer Darla Hood, who gets little chance to display vocal talents amid the Bergen horseplay.

"Added Attraction" Brewer is well received with a group of numbers including "Them There Eyes," "My Guiding Light," "Ricochet Romance," "Lonesome Gal in Town," "Let Me Go, Lover," "A Good Man Is Hard to Find," "Alexander's Ragtime Band" and "Saloon."

The opener of the show is an acrobatic quartet better than most, billed as the Hurricanes. Oncken.

#### Dorothy Dandridge

Fontainebleau Hotel, Miami Beach

On the heels of her Academy Award nomination for her performance in "Carmen Jones," Dorothy Dandridge has been drawing the crowds in this huge supper club. She's fiery and appealing, and is one of the few performers to play the hotel's La Ronde Room who seems to "fit" the amphitheater qualities.

Coupled on the same bill with Miss Dandridge is comedian Al Bernie. Customers get a bang out of his brand of nonsense, which consists of a happy combination of old and new gags, plus the usual Fontainebleau Hotel jokes. Rau.

#### Lili St. Cyr

El Rancho, Las Vegas, Nev.

Returning to the Opera House of Hotel El Rancho Vegas this week for the umpteenth time is that stripper with imagination, Lili St. Cyr, who for the occasion dreams up a Sadie Thompson sequence sans clothes.

The routine is better than some

## TELEVISION

### Big Show TV Is Small Sample of Real Magic

By JIM McHUGH

Only a very small portion of the Ringling circus' magic was transmitted to the nation's television audience Tuesday night (29) over the NBC network, but the chances are a lot of new circus fans were created and ticket sales stimulated for the Big Show's future appearances under canvas.

Folks who have never seen the Ringling circus must have been impressed by the grouping of the

of Miss St. Cyr's in the past, and she appears less bored with it all onstage. However, taking top applause away from the ecadyst is dialect funnyman Myron Cohen, who gets laughs even from stories that his audience has heard many times before.

The opener is a harmony group, the Crewcuts, who do as well as some better-known and higher-paid warblers on the Strip in their abbreviated stint before the footlights.

Chorus numbers are by the El Rancho girls. Music is by Ted Fio Rito and his ork. Oncken.

#### Jean Carroll Chase Club, St. Louis

Still the sharpest fem comic in the biz, Jean Carroll wows 'em with her monolog delivery style which smacks of Berle. Her routines are replete with race track gags a la Joe E. Lewis. She does a really funny bit re bringing up her daughter which won plenty of yaks.

Co-featured is vocal impressionist Sonny Howard, who has improved his material greatly since last time around. He offers take-offs on Jimmy Durante, Frankie Laine, etc. He does a nice job of ballad singing, too, in his own baritone voice.

Juggler Jack Parker rounds out the bill and wins nice reception.

Bobby Swain's ork cuts the show nicely and plays for dancing, featuring vocals by a local gal, lovely Maureen Arthur. Abie.

#### Line Renaud

Cocoanut Grove, Los Angeles

The few ringsiders could hurdle the linguistic barrier early in the act of French chanteuse Line Renaud, her youthful buoyancy more than adequately radiated to make her debut here impressive. Of the 11 numbers offered, seven were in her native tongue which left the audience somewhat dampened. Miss Renaud nevertheless showed sufficient verve and a bright sparkling personality in her turn to win a solid mitt. With a new set of American lyrics, her rendition of "Pampoude" could easily be earmarked hit possibilities. The Johnny Conrad Dancers precede, and offer imaginative terp routines. Freddy Martin ork cuts the show and plays for dancing. Friedman.

show's 50 elephants in the Madison Square Garden arena, with the daring Paul Fritz who stuck his head in a lion's mouth for a close-up and the cool daredevil performances of aerialists Pinito Del Oro and Josephine Berosini, to mention only a few of the more spectacular highlights.

Those familiar with the Big Show, and particularly its showings in the Garden, missed the color and the feel of massive and beautiful spectacle. The television cameras couldn't capture the Garden as the patron sees and feels it. The shots which attempted to take in the whole performing area dwarfed it, and the viewer couldn't get the impression of the magnitude that actually exists.

#### First Time for Big Show

In addition to acting as a probable future box-office stimulant, the video seg earned for the circus \$100,000 paid by the sponsor, General Foods, to plug its Jell-O and its Bird's Eye products. For video it was a first, since the Big Show has diligently dodged television since the earliest days of the medium when live segments were frequently picked up for New York audiences.

The show opened with John Ringling North, circus president, seated in a box with several small children. He greeted the audience with the familiar "children of all ages." Television star John Daly, who shared commentator honors with North, arrived on a float to take his place in the box. North, Daly and the children took turns blowing a ringmaster's whistle to cue the acts.

Paul Fritz opened with his lion act, culminating with the trainer sticking his head in the pried-open mouth of one of the beasts. The cats worked well, and camera work here was good with close-ups shot between the cage bars.

A commercial was followed by a shot of the clowns making up with Joey Frankie Saluto in the foreground here and on several other occasions. A film clip showed (Continued on page 48)

#### Borrah Minnevitich Jimmy Fazio's, Milwaukee

The Borrah Minnevitich Harmonica Rascals with Johnny Puleo are making a big hit with audiences at Jimmy Fazio's Supper Club. The six-man group pulled a nice house for their opening night session.

Despite the fact that much of the group's roughhouse antics are thoroly familiar to anyone in the audience who owns a TV set or has seen a few vaude bills in the last couple of decades, everything that they did pulled a terrific response. Still centered mainly around the plaintive, weebegone mugging of tiny Puleo, the Rascal's standard slapstickery should do good business for this room. The group's harmonica renditions when they turned serious on several brief occasions resulted in excellent arrangements of "Lover" and "Malaguena." Ollman.

## TELEVISION

### 'Entertainment': Sock Minus Yock

By JUNE BUNDY

NBC's 90-minute color spectacular, "Entertainment 1955," marking the dedication of the web's new Color City in Burbank, Calif., Sunday (27) was loaded with standout dramatic and musical segs, but woefully short on laughs. With the exception of Max Liebman's "Spring" skit with Buddy Hackett and Pat Carroll, the comedy material was embarrassingly inadequate for the show's top-caliber line-up of clowns—Fred Allen, Jimmy Durante, Bob Hope, Judy Holliday and Cesar Romero.

Allen's wry mannerisms—so hilarious in the right setting—merely made him seem nervous and dyspeptic in his emcee role Sunday,

while Durante was completely wasted in a spot that could have been filled by any second-string stooge. Judy Holliday and Romero were also defeated by a skit which had a basically funny premise (the old Mr. and Mrs. Show Business team at home bit as interpreted by three different types of entertainers). But the duo failed to score because most of the gags were in the foregone conclusion category.

Bob Hope came off better—but he scored as an actor rather than a comic—in a delightful film clip from his forthcoming movie "The Seven Little Foys." This clip was presented along with a dramatic sequence from James Cagney's new

picture, "Run for Cover," as part of an interview conducted by Ralph Edwards with veteran film exec Adolph Zukor.

The most impressive portion of the program originated in New York and featured a brilliant vocal performance by Leontyne Price in a five-minute excerpt from "Tosca." There was also a compelling scene from the Antoinette Perry Award-winning Broadway play, "The Desperate Hours." Another musical sequence originated from the West Coast, with Dinah Shore contributing a showmanly performance of her new disk "Whatever Lola Wants," backed by conductor Leon Rene and an effective dance production.

## DRAMATIC & MUSICAL ROUTES

- Ankles Aweigh: (Shubert) Boston.
- Blackstone the Magician: (Aud.) Rochester, N. Y., 8-9.
- Caine Mutiny: (Huntington Hartford) Los Angeles.
- Damn Yankees: (Shubert) New Haven, Conn.
- Dear Charles: (Erlanger) Chicago.
- Escudero, Vincente: (Great Northern) Chicago.
- Fifth Season: (Plymouth) Boston.
- Guys and Dolls: (Shubert) Detroit.
- Honeys, The: (Walnut) Philadelphia.
- Inherit the Wind: (Forrest) Philadelphia.
- King and I: (Shubert) Chicago.
- Pajama Game: (Nixon) Pittsburgh.
- Pajama Tops: (Centre) Norfolk, April 5; (Municipal Aud.) Charleston, W. Va., 7-8; Zanesville, O., 9.
- Rainmaker, The: (American) St. Louis.
- Seven-Year Itch: (National) Washington.
- Solid Gold Cadillac: (Caas) Detroit.
- Tea and Sympathy: (Blackstone) Chicago.
- Teahouse of the August Moon: (Curran) San Francisco.



## Battle Strategies Take Shape To Squash Successful Indies

### Pubber Draws Master Giveaway Plot; Writers Ask, Who Pays Me?

By IS HOROWITZ

NEW YORK, April 2.—Irrked by the dramatic success of the independents, large and small, major record manufacturers are arming to do battle with the vigorous "upstarts" in a campaign aimed at sweeping the indies from the best-selling charts.

The strategy appears to be to fight fire with fire, with the majors apparently prepared to use weapons they accuse indies of developing to a high art, namely the free giveaway of wax where it is calculated to do the most good for themselves and most harm to the opposition.

It is significant that some publishers, who in one way or another are often called upon to finance promotional disk drives, are planning to participate in what they feel will be a major massacre. At least one large publisher has developed a master plan which, if put in operation, could easily put all previous giveaways in the shade for scope and magnitude. And, insists the publisher, it can't fail to return a profit for publisher and major diskery.

Who's Scared?

Meanwhile, indies are not unaware of the rumblings and show little alarm. They regard themselves as small, mobile forces which can compete on the field of honor with their cumbersome rivals, probe for weak spots and blitzkrieg thru to victory.

In the private councils of the majors, the charge is frequently voiced that free records to distributors, one-stops, key juke box operators and dealers, as well as guaranteed inventory, load up the avenues of distribution and freeze out "legitimate" competition.

But, if it's necessary to fight that way, some majors opine, they can marshal more giveaway loot than their less well-heeled rivals.

It must be admitted that top execs in all major headquarters do not share this view. However, the feeling is general enough to indicate that such action by the biggies will be more in evidence than ever before.

Said one major rep: "We've done some calculating and figure we can give away up to 50,000 free records on a hot entry."

The major recipient of free disks, as a class, is the one-stop. Thru its screening function and promotional impact on the operator, and many small dealers, its importance to a new record in its initial stages is rated very high. Tradesters know that it is no longer rare for key one-stops to be on the receiving end of free disks (or two-for-

one or even three-for-one deals) when the battle waxes hot to establish a disk on which cover activity is heavy.

But dealers, too, have been offered these inducements more frequently, as well as operators directly on occasion.

Seasoned battlers on the major front state it's not too hard to give something away for nothing, if this is the way you have to compete.

Master Plan

Indicative of the stress of battle is the master plan worked out by one large publisher calling for the giveaway of 60,000 free platters with an assured black entry when all returns are in. This is his plan:

Set both sides of a new top-artist disk with a major. Buy 80,000 pressings direct at a cost of \$8,000 (promotional cost). Pass out about 60,000 free records to the top 20 one-stops. Have the latter

buy 20,000 at 50 cents each. Already the publisher has met and passed his nut. With this spread, if the record has any click potential, it should be far enough ahead to sweep the field.

Whether or not this publisher has set such a deal with a major could not be determined, but he was pretty confident.

Publishers generally, however, look at the giveaway bubble with genuine alarm. From past experience they ruefully expect that the financial burden of diskery giveaway programs may largely rest on their weary shoulders.

Songwriters, on the sidelines in this hectic battle, figure they're going to lose out whoever wins, if the giveaway assumes grander proportions. It's all right for publishers to hand away their mechanical income, but who is going to pay writers, they ask?

## 3,000 Music Reps Attend MOA Meet

### Leaders From All Phases of Record Business Tackle Mutual Problems

By JIM WICKMAN

CHICAGO, April 2.—Over 3,000 representatives of the music industry converged on Chicago this week to attend the fifth annual convention of the Music Operators of America at the Morrison Hotel—the largest all-music event ever held.

Over a dozen record companies, four juke box manufacturers and approximately 80 distributors, leading recording artists in every category from both major and independent labels, song writers, song publishers and other firms allied with the automatic phonograph business got together with music operators from every State in the country to iron out common problems and discuss ideas to improve the business on every level.

Music flowed from the convention floor in a steady stream for three days, Monday to Wednesday. Multi-selection phonographs were displayed in each record company booth, each phonograph featuring the firm's current releases. In addition, all four juke box manufacturers featured machines in their respective booths.

Star-Studded Banquet

On Tuesday evening, 1,046 guests jammed the Terrace Casino in the Morrison for the annual banquet. Guests saw a four-hour star-studded show made up of 25 of the country's leading recording vocalists and orchestra leaders. In addition, they witnessed the crowning of the first Miss Juke Box.

## Columbia Adds to Disk 'Hall of Fame'

NEW YORK, April 2.—Columbia Records, in one large release, is adding 27 disks to its "Hall of Fame" reissue series. Several months ago the diskery released 100 disks to launch the project, including 50 pops and 50 country and western platters. The new group includes 15 pops and 12 c.&w. issues on both 78 and 45 r.p.m.

The new issues will include four items that sold over a million each: Frank Yankovic's "Blue Skirt Waltz," Gene Autry's "Silver Haired Daddy," Bob Wills' "San Antonio Rose" and Tony Bennett's "Rags to Riches." Other sides will feature Benny Goodman, Harry James, Frank Sinatra, Liberace and the Chuck Waggon Gang.

The show got under way at 8:30 and was broadcast over the ABC network until 9. Emcee during the first half-hour was Danny O'Neill, with Hirsh de La Vies, who arranged the entire show, taking over (Continued on page 136)

## MOA TAKES STAND

### Copyright Legislation Dominates Chi Confab

CHICAGO, April 2.—Copyright legislation dominated business sessions of the fifth annual convention of the Music Operators of America at the Morrison Hotel this week.

Operators attending the meetings voted unanimously to oppose Representative Thompson's bill recommending the appointment of a presidential Fact Finding Commission, as well as all bills seeking to remove the juke box exemption from the Copyright Act of 1909.

By unanimous vote, operators also agreed to support National Juke Box Music, Inc., to set up a third major copyright licensing organization.

The copyright controversy and the three copyright bills in Congress (Senator Kilgore's exemption bill in the Senate, and the two introduced in the House by Representative Thompson—a bill recommending fact finding an exemption bill) were the subjects of four speeches and as many discussion periods.

Copyright Discussion Monday morning's (28) business

## Decca Adds Two Models to Phonos

NEW YORK, April 2.—Decca Records is adding two new models to its phonograph line, bringing the total number to 14. One new machine, the DPS-6, is a three-speed portable with a suggested list price of \$19.95. The other is the DP-908, a 45 r.p.m. with automatic changer, with a suggested list price of \$29.95.

Prices of models in the Decca phono line now range from \$9.95 for the kiddie one-speed job, up to \$209.95 for a lined oak hi-fi console.

## INFO ON DIGGS, THE LATEST IN COPYRIGHT ACT

WASHINGTON, April 2.—Rep. Charles C. Diggs Jr. (D., Mich.) who hopped a bill this week identical to the Thompson federal copyright fact-finding bill (see separate story), is a native of Detroit and is a freshman member of the House.

Neither Diggs nor Thompson is a member of the House Judiciary Committee which has jurisdiction over copyright legislation. Diggs is a member of the House Committee on Interior and Insular Affairs and of the House Committee on Veterans' Affairs. Thompson is a member of the House Education and Labor Committee and the House Committee on House Administration.

Diggs was born in Detroit on December 2, 1922, and he attended public schools there. He attended the University of Michigan in 1940 thru the year 1942, and enrolled at Fisk University in Nashville in the fall of 1942. While a student there he entered the Army as a private in February, 1943. He rose thru the ranks and was discharged as a second lieutenant on June 1, 1945.

In September, 1945, he enrolled in the Wayne University, school of Mortuary Science, in Detroit, and finished the course in June, 1946. He became a licensed mortician and is now president of a large undertaking establishment. He was elected to Congress last November from Michigan's 9th Congressional District.

## MOA Conclave Okays Sponsor Of License Org

CHICAGO, April 2.—The proposal by President George Miller that Music Operators of America support an MOA-sponsored licensing organization was unanimously endorsed by MOA delegates at the convention early this week. The deal calls for Barney Young's National Juke Box Music, Inc., to create a music pool tax-free to operators for 99 years. All aspects of the plan were not revealed to the delegates.

Barney Young, questioned after the speeches, indicated that 50 per cent of the gross mechanical royalties would go to the writers. The remaining royalties would be evenly split between Barney Young and MOA. Thus, a two-sided disk would produce 4 cents in royalties, of which the writers would receive 2 cents, Young 1 cent and MOA 1 cent.

Miller, in advancing arguments for the creation of an MOA-sponsored licensing organization, stated the potential was big and that 500,000 juke boxes would create new stars and new tunes thru their purchasing and promotional power. "We promote artists now owned by the record companies," he added. To cynical record label execs, Miller stated the organization would not go into the disk business. He stated that for MOA the logic of the move was clear an that MOA must prepare to fight the American Society of Composers, Authors and Publishers as Broadcast Music, Inc., did.

Miller, it was noted, continually (Continued on page 138)

## M-G-M May Get Exec Shake-Up

NEW YORK, April 2.—M-G-M film studio executives are considering the possibility of revitalizing the entire set-up of the studio's disk subsidiary, M-G-M Records.

It is known that at least one top artists and repertoire exec now heading up the pop department at one of the major labels has been approached by M-G-M representatives. This offer to talk about the matter was sidestepped by the a.&r. man in question, who pointed out that his current contract would bind him to his present firm for another half year anyway.

According to reliable reports, however, the feeler involved more than the M-G-M a.&r. post.

## Diggs Intros Copyright Fact-Finding Measure

By BEN ATLAS

WASHINGTON, April 2.—A new flurry of interest in copyright fact-finding developed on Capitol Hill this week when Rep. Charles C. Diggs Jr. (D., Mich.) introduced a bill identical to the one hopped last January by Rep. Frank J. Thompson Jr. (D., N. J.) proposing creation of a federal copyright fact-finding commission.

The Diggs bill has been sent to the House Judiciary Committee where the Thompson fact-finding bill is also among pending legislation. The Diggs bill is regarded as giving a boost on the House side to the Thompson fact-finding bill, and could improve chances for a hearing on copyright fact-finding.

The House Judiciary Committee, headed by Rep. Emanuel Celler (D., N. Y.), thus far this session has given no deliberation to pending copyright legislation.

Representative Diggs, in introducing his bill identical to Thomp-

son's fact-finding measure this week, is expected to follow Thompson's example in asking the House Judiciary Subcommittee on Copyrights, Patents and Trademarks to schedule a hearing on the legislation.

Thompson, Diggs Bills

If the Subcommittee consents to schedule a hearing, the proceedings would cover both the Thompson and Diggs measures. Under normal circumstances, such a hearing would also embrace any other pending copyright measures. Representative Thompson, besides authoring the federal fact-finding bill, is also sponsor of a House counterpart of the Kilgore bill to end the exemption of juke boxes from copyright royalty payments. The Thompson version of the Kilgore bill is in the House Judiciary Committee. The anti-juke box exemption bill is sponsored on the Senate side by Sen. Harley M.

(Continued on page 136)

## S&S to Close 35-Cent Line

NEW YORK, April 2.—Simon & Schuster is closing out its 35-cent line of longer-playing, seven-inch kidisks. The outfit's 25-cent Little Golden line is currently hot with children's versions of four "Hit Parade" tunes, including "Davy Crockett." It has, thus proved too much competition for its higher-priced sister label, according to S&S execs.

Ostensibly, failure of the line has been due to the company's inability to sell the public on the idea that a seven-inch 78 r.p.m. platter can carry the same amount of music as a 10-inch disk. Also, the diskery ran into a snag when it was unable to obtain line "Leaders." Disney, for example, has licensed his material to S&S. for 25-cent disks only, on the theory that he'll get much wider exposure with a product that may be purchased for a single coin.



## Decca to Get Eli Oberstein's Derby Masters

NEW YORK, April 2. — Decca Records and Eli Oberstein have virtually concluded negotiations whereby Decca will acquire several Jaye P. Morgan masters recorded originally for Derby Records. Other Derby waxings, including some by Sunny Gale, may follow the same route. Both Miss Morgan and Miss Gale are currently pacted to RCA Victor.

The fact that the artists are currently on Victor would in no way deter Decca from going thru with the deal. The diskery's execs are known to hold to the view that old-fashioned attitudes in such matters are inconsistent with modern business philosophies.

Oberstein, whose several low-price lines have been fed by his purchases of bankrupt or defunct diskeries, picked up Derby some months ago for \$5,800.

Oberstein recently purchased all masters from the Rondo and Harmonia companies. The latter, which specialized in polka waxings, also owned a number of disks by opera star Zinka Milanov and jazz pianist Joe Bushkin.

The Oberstein Royale, Varsity and Allegro lines at present consist only of LP and EP packages, and conceivably any sides with single-record pop potential will be put on the block.

## Texas Stations Censor Songs

SAN ANTONIO, April 2.—All nine local radio stations, including the three Spanish-language stations, are getting together to "censor" the music their disk jockeys are spinning.

Station KITE is already plugging itself on its station breaks as a "clean music" station and the other stations are following its lead. The movement is said to have been started to avoid any trouble such as that which occurred in Houston recently when listeners rose in protest against suggestive songs.

Assisting KITE in its plan to place a voluntary ban on recordings in bad taste is the San Antonio Youth Study Commission. Lists of objectionable records drawn up by Stephan Catalini, chairman, Police Juvenile Chief, G. E. Matheny and Judge Raymond Gerhardt will be honored by virtually all of the local radio stations.

The important thing, the radio men here say, is that the industry itself is moving to keep itself free from censure before prim listeners set up a movement for official censorship.

Now there is a movement to get the youth commission to contact local juke box operators and record stores to see that they also cooperate in the drive.

## Martin-Lewis Duo In Musical Split

HOLLYWOOD, April 2.—The Dean Martin-Jerry Lewis team, a duo in all of their showbiz activities for approximately 10 years, will split as far as the music business is concerned should current negotiations between Lewis and RCA Victor be consummated.

Lewis' Capitol Records contract expired last April, and he since has recorded for Capitol on assignment only. Spokesmen for the comedian acknowledged that discussions concerning a new affiliation had been held with RCA Victor Vice-President Mannie Sachs during his recent trip here.

The Lewis has recorded as a pop artist under the Capitol banner, he has achieved his best success in the kiddie field.

Dean Martin's Capitol pact, which still has several years to run, will not be affected by the impending split.

## APRIL FOOL'S DAY BY PHILCO

HOLLYWOOD, April 2.—The best made plans of mice and men often go astray . . . and as far as the Philco Corporation is concerned, they sure did Friday (1).

Philco leased the Hollywood Palladium for a Phonorama Hop, opening the doors to teen-agers to dance and be entertained by singer Johnny Desmond. Guest artists arrived, local disk jockeys were on hand and so were the teen-agers. Fly in the ointment developed when the kids were informed they couldn't dance.

Seems as if somebody neglected to get a police department permit for the dance. And on April Fool's Day, too!

## Capitol Signs French Singer Line Renaud

HOLLYWOOD, April 2.—French chanteuse Line Renaud was signed to a term recording contract by Capitol Records here this week, in the first exchange of talent growing out of the company's recent purchase by Electric & Musical Industries, Ltd.

Miss Renaud had previously waxed for Pathe-Marconi in France, latter an EMI subsidiary, and also had several albums released in this country on Vox, with whom EMI has a working agreement. New affiliation with Capitol will not affect her releases on Pathe-Marconi abroad.

Present plans call for Miss Renaud to record both pop single and album of standard French songs. Singer recently conclude a run at the Waldorf-Astoria in New York, and currently is appearing at the Coconut Grove here. A protegee of comedian Bob Hope, Miss Renaud has already been scheduled for an appearance on Hope's TV show with several picture offers also reported.

## Conkling, All Incumbent RIAA Officers In Again

NEW YORK, April 2. — Jim Conkling, president of Columbia Records, was re-elected president of the Record Industry Association of America this week in balloting that returned all incumbent officers to their posts.

At the same time the RIAA set its sight on a major promotion that would round up industry support for a drive on store modernization.

Elected with Conkling were Harry Krus, of London Records, and Dario Soria, of Angel, as vice-presidents, and Frank Walker, of M-G-M, as treasurer. Dot topper Randy Wood was also named vice-

# ASCAP to Give No Credit On BMI-Split Copyrights

## Annual Meeting Decides to Claim No Equity in Such Performance Rights

By JUNE BUNDY

NEW YORK, April 2. — The American Society of Composers, Authors and Publishers will not credit any performances whatsoever on songs written by ASCAP members in collaboration with Broadcast Music, Inc., writers and registered with the Society after January 1, 1955. The Society went on record with this statement at its annual meeting here Tuesday (29), thus resolving a problem that has dogged the membership for the last five years.

At the same time, ASCAP's general counsel Herman Finkelstein told the group that on all such split-copyright works written prior to January 1, 1955, ASCAP has decided to credit its own writers with 75 per cent of the amount of full performance credits logged for them.

The Society, he said, had been logging performances on these songs right along, but in most cases

had refused to pay royalties on them to the writers pending settlement of ASCAP's position on the split-copyright question. In a Billboard story late last year it was predicted that the Society would refuse to claim an equity in such songs and would thereby consider itself under no obligation to disperse funds to writers of same.

In making the statement about ASCAP's decision, Finkelstein implied that the move has the approval of the Department of Justice, with which he has been in consultation for some time now. He also stated, "There is no point at which ASCAP and BMI now meet or can ever meet. . . . Such works are worthless, because in the event of a showdown, they would be considered BMI-licensed works anyway."

He also questioned whether, in some cases, the BMI writers on such songs actually existed at all, his implication being that some

ASCAP writers may be collaborating with the little-man-who-wasn't there in order to place a tune with a BMI publisher.

### No BMI Action

BMI hasn't taken an official stand on the ASCAP decision yet, but the general feeling in the trade is that the move may very well prove a boon to BMI, since, in effect, it means that BMI may now be able to claim exclusive right on such works.

Whether BMI will decide to do this or not is the big question. There are four main courses of action open to BMI. It can choose to pay the ASCAP writer his share of performance royalties; pay the BMI co-writer the full 2-cent and 3-cent rate, with the understanding that he in turn divvy up half to his ASCAP partner; continue to pay 1.5-cent and 1-cent to the BMI member and ignore the ASCAP writer as it has been doing, or pay the total writers' share to the song's publisher, and let him pay both the ASCAP and BMI members, a

(Continued on page 16)

## RCA Dollars 30% Over End of 1954

NEW YORK, April 2. — RCA Victor has racked up a 30 per cent increase in dollar volume for the first quarter of this year, as against the last three months of 1954. This increase covered all records, singles and albums, according to Mannie Sacks, vice-president and general manager.

The January-February-March total is the heaviest experienced by the firm for a comparable quarter since the introduction of the new record speeds late in the 1940's. Diskery execs view the increase

as a marked dealer-consumer endorsement of the new price structure instituted by Victor January 3. Lower prices of packaged goods have brought more consumers into stores and have made records a more attractive buy, they say.

Victor's experience indicates that most consumer attention during the last three months has been directed at LP's, both pop and classical. It is no secret that company brass has been less than joyous at single-disk volume which, while satisfactory, has been far from sensational.

### Unit-Sale Up

Comparative percentages disclosed by the diskery also shows a unit-sale increase of 34 per cent over the previous quarter. "The first quarter of this year also is 28 per cent in unit volume above the first quarter of 1954, which included the swollen March, 1954, sales period," asserted Sacks.

His reference to last year was occasioned by heavy buying and

(Continued on page 16)

## EmArcy Signs Jazz Artists

NEW YORK, April 2.—EmArcy's artist and repertoire chief Bob Shad has signed two new jazz artists—Eddie Heywood and Jimmy Cleveland—to long-term contracts. Heywood will also record for EmArcy's parent label Mercury.

Heywood will cut his first sides in mid-April for a 12-inch jazz piano album backed by a small band, following this session with one for pop albums and singles. Cleveland, an ex-Lionel Hampton man currently working with Heywood's nitery combo, will record a series of trombone LP's backed by an all-star group.

Meanwhile, EmArcy has scheduled an early release for a new group of jazz packages, with "Clifford Brown With Strings" and a Paul Quinichette album (featuring vocalist Helen Merrill) set to take off first. The deal for Heywood was made by Shad with the Gale Agency.

## CHARTS' CHANGES

# New Set-Up Tabs Both Sides for Total Effect

NEW YORK, April 2. — Beginning with this issue, The Billboard's charts for "Best Sellers in Stores"

(retail) and "Most Played in Juke Boxes" will incorporate a new tabulating procedure aimed at more accurate reflection of sales and play.

From here on the position of records on these retail and juke box charts will be determined by the total response, thru the regular surveys, to both sides of each record, wherever significant action is noted on both sides. Heretofore, each side has stood on its individual performance.

The change, which has been in the planning stage for some time, is predicated on the idea that the value of a disk is, in many instances, determined by combination appeal. In the past it is possible that some top-selling disks may not have hit the national charts because neither side, by itself, showed up strong enough in the tabulation. Such omissions now are impossible under the new system.

NEW YORK, April 2.—Mercury Records has signed a new country and western duo, George McCormick and Earl Aycock. The boys, who will be billed as George and Earl on the label, are featured in the "Grand Ole Opry" road shows. Their first release for Mercury will be on the market next week.

Coming in the April 23d Issue . . .

THE BILLBOARD 1955

## JAZZ REVIEW AND PREVIEW SECTION

featuring tested jazz programming and selling tips . . . and a host of ideas and suggestions to help you capitalize on the rapidly growing public taste for Jazz records and talent.

## ADVERTISING DEADLINE APRIL 15

Write, Wire or Call Your Nearest Billboard Office Now

<b>NEW YORK 36</b> Dan Collins 1564 Broadway PLaza 7-2800	<b>CHICAGO 1</b> Cliff Strom 188 W. Randolph CEntral 6-8761	<b>CINCINNATI 22</b> Ralph Wuest 2160 Patterson DUbar 6450	<b>ST. LOUIS 1</b> Frank Joerling 390 Arcade Bldg. CHestnut 1-0443	<b>HOLLYWOOD 28</b> Bob McCluskey 6000 Sunset Blvd. HOLlywood 9-5831
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## VOX JOX

By JUNE BUNDY

**CLEVELAND CLAMBAKE:** Norman Wain, WDOK, Cleveland, writes anent The Billboard's recent article about local deejays banning disks if Bill Randle plays them first, "Far from being 'on the fence,' we here at WDOK have definite ideas on this ban. Briefly we do not monitor Randle. We do not slavishly follow the charts; we are primarily interested in selling records. We subscribe to the old, but frequently forgotten theory that we are in business to entertain listeners and sell our sponsors' products. We try to do this by programming a middle-of-the-road schedule of good popular music without particular regard to whether or not we have a 10-hour 'exclusive.' I have suggested we band together to plug a record not being plugged by Randle. In this way we can make our importance felt in the industry. In the past few months I have quietly proved that Randle is not the only hit maker in Cleveland by introducing and causing the initial excitement for 'Cherry Pink and Apple Blossom White,' Al Castellanos' 'Speak Up Mambo' and Fred Waring's 'We'll Go a Long Way Together'."

**CHANGE OF THEME:** Roy Attaway has joined WBEU, Beaufort, S. C. . . . Carl Reese, WERE, Cleveland, has extended his all-night show two hours. It now runs from midnight to 5:30 a.m. . . . Dick Gilbert KTYL, Phoenix, Ariz., says that reports he is leaving the State for the East are erroneous, and that his contract with KTYL runs until September, 1957. . . . Ed Lyon is back on the air at KWLK, Longview, Wash., with a pop and western music show tagged "Club 1400."

John Keeling, WTRR, Sanford, Fla., is now featuring The Billboard's "Honor Roll of Hits" on his "Juke Box Saturday Night" show. . . . Jim Landry, WBAT, Marion, Ind., celebrates his 22d anniversary in radio April 3. . . . Jack Mack, WTBC, Tuscaloosa, Ala., landed two new sponsors—a dress shop and a local drive-in theater—for his "Platter Parade" program.

Pvt. Edward McNeely has joined KFLW, Fort Leonard Wood, Mo., in charge of jazz programs. . . . Jack (Madhouse) Fisher has joined KERO, Bakersfield, Calif. . . . Pete Johnson

(Continued on page 42)

## DEALER DOINGS

By JUNE BUNDY

**CLASSICAL PROMOTION:** Saturation of a market with a pop tune by playing it repeatedly for many days is an old, but effective, gimmick. Arch Blampied, of the Bennett Music Shop, Wichita, Kan., has been using a similar technique to promote classical sales. In cooperation with Station KANS, Wichita, two solid weeks of music by Rachmaninoff have been programmed on the air, commemorating the 12th anniversary of the composer's death. To make Wichita even more Rachmaninoff conscious, Artur Rubinstein's appearance with the Wichita Symphony in Rachmaninoff's "Variations on a Theme of Paganini" was tied into the store's promotion to boost sales of this and other Rachmaninoff recordings.

A less elaborate method of classical records' promotion is practiced by the Snook Brothers' store in Charlotte, N. C. It is running a series of one-minute radio spots nightly, Monday thru Friday at 8:30, in the middle of a local hour-long program called "The Classic Hour" over Station WIST, Charlotte. In cooperation with the local distributor, spots are taped, featuring excerpts from new Columbia LP releases. Store manager Mrs. Pat Snook, who does the narration, reports good results, with a favorable reaction from the station since this musical advertising does not break the mood of the program.

**TRAFFIC-STOPPER:** "To attract attention, we placed a 45 r.p.m. attachment player in the window with a hit record on it at a slanting position," writes Mrs. Charles McKeown, Bradford Record Shop, Columbia, S. C. "We printed a card with the title of the recording and put it in front of the player. More people stopped and came in to ask us to correct its position or to ask questions about the reason for it, etc. It brought many people into our store and certainly helped in sales."

If customers came into your store and asked for these records, could you help them? "Cuckoo Moo," "Just a Little Love," "Take a Bone, Little Pup" and "Loosen Up Your Shoes." Dorothy Richards of Safford, Ariz., translated these customer requests as "Ko Ko Mo," "That's All I Want From You," "The Barking Dog" and "Make Yourself Comfortable." Miss Richards also registers a complaint, "Why is it that although there are only three kinds of records, there are so many hundreds of needles, so many of which don't seem to fit anything? The customers don't know what kind they need, and we almost go crazy trying to find out."

A new Rocky Mountain area distributor for Decca records, phonographs and accessories has been appointed. Walter Slagle & Company, 725 South Broadway, Denver, is now handling the line. . . . George Kepeke, of Prospect Radio Service, 2813 Kavanaugh Street, Little Rock, has an old cylinder Edison player in good shape and would like to get some cylinder records. He says he will pay any reasonable price.

### RIAA Officers

• Continued from page 15

Rackmil, and Archie Bleyer, of Cadence, was elevated to a board slot to take the place of Arthur Shimkin, head of Bell and Golden Records. Shimkin has resigned from the RIAA.

#### Store Drive

The association's concern with store modernization stems from the growth of the self-service mode of operation many dealers have shifted to in recent years. Many manufacturing execs see this trend as a potent force in expanding the scope of the record business and

are anxious to stimulate it by making available plans and fixtures for all dealers.

A store modernization program, it is believed, would also be welcomed by many department and syndicate store operations which have shown new interest in records since the general reduction in packaged-disk prices earlier this year.

Other business transacted at the annual meeting included upping Angel Records and the Children's Record Guild from Class D to Class C membership. The RIAA has five membership categories, depending on annual volume of business done by diskery affiliates.

## NEWS BRIEFS FROM THE MOA CONVENTION

The annual convention of the Music Operators of America is becoming increasingly important to many segments of the music business. This year's clambake, at Chicago last week, drew tremendous representation, not only from juke box operators, record manufacturers, distributors, one-stops and operators, but also from artists in all record categories. Too, a number of the more enterprising music publishers were on hand—having a field day contacting artists and a.&r. men. Notably active were Julie Stearns, of Broadcast Music, Inc.; Goldie Goldmark, of Sheldon Music; Al Gallico, of Shapiro-Bernstein; Wesley Rose, of Acuff-Rose; plus Gene Goodman, Jack Spina and several others.

Representatives of the country music field were on hand in considerable force. Top talent and execs included Jim Denny, chief of the WSM Artists Bureau, Nashville; Murray Nash, Pee Wee King, Goldie Hill, Eddy Arnold, Hank Thompson, Audrey Williams (now with M-G-M), Kitty Wells, Decca a.&r. chief Paul Cohen, Jimmy Wakely, the Wilburn Brothers etc.

In for a quick convention once-over and brisk talks with distributors and operators were Atlantic Records execs Ahmet Ertegun and Jerry Wexler. They flew west for additional business meetings. . . . Lou Boorstein, Jerry Blaine and Dick Steinberg were among the most active of the New York contingent at the convention. . . . Giving everybody a laugh was Hirsh de La Vez, who not only blueprinted a large part of the show at the banquet, but revealed unsuspected talents as a maestro. That man loves to lead a band.

The show produced by de La Vez was long, in the expected tradition, but held listener interest thruout. The first half hour of the show was beamed out over the ABC network and featured the Fontane Sisters, Bob Manning, Connee Boswell and Sunny Graham. Miss Graham was crowned "Miss Juke Box" during the airer and presented with a recording contract by Victor sales chief Larry Kanaga.

Also appearing at the show, in order of appearance, were the Burton Sisters, Perry Como, Rosalind Paige, Stuart Hamblen, Karen Chandler, Jack Pleis, Richard Maltby, Eddie Fontaine, Lee Kane, Red Foley, Georgia Gibbs, Bill Hayes, Lenny Dee, Mahalia Jackson, Jimmy Sacca, Pat Boone, Faron Young and Johnny Maddox. Although attempts were made to hold each artist to no more than two numbers, audience demands pulled added encores from Miss Jackson, Como, Dee and Miss Gibbs. Stage manager was publicist Buddy Basch, and Dan Belloc and his ork cut the show.

Almost every songwriter in Chicago manages to get to this convention every year and the eternal search for a.&r. men is narrowed down to the confines of one building. During the three-day session it was hardly possible to catch a glimpse of an a.&r. man without the inevitable songwriter and his pack of tunes standing by.

Altho disk jockeys from every station in Chicago make this convention a stopping point, this proved that the get-together had slightly more lure than previously. Deejays from Milwaukee; Joliet and Peoria, Ill., and other Midwestern towns were seen greeting friends and business contacts. Among the more traveled deejays was Bob (Coffeehead) Larson, who commuted from Milwaukee two days in a row in order to keep up with things. Larson reported he has found a direct descendant of Davy Crockett, Davy Crockett IV, living in Minnesota. An appeal to his listeners brought the modern Crockett a batch of 4,000 letters and Larson a new buddy.

Convention action on the record distributor level was centered mostly on pushing newly released tunes. The majority of labels either had booths on the exhibition floor, a suite on another floor or both. Both the exhibition area booths and the suites each contained a recent model juke box, all of which hardly stopped playing from dawn till dawn. Not one particular disk can be said to have claimed the majority of the attention of the conventioners.

Some of the artists who made an appearance at the show unexpectedly were Jimmy Wakely, Jean Dinning, Tommy Leonetti, Tiny Hill, David Carroll, Rocco Greco and the Three Twins. Mitch Miller, Dan Belloc, Ed Allyn, Bob Manning and Bea Fontaine were all collared by The Chicago Tribune's inquiring camera girl. The question asked was: "What do you think of the idea that many of the lyrics of hits tunes are so suggestive that the music business is on the brink of censorship?" The majority of answers indicated that the lyrics weren't really bad and that it depended on the listener's mind as well as interpretation.

## ASCAP to Give No Credit

• Continued from page 15

procedure which is already followed by BMI with some publishers, including Hill & Range and Acuff-Rose.

Meanwhile, many writers and publishers have expressed considerable dissatisfaction over the ASCAP decision, and there is a possibility that in spite of the implied support of the Department of Justice the Society may be brought into court over the matter yet.

Attorney Andrew Feinman here, for instance, who represents five ASCAP writers involved in such split-copyright deals, said his clients are not all certain whether they will accept ASCAP's terms.

Not all publishers have encountered difficulties on the split-copyright deal. For example, Attorney Lee Eastman points out that when—as is usually the case—a publisher has both an ASCAP and BMI firm, the situation can be solved by merely having the BMI writer sign a contract with the BMI firm and the ASCAP writer sign a contract on the same song with the ASCAP firm.

Eastman said this was done with Carolyn Leigh and Mark Charlap's

songs for "Peter Pan," with Miss Leigh signing a pact on her lyrics with Buddy Morris' BMI firm, Meridian, and Charlap inking a deal for his music with the ASCAP firm, E. H. Morris.

The attorney said that ASCAP has logged and paid performance royalties on the tunes to Charlap without protest, acting on the premise that it is paying on the music only. However, other publishers claim that such a procedure is harder to initiate than it sounds, unless a music firm is a big-league operation.

ASCAP proxy Stan Adams received the greatest number of individual votes among the writers elected by the membership to the incumbent board of directors this week.

In addition to Adams, other writers re-elected to the board were Gene Buck, Paul Cunningham, L. Wolfe Gilbert, Oscar Hammerstein II, Otto A. Harbach, John Tasker Howard, A. Walter Kramer, Alex C. Kramer, George W. Meyer, Deems Taylor and Jack Yellen.

Publishers re-elected were Louis Bernstein, Saul H. Bourne, Irving

## Cap. Gets OK To Scrutinize Goody's Books

NEW YORK, April 2.—A motion to examine the books of Sam Goody by Capitol Records was granted this week by Federal Judge Sylvester J. Ryan in the long-pending suit brought by the discounter against the manufacturer, its distributing subsidiary, and Sears Roebuck & Company.

The \$300,000 action charges price discrimination, alleging that Sears was able to purchase records from Capitol at lower cost than Goody. Suit was begun last May.

Judge Ryan's order requires Goody to produce and permit the defendants to examine books and records showing the titles, quantities and dollar volume of all Capitol disks sold by the retailer from 1947 thru 1954, both over the counter and via mail order.

The court order also requires Goody to make available for inspection by Capitol similar sales information on all other labels carried by the discounter during the 1947-'54 period.

In his original complaint Goody alleged he suffered \$100,000 in damages, but asked \$300,000 treble damages.

## Cap Elevates 4 Executives

HOLLYWOOD, April 2.—Four key Capitol Records executives were named to new positions here this week in a series of promotions announced by Lloyd Dunn, vice-president in charge of merchandising and advertising for the company.

Gordon (Bud) Fraser, national sales promotion manager, was appointed to the new position of merchandise manager. He will report to Lloyd Dunn and will supervise the operation of the department.

Dick Rising, until now assistant to Fraser, has been named national sales promotion manager. Joe Mathews, Detroit branch manager, was named assistant national promotion manager and will co-ordinate his activity with Dick Linke, latter of the firm's New York office.

Lou Shurrer, advertising manager, was elevated to the post of manager of creative services, responsible for packaging, photography, art and advertising.

## Deutsch Reps Gale in West

HOLLYWOOD, April 2.—The Milton Deutsch agency has been named to represent the Gale agency on the West Coast, the first such local representation here in five years.

The addition of Gale attractions to the Deutsch office, along with the operation of the local agency representing Billy Shaw by Cliff Aronson, puts Deutsch among the major rhythm and blues offices here.

Deutsch this week completed deals for Woody Herman and comic Larry Best at the Hotel Riviera, in addition to bookings thru June for the Tommy Dorsey band.

## RCA 30% Over

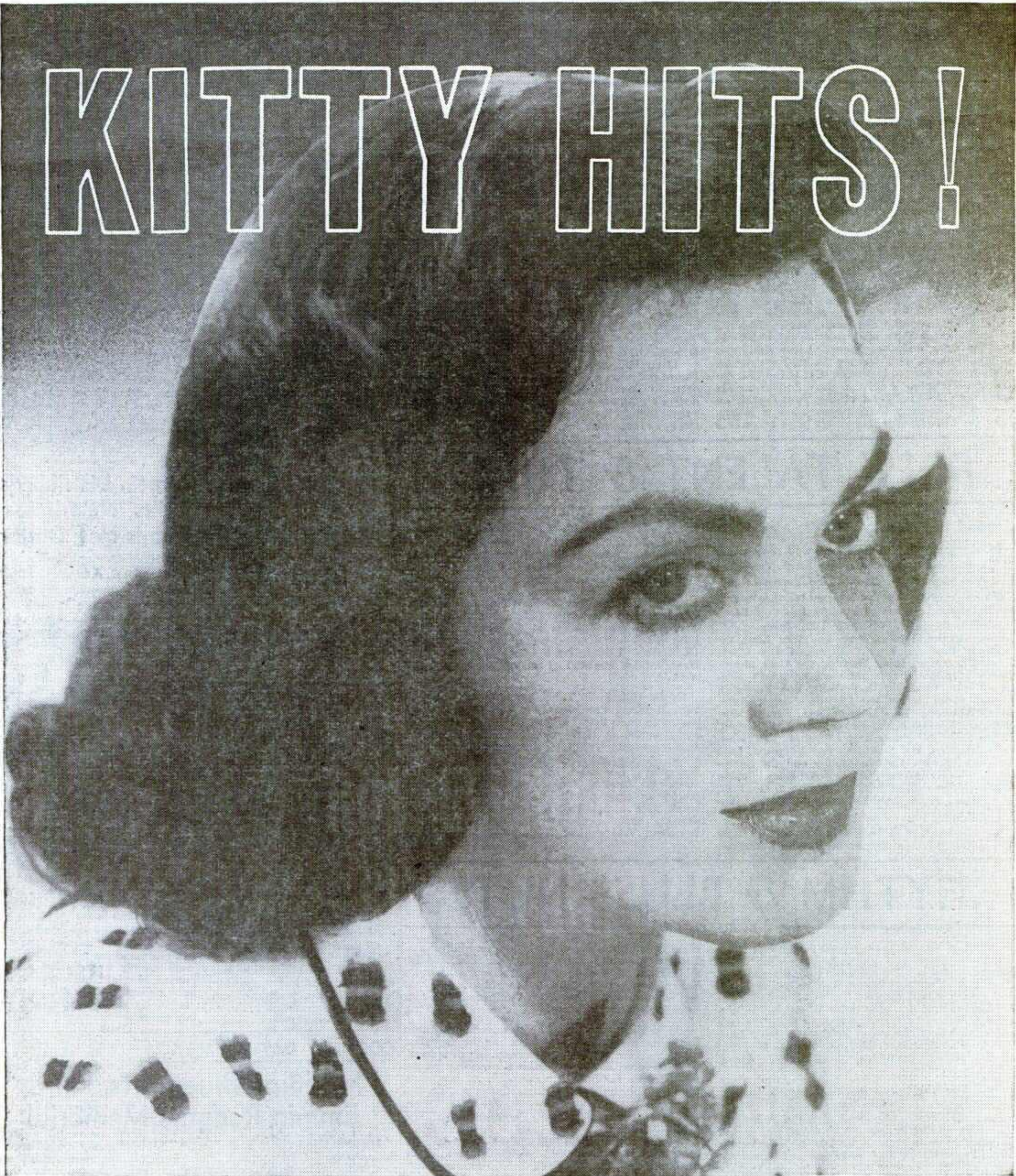
• Continued from page 15

delayed delivery of merchandise during the company's \$3.98 sale early in 1954.

Sacks declared that dealer inventories are currently in a healthy state and that prospects for continued business expansion are strong. "We are convinced that the simplified pricing structure we pioneered is proving to be the salvation of the industry," he said.

Caesar, Frank H. Connor, Max Dreyfus, Bernard Goodwin, Donald Gray, Jack Mills, Abe Olan, J. J. Robbins, Gustave Schirmer and Herman Starr.





**Kitty Kallen**  
**KITTY WHO? AND BY BAYOU BAY**

DECCA 29473 and 9-29473

*America's Fastest Selling Records*





# TALENT TOPICS

## COLUMBIA SIGNS TUNESMITH-SINGER . . .

Columbia Records has signed vocalist-songwriter Lincoln Chase to an exclusive recording contract. Chase, whose professional career is managed by publisher Dave Dreyer, was inked on the basis of several recordings of his own songs when his vocal style intrigued Columbia's Mitch Miller. As a tunesmith, Chase is responsible for "Such a Night," "Must I Cry Again," "Cinnamon Sinner," and the new "That's All I Need."

## LA GIBBS HITS 5-FIGURE SALARY FOR CLUBS . . .

With two records in the top 10 this week, Georgia Gibbs is now in the five-figure salary bracket for night club bookings. The canary, who has been around for a decade and a half, is currently negotiating with The Sands, Las Vegas, Nev., to head up their show at double the price she was paid the last time she sang there as a featured singer.

The thrush is also drawing double her previous salary for her current two-week stint at the Chicago Theater. She's booked for a May 1 date on Ed Sullivan's CBS-TV "Toast of the Town," with an appearance on Perry Como's video show to follow. After the Chicago date, the singer plays two weeks

at Eddy's, Kansas City, Mo., starting April 8, and a three-day date at Casa Loma Ballroom, April 22.

Jazz acts will lose one of their top show places in Philadelphia when the Hotel Senator is torn down in the near future. The building houses Lee Gruber's Rendezvous Club. . . . Tenor sax-maestro Illinois Jacquet has been set for the Hi-Hat in Boston April 18, and moves directly from there into the Celebrity, Providence, April 25. . . . Folk singer Josh White opens Wednesday (6) at Cafe Society for three weeks.

Erskine Hawkins takes his band into the Howard Theater, Washington, Friday (8), and then into the Apollo Theater in New York the following Friday (15). Bennie Green's band follows him into the Howard (15), and then moves over to the Royal Theater, Baltimore (22). Green is recording for Decca. . . . Ella Fitzgerald has a three-week booking at the Fairmount Hotel, San Francisco, starting Tuesday (5). Sarah Vaughan will be at the Esquire, Dayton, O., the week of April 18.

Dave Pell, featured tenor sax with the Les Brown ork, who was recently featured with his own octet on Trend label, has signed a new exclusive deal with Atlantic Records. The latter company's veepee Nesuhi Ertegun is Coast-bound next week to cut Pell's first dates.

# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Country & western field was well represented at the national convention of the Music Operators of America held March 28-30 at the Morrison Hotel, Chicago. Among the performers and talent managers spotted around convention headquarters were Faron Young, Hubert Long, Goldie Hill, Justin Tubb, Lucky Moeller, Webb Pierce, Pee Wee King, the Wilburn Brothers, Lonnie Barron, Casey Clark, Hank Thompson, Rudy Hansen, the Geer Sisters, Jimmy Martin, the Osborne Brothers, Jimmy Skinner, Curley Coldiron, Don Walls, Bob Ferguson, Connie Street, Uncle Jim Christie, Skeeter Bonn, Mac Wiseman, Jim Denny, Red Sovine, Ray Scrivner, Murray Nash, Ken Smith, Ray Bartlett, Danny Dill, Cliff Parma, Dub Dickerson, Red Foley, Dub Albritten, Hal Smith, George Ferguson, Lula Belle and Scotty, Captain Stubby and the Buccaneers, Woody Mercer, Audrey Williams, Jimmy Work, Homer and Jethro, Leslie Wilburn, Len Ellis, Mae Axton, Stuart Hamblen, Eddy Arnold and Jimmy Wakely.

Ray Scrivner, well known in the country field and now engaged in commercial lines in Lexington,

Ky., has partnered with Murray Nash in the operation of Murray Associates, Inc., new promotion, advertising and music publishing firm with headquarters in Nashville. The boys handled the WSM booth at the MOA convention in Chicago and came up with a neat gimmick which had Joy and Jerry Shaw, of the The Jacksonville (Fla.) Journal, caricaturing convention visitors. The novelty proved one of the top crowd-pullers at the convention. The Nash firm's initial music publishing effort is Dub Dickerson's "I Must Have Drove My Mules Too Hard," which is slated to roll off the presses this week.

Goldie Hill, Justin Tubb, Faron Young, the Wilburn Brothers, Pee Wee King and Redd Stewart played to more than 11,000 paid admissions in two performances at Hammond, Ind., March 27, the largest turnout ever attracted by a c.&w. unit in that town. Booking was made thru the William H. King Enterprises, Louisville, with Len Ellis of WJOB, Hammond, handling the promotion. Pee Wee King pulled up lame on the date, however, when a sneak thief made off with nearly \$1,000 from his dressing room between performances. Ellis is launching Friday night western swing dances at

(Continued on page 42)

# RHYTHM & BLUES NOTES

By BILL SIMON

Aladdin Records' new release next week introduces two brand new groups to wax. One is the Spence Sisters, and the other is a duo, Bip and Bop. Also featured on the issue are warbler Johnny Fuller and orkster Lloyd Glenn. . . . Blind balladeer Al Hibbler, riding the crest with a smash in "Unchained Melody" (Decca), is cashing in on the cafe circuit. April 22 he opens at the Kin Wah Low, Toledo; May 5 at Farm Dell, Dayton, O.; May 9 at the Hollywood, Akron; May 13 at Darrow's, Cleveland.

Larry Newton's new Treat label has signed the veteran blues shouter Blind Boy Fuller. The label has also inked a new group called the Five Stars. . . . Glen Covington, Roost disk artist, will appear in Atlanta the week of April 26. He'll be at the Royal Peacock. . . . Fans and friends of gospel star Sister Rosetta Tharpe will be happy to know that she got back into action Friday (1) at The Blue Angel, New York. Her throat operation was successful, and Sister resumes her old act with Marie Knight for an indefinite stand at the spot.

Bull Moose Jackson headlines the show at the Creole Cabana, Philadelphia, the week of April 25, followed by the Four Jewels on May 2. Ivory Joe Hunter pulls into Philly that same day at the Club Zelmar. Ivory's tunesmithing talent is paying off

these days via his smash "It May Sound Silly." . . . Lavern (Tweedlee Dee) Baker has filed suit for \$2,500 against the operators of the Los Angeles Savoy Ballroom. Amount is allegedly due her on contractual dates. The action has caused the spot to close pending settlement.

Wild Bill Davis is the latest recording artist to form his own publishing firm. Outfit is called Strethen Music Publishing Company. Davis is president-treasurer, B. Vernon Davis is executive veepee and William L. Towe is secretary. . . . Savannah Churchill plays the Regal Club, Columbus, O., the week of April 14. Thrush records for RCA Victor. . . . Mercury's tenorman Red Prysock opens at The Cadillac in Trenton, N. J., May 2. . . . Pittsburgh gets the Four Jewels for two weeks starting April 11 (Midway Lounge), and the Little Walkin' Willie ork for two stanzas starting April 18 (The Hurricane).

Raymond Williamson, deejay on WAYX, Waycross, Ga., informs The Billboard that servicing from r.&b. labels is at its lowest ebb in his 10-year career. . . . Baton Records is looking for a name for a new group just signed last week. The unit cut its first date for the label Wednesday (30). The Rivileers, Baton's top-selling group, has signed with the Gale Agency for bookings. The lads are doing a series of one-nighters close to New York where two of them are attending college.

## Higgins, Milton, Scott to Dootone

HOLLYWOOD, April 2.—Dootone Williams, president of Dootone Records, indie r.&b. firm, continued adding to his talent roster this week with the signing of Roy Milton, Mabel Scott and Chuck Higgins.

Milton last recorded for Specialty Records, while Miss Scott gained fame some years ago on Exclusive. Higgins helms a local band and has recorded for a number of rhythm and blues firms.

Williams recently added the Meadowlarks and the Medallions.

## MERCURY CUTS SPEED-UP LP'S

NEW YORK, April 2.—In line with Mercury's new speed-up release policy on EP's, the label this week issued a new Crew Cuts EP, featuring "Don't Be Angry," "Chop Chop Boom," "Unchained Melody" and "Two Hearts." The boys cut the first two sides as a single, and it was just released this week. At the same time, Mercury is bringing out four new Sarah Vaughan EP's.

## Erroll Garner Sets Up Publishing Co.

NEW YORK, April 2.—Pianist Erroll Garner has set up his own publishing firm, Octave Music. Initial catalog includes 45 of his own compositions. Octave Music is affiliated with the American Society of Composers, Authors and Publishers.

Garner, incidentally, is the only jazz artist booked for the Philadelphia Enquirer Music Festival June 10. On April 10 he opens at Storyville, Boston, and on the 11th at the Copa, Pittsburgh.

## FIVE AND SIX OUT OF 15

# Decca Tops Best-Seller C&W Charts, as Majors Keep Hold

NEW YORK, April 2.—The hold of the majors on the country and western field continues unabated, with Decca Records far and away in the No. 1 slot.

In the current national best-selling c.&w. chart Decca has five out of the 15 positions, including the two top spots with Webb Pierce's "In the Jailhouse" and Kitty Wells, "Making Believe." Last week the diskery occupied six out of the 15 places.

Appearances of the indies on the c.&w. charts are quite sporadic, as compared to the splash they are making in the pop field. There are several exceptions, of course, including Imperial, Dot and the Abbott-Fabor labels. Imperial's Slim Whitman has been a consistent big seller, and recently made the country chart with "Cattle Call." Prior to that release he hit with "Singing Hills."

Fabor recently hit with "Are You Mine?" cut by Ginny Wright and Tom Tall, and Abbott made it with the same tune, cut by Myrna Lorie and Buddy DeVol. Dot is currently on with "Make Believe," cut by J. Work. Acuff-Rose's Hickory label, which made an initial splash, has been quiet lately. Another indie, the Sage and Sand label, recently hit with Eddie Dean's "I Dreamed of a Hillbilly Heaven."

Aside from Decca's Webb Pierce and Kitty Wells disks in the top positions, the label currently has the Kitty Wells-Red Foley "As Long as I Live" disk in seventh place, Pierce's "More and More" in 14th place and Foley's "Hearts of Stone."

## DON CORNELL IN SCOT RING ROLE

GLASGOW, April 2.—Coral Records' artist Don Cornell, touring key cities in Scotland and England, is acquiring tremendous publicity in the local dailies—but the reporters are featuring Don's boxing prowess as much as his vocal technique. Virtually all papers are carrying photos of Cornell with boxing gloves and in shorts. Captions say "Singer with a Punch" in the Glasgow Daily Record. In the Glasgow Evening News: "Don Is a Knockout," etc. Papers point up the singer's winning of the Golden Gloves middleweight title in the 1940's and the fact that he once had a sparring bout with heavyweight champ Rocky Marciano.

Capitol and Columbia each have three on the current chart. Capitol holds third place with Faron Young's "Live Fast, Love Hard, Die Young," eighth with Young's "If You Ain't Lovin'," and ninth with Tennessee Ernie's "Ballad of Davy Crockett." Columbia currently has fifth place with Carl Smith's "Loose Talk," 12th with Smith's "Kisses Don't Lie" and 13th with Marty Robbins' "That's All Right." RCA Victor's Eddy Arnold has "I've Been Thinking" in fourth place and Hank Snow's "Yellow Roses" in 10th, making up the remainder. The biggest gun in the Decca country arsenal, of course, is Webb Pierce, who has racked up an imposing score since he signed with the label four years ago. Since "Wondering," Pierce's second Decca disk released three and a half years ago, every one of his 18 disks—either one side or the other—has made the charts. Of the 18, eight hit the No. 1 position.

## Martin Distribbery Splits; Natt Hale Heads New Outlet

CHICAGO, April 2.—James H. Martin, local disk distributor, is splitting his operation and opening another distributorship with Natt Hale named to take charge of the new firm, Music Distributors, Inc., as general manager.

Hale was formerly promotion man in the Chicago territory for the Sampson Company, distributors for Columbia Records. He was, for the last year, national promotion man for Liberace and his brother, George. Hale left the Liberace brothers to take over the new position because Liberace has no plans of doing any concert appearances in the immediate future because of his up-coming Warner Brothers picture, "Sincerely Yours."

The new distributorship will handle M-G-M, Plymouth, Remington, Essex, Tico, and approximately 10 others labels. Martin, whose firm name will remain the same, will continue to handle the rest of labels, among them London and Dot. The new firm planned to begin operations by April 1 with a complete staff of salesmen. The new firm, as announced by Hale, will operate virtually independent of the Martin organization. It was also understood that Martin would retain his vending equipment set up under the old name.

## COUNTRY DAY ON MAY 26

# Meridian Blueprints Third Jimmie Rodgers Memorial

MERIDIAN, Miss., April 2.—Sponsors of the third annual Jimmie Rodgers Memorial Celebration here on National Country Music Day, May 26, have blueprinted the chief events of the celebration. In honor of Rodgers, more than 1,000 members of the Brotherhood of Railroad Trainmen, of which Rodgers was a member, will attend the celebration.

The kick-off for the annual event occurs May 25, when the trainmen will prepare a barbecue for 20,000 at Highland Park. Many civic officials will be present to pay tribute to the folk singer and writer.

Early on May 26, the trainmen will gather at Jimmie Rodgers Park to place a wreath on the statue there erected by Ernest Tubb and Hank Snow. W. P. Kennedy, president of the Brotherhood of Trainmen, will deliver a eulogy at the ceremony.

The entertainment schedule starts May 25, with four dances set. R. D. Hendon and his band will play the dance in the National Guard Hangar. Outstanding country and western bands will play the others. Fish fries, private dinners and cocktail parties are also being scheduled for May 25.

The Louisiana Hayride organization of Shreveport, La., will stage the big show the evening of May 26, with ex-Gov. Jimmie Davis and Hayride publicist Horace Logan. The latter will be master of ceremonies.

Awards to be presented May 26 include: (1) The Meridian and Bigbee Railroad Awards for outstanding service to the Rodgers Memorial Celebration (recipients of these will be W. P. Kennedy and J. P. Saunders, respectively president and general chairman of the Trainmen), (2) The James H. Skewes Award (as editor-publisher of the Meridian Star) to The Billboard, (3) The Ralph S. Peer Awards to Tennessee Ernie, Albert S. Rose and James H. Skewes and (4) The Mississippi Awards to Ralph S. Peer and others.

More than 150 artists from all over the nation are expected to attend, plus Dizzy Dean and other notables. An estimated 75,000 persons are expected to attend in all. RCA Victor will issue a new Rodgers album dedicated to the event. In Meridian itself plans call for city-wide decorations. M. E. Rhodes is chairman of the event, with C. H. Phillips handling promotion.



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COAST TO COAST COMMOTION!

*Sarah Vaughan*

SINGS

**“WHATEVER  
LOLA WANTS”  
(LOLA GETS)**

FROM THE FORTHCOMING BROADWAY PRODUCTION

**“DAMN YANKEES”**

**By Dick Adler and Jerry Ross**

MERCURY 70595 · 70595X45





# MUSIC AS WRITTEN

## FOX TO PUSH ITALIAN MARCH . . .

Sam Fox Publishing is readying the same type of exploitation for "We'll Go a Long Way Together" as it did for "Happy Wanderer," aiming the marching ditty at the educational market. The tune was acquired from an Italian publisher thru American rep Paul Siegel and is featured in the Italian movie, "The Cadets of Gasogne." Several choral and band arrangements have already been prepared, and Fox has licensed out additional arrangements to Fred Waring's Shawnee Press.

## WIENER FORMS BRIT. FIRM FOR WEMAR . . .

Publisher George Wiener has formed a foreign affiliate to exploit his Wemar Music copyrights abroad. The new firm, Wemar, Ltd., is based in London, and is held jointly with English publisher Noel Rogers. The first project is English exploitation of the backed up ditties on the recent Four Tunes' waxing on the Jubilee label. The disk is distributed abroad by British Decca.

## CLOCK REACTIVATES HIGH TIME RECORDS . . .

Clock Publishing Company, Hollywood, last week reactivated its High Time Record Company, inactive since 1950. Firm, headed by Gloria Coombs, has scheduled its first release for April 10, pairing a rhythm and blues and a country and western tune.

## S&S OUT WITH KIDISK NEEDLE . . .

Simon and Schuster, purveyor of Little Golden childrens records, is entering the needle business with a specially designed point for children's phonographs. The product,

manufactured for S&S by Electrovox, has a special guard to prevent deep finger-pricking. The needles will be merchandised 24 to a card, and will retail at 50 cents each. Needle package will also contain a free miniature screwdriver.

## STARLITE INKS NOEL, POLK, COCCOMO . . .

Starlite Records, Hollywood independent recording company, last week added to its growing talent roster with the signing of singers Lucy Ann Polk and Carl Cocomo, and trombonist Dick Noel. First releases are expected to be issued late this month.

## MERCER, DEPAUL TO SCORE "ONE NIGHT" . . .

Songwriters Johnny Mercer and Gene Depaul have been assigned to write the score for the musical version of the hit comedy, "It Happened One Night." Team recently wrote the score for the M-G-M musical, "Seven Brides for Seven Brothers." Film will star June Allyson, with Dick Powell set as producer-director.

## New York

Dick Barlow and his orchestra returned for another engagement at the St. Anthony Hotel, San Antonio, opening on Thursday (31). They replace Jimmy Joy and his orchestra. . . . Tony Pastore and his orchestra have been booked for a one-night stand at the Sevenoaks Country Club, San Antonio.

Two major French publishers are scheduled to arrive in town Monday (4). They are Rolf Marbot, who is affiliated with the Ralph Peer interests, and Roger Seiller, head of Editions Beucheres.

Carl Haverlin, president of Broadcast Music, Inc., and Russ Sanjek, director of projects for BMI, were both ordained Kentucky Colonels last week by Gov. Lawrence Weatherbee. . . . Joe Reisman, musical director at RCA Victor, became the father of a girl this week. She's his second child.

## Chicago

Ralph Marterie in town for a few days to pick up his wife and children before heading for a two-week vacation in Jamaica and Florida, his first since 1951. Marterie just finished a long string of one-nighters across the country, ending last week with a record crowd of 1,600 teen-agers at the Marine Ballroom of the Edgewater Beach Hotel.

United Record Distributors moved to Record Row and is now located at 2029 South Michigan Avenue. With the exception of a few distributors, all the firms are located within a few blocks.

## Denver

Ethel Waters pulled s.r.o. during her week's run at the Coronet Theater here with her three-hour program of songs called "At Home With Ethel Waters." . . . The Deep River Boys were held over an extra three days at the Sky Room after their fortnight stay. The quartet made more than a dozen p.a.'s, plugged their records and participated in civic campaigns.

Local record shops report sharp jump in sales of disks by traveling outfits when they play this hinterland area and suggested that more could be done to plug the records by autograph parties, college appearances and other gimmicks while they are in the region. . . . Vaughn Monroe has made a one-night stay at Joe Lehr's Rainbow last week where he was backed by Del Clayton and his band. He was in town long enough to make an Easter Seal promotion tape with Ethel Merman that was part of an hour-long public interest radio show emceed on KLZ radio by Miss Merman that included Clyde McCoy, Saul Caston, the Eric Lawrence Trio, the Deep River Boys and others.

## Hollywood

Trumpeter Shorty Rogers has been commissioned to compose a jazz ballet titled "Locumstrot" around a story by Rusty Norvel for production in June. . . . Joe Gau-

dio, ex-prizefighter turned singer, kicks off his career as a night club singer April 25 when he opens a four-week run at Amato's, Portland, Ore. After leaving the ring, singer won the Fulbright scholarship to Lascala Opera in Milan.

. . . June Christy bowed for a two-week skein at the Crescendo with the Tony Martinez ork. . . . Jay Livingston and Ray Evans have been signed to write the songs Doris Day will sing in "The Man Who Knew Too Much," Alfred Hitchcock thriller in which she co-stars with Jimmy Stewart at Paramount. . . . The Dooley Sisters have signed to star at the Rendezvous Ballroom, Balboa, during the Easter week celebration. . . . Barbara Best office exited their flack spot at the Cocoanut Grove. . . . Fred Clark flies to Phoenix, Ariz., for a visit with his wife, Benay Venuta, and then on to New York on business. . . . Mary Meade French has been signed to a Liberty Records pact by Si Waronker. . . . Bobby Troupe Trio opens at the Encore April 12. . . . George Joy, Joy Music, Inc., in from New York for a week of West Coast business. . . . Jimmy Hilliard, Label "X" repertoire topper, arrived for a long schedule of record sessions. . . . The Skylarks topline the new show at the Hotel Statler, with the Skinnay Ennis ork a holdover. . . . Sammy Fain and Paul Francis Webster have sold "A Many Splendored Thing" for inclusion in the 20th Century-Fox film of the same name.

Singer Peggy King has been named Miss Baseball of 1955 by the Hollywood Stars. . . . Starlight Records has appointed Record Sales Company to handle its distribution in Southern California. . . . Vic Schoen checked into Paramount to score the Danny Kaye film, "The Court Jester." . . . Vic Damone was named defendant in an action arising out of his recent cancellation of a theater date in Chicago.

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## Doris Day, Col'bia Stet, Tho Melcher Ups Disk Activity

NEW YORK, April 2.—Thru Doris Day "has no plans at this time" to leave Columbia Records, even the husband-manager Marty Melcher is stepping up their own record company and publishing activities. Her current pact with Columbia expires June 30.

Melcher and Miss Day operate their own record company, Arwin, and also have three publishing firms—Artists Music, Daywin Music and Paulmar. Daywin is affiliated with Broadcast Music, Inc., while the others are with the American Society of Composers, Authors and Publishers.

Miss Day and Melcher leave town Wednesday (6) bound for Europe and eventually Marakesch, Morocco, where the thrush will make a picture, "The Man Who Knew Too Much," directed by Alfred Hitchcock and co-starring James Stewart. When they hit London, Melcher expects to close a deal with publisher Reg Connelly for catalog representation in Britain. Talks had been initiated with Connelly last week on the Coast. Melcher also plans to look for new material in Europe for Stateside exploitation.

## Harold Wald to Set Up Pubbery

NEW YORK, April 2.—Harold Wald, assistant to Julie Stearns, professional chief at Broadcast Music, Inc., is leaving BMI to set up his own music publishing firm. Effective date is May 1. Firm, a BMI affiliate, will be Harold Wald Music, Inc.

Wald, who is the brother of film producer Jerry Wald, indicated that while no deal has been set regarding film tie-ins, such a thing could be forthcoming.

## MENTAL HEALTH

### 8 Jingles Highlight May Drive

NEW YORK, April 2.—Westinghouse Broadcasting Company, Inc., in co-operation with The National Association for Mental Health, this week will launch a "Sing-Along for Mental Health" project highlighted by a group of eight "mental health" songs, written by Hy Zaret and Lou Singer. The jingles have been recorded by Eddy Arnold, Betty Johnson, Bill Hayes, the Toppers, and Sally Sweetland, and will be premiered over Westinghouse's five radio stations next week. At the same time, the NAMH will make the disks available gratis to other stations across the country.

The eight ditties, both pop and folk in style, have been written so that stations can follow each song by a live local announcement plugging mental health facilities in each area. One of the tunes, "Ring the Bell for Mental Health," will be the 1955 theme song for "Mental Health Week" May 1-7. Zaret and Singer, who won a Peabody award for their "Little Song on Big Subjects" series for the United Nations, will publish the songs thru their own Argosy firm.

Mental illness is the nation's number one health problem, but this will be the first time that the subject has been adopted as a public service project by the radio and recording industry.

In line with this, Westinghouse's national program director, Dick Pack, notes that the medical profession strongly endorses the ideal of "selling" mental health in songs. According to Dr. George S. Stevenson, medical director of the NAMH, the jingle series "describe in a simple, human way the problem of mental illness and the need for citizen action in every community to combat mental illness and to build mental health."

## Edwards Portable Radio-Phono for Battery or A.C.

CHICAGO, April 2.—Edwards Industries, Ardmore, Pa., announced this week they are producing and will begin distribution of a new portable radio-phono that will operate on dry-cell batteries as well as a.c. The unit carries a price tag of \$69.95.

The combination will produce 1,000 plays or a total of 120 hours of operation from the life of one dry-cell battery, and weights 10 pounds. The phono is a 45 r.p.m. player unit. A special feature is a variable speed control which speeds up the revolutions as the life of the battery ebbs. The portable is made possible by the use of a turntable motor which is claimed to use less power than a single tube. The unit is housed in a wood cabinet, and is available in three two-tone combinations.

The firm plans to advertise the combination in major magazines, as well as radio and TV spots. Dealers, according to the firm, will get promotional material for use at resale level. Distribution will be handled by Bill Borelli and Nicholas A. Busillo, and will be thru national appliance distributors. Delivery date is pegged at April 1.

## Richmond Pubbery Gets 'Marty' Score

NEW YORK, April 2.—Publisher Howard S. Richmond has acquired the musical score of the film "Marty," produced by Hecht-Lancaster Productions for release by United Artists. Score contains two tunes—"Marty," composed by Harry Warren with a lyric by Paddy Chayefsky, and "Mambo for Marty," an instrumental by Roy Webb. Records on both tunes are being set.

Picture premed at the Sutton Theater here April 1, and will be released generally in the summer or early fall.

## LITTER WISES UP NINA FAST

NEW YORK, April 2.—Redd Evans, better known as a publisher of quality songs, is also a dog fancier. His specialty is French poodles, preferably imported. All, incidentally, are named after his songs.

So it was not unusual for Evans to name his most recent poodle acquisition "Nina," after the ditty "Nina Never Knew." When she recently gave birth to seven pups Evans' announcement to his friends read, "Nina Knows Now."

## Callison Heads Up Cap Midwest Area

NEW YORK, April 2.—Max Callison has been named district manager of Capitol's enlarged Midwestern sales territory. The exec has headed up the label's Midwest operation for some time, but under Capitol's new system (streamlining its national sales territorial picture down from seven to five districts), he is now responsible for Chicago, Detroit, Indianapolis, Milwaukee, Cleveland, St. Louis and South Bend, Ind.

Meanwhile, Bill Tallant, formerly New England district manager for Capitol, has joined the label's national sales office here as staff assistant to national sales chief Mike Maitland.

**"PLEASE DON'T GO SO SOON"**

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**"IT'S YOUR LIFE"**

**BOURNE, INC.**

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**peter cottontail**

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**BLUE ★ MIRAGE ★**

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## ANXIOUS HEART

Eddie Vinson—Mercury  
The Nuggets—Capitol  
The 4 Coins—Epic

A GREAT NEW RELEASE!  
A MILLION THANKS

b/w

ROCK 'N ROLL BABY

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## SONGS—SONGS—SONGS

Have 20 songs in Leeds Catalog (2 songs recorded by Al Terry). New songs for recording artists. Will split royalties on 50-50 basis. For further information contact songwriter.

**BEULAH SWINNEY**  
R. R. 1, Crossville, Illinois

Breaking for a Smash!

**"TWO HEARTS, TWO KISSES MAKE ONE LOVE"**

Recorded on:

Capitol	FRANK SINATRA
Columbia	DORIS DAY
Coral	THE LANCERS
Decca	DE MARCO SISTERS
De Luxe	THE CHARMS
Dol	PAT BOONE
Mercury	CREW CUTS
RCA Victor	THE DOODLERS
RCA Victor	RITA ROBBINS and DON WINTERS

**ST. LOUIS MUSIC CORP.**

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

**THE SAND AND THE SEA**

Recorded by

WAT KING COLE	Capitol
BOB SANTA MARIA & LEROY HOLMES ORCH.	MGM

Published by

**WINNETON MUSIC CORP.**

**LAZY GONDOLIER**

—★—

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WITH A  
"STARTLING"  
NEW SOUND



ORCHESTRA  
CONDUCTED BY

# Jackie Gleason

# I'LL NEVER BE THE SAME

coupled with

# RAIN

CAPITOL 3092





# PHONOS—HI FI

By STEVE SCHICKEL

## ZENITH'S ANNUAL HOLDERS REPORT . . .

Zenith Radio Corporation, which also released its annual stockholder report, announced consolidated net profits for the year 1954 at \$5,676,264 or \$11.63 a share. This compares with \$5,631,701 for the year 1953 or \$11.44 per share. Commander E. F. McDonald Jr., president of the firm, in his stockholders message, pointed out that 1954 was the second highest in the firm's history, exceeded only by 1953. It was also pointed out that sales for the first two months of 1955 were up 44 per cent over the same period in 1954, indicating a record year coming up for the company.

## NEWS SHORTS OF PEOPLE, PRODUCTS AND EVENTS . . .

F. Leo Granger, sales manager for the radio-television division of Stromberg-Carlson, last week announced two new distributorships. The Ferguson Company, Paducah, Ky., will handle the firms radio, TV and high-fidelity lines in parts of Kentucky, Illinois and Tennessee. The Schwander Company, it was announced, will handle the same Stromberg-Carlson lines in the St. Louis territory. . . . The ordinance division of the Elgin Watch Company announced the appointment of Waldie & Briggs, Inc., Chicago, to handle the advertising for the electronic products manufacturing by that division. . . . Charles Berman has resigned as sales manager for the Scott Radio Laboratories, Inc., Chicago.

## ORRADIO SALES UP 82 PER CENT . . .

Orradio Industries, Inc., Opelika, Ala., reported a sales increase of 82 per cent for the fiscal year just ended March 1. The firm, which started in business in 1946 manufacturing tape recorders, is now solely producing magnetic recording tape. The switch-over was made in 1948. Herbert Orr, president of the firm, reported sales have been increasing steadily since 1950. A good portion of the increased business, according to Orr, is attributed to the firm's new Ferro-Sheen process tapes; a step-up in advertising and merchandising campaigns, and expanding markets in commercial and industrial markets as well as domestic fields. The firm dis-

tributes thru electronics parts jobbers to the nation's stores as well as 30 foreign countries. Products are also sold thru music stores and photographic equipment outlets.

## EP&EM HONORS 16 AT DINNER . . .

Twenty years of electronics industry history was reviewed in Chicago last week at the dinner meeting of the Electronic Parts and Equipment Manufacturers' Association. Sixteen of the association's living past presidents, of which there are 18, were on hand at the dinner to receive plaques before the crowd of nearly 200 members. Receiving plaques were Charles Cushway, Ralph Hill, Edgar S. Reidel, Jerome J. Kahn, Paul Tartak, E. G. Shalkhauser, Jack Berman, Roy Laird, Les Thayer, S. N. Shure, James M. Blackledge, R. M. Gray, Charles A. Hansen, John H. Cashman, Francis F. Florsheim and Karl Jensen. Unable to attend were Herbert Clough and John Robinson. The present chairman of the association, Theodore Rossman, of Pentron, Inc., presided at the presentation.

## MOTOROLA TO HOLD 3-CITY CONFERENCE . . .

Motorola distributor sales managers will get together this month in a three-city conference designed to strengthen their managerial potential and raise their daily batting averages. The meetings are scheduled for Colorado Springs, Colo.; Edgewater Park, Miss., and White Sulphur Springs, W. Va. The meeting is said to be aimed toward the main target of solving the sales manager's work-a-day problems with high level planning. Motorola itself, started planning the problem solutions a month ago. A typical problem as indicated by a survey of the sales managers, indicated a need for effective means of hiring distributor salesmen of high potential. Motorola's answer is to schedule a conference session on the issue as well as suggest that the distributors keep a "manpower file" for general distribution among other distributors. Other topics to be discussed include compensation plans for salesmen, sales controls, sales meetings, time planning, etc. More than 75 persons are expected to attend each session, at which a cross-country team of Motorola personnel will supervise.

# LINER NOTES

By IS HOROWITZ

## MERCURY 'SWAN LAKE' HITS 82 AIRINGS ON RADIO . . .

Mercury Records has chalked up 82 complete local radio performances of its new de luxe "Swan Lake" album, which means the LP has been aired almost 159 hours to date. In view of the relatively few classical deejays in radio today and the overwhelming amount of recorded material available for programming, this figure is impressive when it is realized that the album's length—128 minutes and 50 seconds—precludes its use on any show that runs under two hours and 15 minutes.

The album, which features the Minneapolis Symphony conducted by Antal Dorati, retails at \$22.98 for a package of three 12-inch LP's. Among the stations which have accorded it complete performances are Manhattan stations WNBC, WCBS, WNYC, WQXR; Hollywood outlets KNX, KFAC, KCBH; Boston stations WXHR, WCRB; WEBR, Buffalo; KIXL, Dallas; WTIC, Hartford, Conn.;

WFMT, Chicago; WFLN, Philadelphia, and WKMH, Detroit.

## FILM WORLD SCARCELY TOUCHES D. TIOMKIN . . .

Some are untouched by the Hollywood influence—even after years of exposure. Composer Dimitri Tiomkin, appearing this week on the Academy Awards show to receive the accolade for his prize-winning score in the picture "The High and the Mighty," left little doubt that the film capital had scarcely tainted him. Instead of thanking the film producers with whom he has been associated some 25 years, Tiomkin refreshingly acknowledged his debt to past composers. He took the opportunity to express his gratitude to Brahms, Tchaikovsky and Shostakovich. He punctiliously mentioned each of the three Strausses—Johann, Richard and Oskar. Crosby and Bob Hope seemed momentarily puzzled, but the audience found it hilarious.

## TV-Radio, Phono, Record Tax Tops \$1 Mil in January

WASHINGTON, April 2.—Revenue from federal taxes on TV and radio sets, phonographs and phonograph records was substantially higher in January than in January, 1954, Internal Revenue Service reported this week.

Internal Revenue Service reports collection of \$1,022,000 from the tax on radio and TV sets and phonographs this January as against \$390,000 for January, 1954. Revenue from federal tax on phonograph records was \$44,000 in January of this year, double the \$22,000 take in January, 1954. Yield from the tax on musical instruments in January of this year was \$227,000, compared with \$223,000 January 1954.

Revenue from the tax on admissions to theaters and concerts was down to \$4,986,000 in January from \$17,517,000 the previous January. Collections on admissions to cabarets and roof gardens dipped to \$1,495,000 this January from \$1,839,000 in January of last year.

Coin-operated amusement devices produced tax revenue of \$71,000 the first month of this year, compared with \$62,000 in January, 1954. Coin-operated gam-

## WEBB GIVES 'EM FACTS OF JAZZ

HOLLYWOOD, April 2.—Jack Webb, recognized for his Sgt. Friday portrayal on "Dragnet," played a new role last week in addressing a jazz symposium at the University of California.

Webb's talk, titled "Styles in Jazz," traced jazz thru its early American origins to the present, stressing development of the Kansas City style as it will be heard in his forthcoming film, "Pete Kelly's Blues."

Participating in the symposium were members of the band Webb has assembled for the film, including Dick Cathcart, cornet; Matty Matlock, clarinet; Ray Sherman, piano; Eddie Miller, tenor sax; Moe Schneider, trombone; Nick Fatool, drums, and George Van Eps, guitar.

ing devices produced \$95,000 in tax revenue this January, a figure well above the \$74,000 of the previous January. Tobacco showed a rise in the amount of tax revenue—\$130,960,000 in January of this year as against \$123,405,000 the previous January.

## Cadence Cuts Cook Player Piano Album

NEW YORK, April 2.—Cadence Records is releasing a "Player Piano" album featuring eight current hit tunes recorded by J. Lawrence Cook, one of the few player pianists still active in the business today.

Cook is employed by QRS, which manufactures piano rolls and is making the Cadence album selections available for sale on piano rolls as well this month. Cook is scheduled to plug his new album April 5 when he takes his player piano over to Steve Allen's NBC-TV "Tonight" program.

## CBS Bans Horne's 'I Love to Love'

HOLLYWOOD, April 2.—CBS this week banned the playing of Lena Horne's new RCA Victor release, "I Love to Love," on either its television or radio shows, on the grounds the disk was too offensive.

New disk, first cut by Miss Horne in approximately five years, kicked off the singer's new contract with RCA Victor.

Tune has been prominently featured in Miss Horne's nitery act for several years. CBS officials could not be reached for comment.

## Classical Best Sellers (All Categories)

Records are ranked in order of their national sales strength at the retail level, without regard to musical category or date of release, as determined by a survey of classical dealers in all key markets.

1. OFFENBACH: GAITE PARISIENNE; MEYERBEER: LES PATINEURS—Boston Pops Orchestra (Fiedler) . . . . . RCA Victor LM 1817
2. RIMSKY-KORSAKOFF: SCHEHERAZADE—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4888
3. MOUSSORGSKY: PICTURES AT AN EXHIBITION; FRANCK: PSYCHE—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1838
4. TOSCANINI PLAYS YOUR FAVORITES—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1834
5. FRANCK: SYMPHONY IN D MINOR—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4939
6. CALLAS PORTRAYS PUCCINI HEROINES . . . . . Angel 35195
7. BEETHOVEN: SYMPHONIES NOS. 1 AND 9—NBC Symphony (Toscanini) . . . . . RCA Victor LM 6009
8. OFFENBACH: GAITE PARISIENNE; CHOPIN: LES SYLPHIDES—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4878
9. DVORAK: SYMPHONY NO. 5 ("New World")—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1778
10. MAHLER: SYMPHONY NO. 1—New York Philharmonic (Walter) . . . . . Columbia SL 218
11. RESPICHI: PINES OF ROME; FOUNTAINS OF ROME—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1768
12. VERDI: REQUIEM—Shaw Chorale, NBC Symphony (Toscanini) . . . . . RCA Victor LM 6018
13. VERDI: OTELLO—Tabaldi, del Monaco, St. Cecilia Academy Orchestra (Erede) . . . . . London LLA 24
14. THE ART OF THE ORGAN—E. Power Biggs . . . . . Columbia SL 219
15. RACHMANINOFF: SYMPHONY NO. 2—Pittsburgh Symphony (Steinberg) . . . . . Capitol P 8293
16. MARIA CALLAS SINGS . . . . . Cetra A 50175
17. VERDI: TE DEUM; BOITO: MEFISTOFELE PROLOGUE—Shaw Chorale, NBC Symphony (Toscanini) . . . . . RCA Victor LM 1849
18. BEETHOVEN: SYMPHONIES NOS. 5 AND 8—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1757
19. TCHAIKOVSKY: SLEEPING BEAUTY BALLET—Kostelanetz Orchestra . . . . . Columbia ML 4960
20. VERDI: LA TRAVIATA SUITE—Kostelanetz Orchestra . . . . . Columbia ML 4896

## Reviews and Ratings of New Popular Albums

### THE SEVEN LITTLE FOYS STARRING BOB HOPE . . . . . 80 (1-10")

RCA Victor LPM 3275  
Unlike most sound track albums, this album actually outlines the complete story of Bob Hope's new Paramount movie "The Seven Little Foys," based upon vaude star Eddie Foy's biography. Hope's narration sketches in an appealing picture of the effort of the song-and-dance man to raise his motherless family of seven by touring the country as a vaude act. The nostalgic lineup of tunes—sung by Hope, the seven kids, and James Cagney (as George M. Cohan)—include Bert Williams' oldie "Nobody"; "China Town, My China Town"; "Mary's a Grand Old Name," and "I'm the Greatest Father of Them All." The picture is slated for some big-time promotion, so dealers should chalk up plenty of sales on the package.

### LOMBARDO LAND, U.S.A. . . . . 76 (1-12")

Guy Lombardo and his Royal Canadians  
Decca DL 8097  
"Lombardoland" is also the title of the band leader's radio program, and it's an apt tag for this package of 12 tunes, each bearing the name of a state or city . . . "St. Louis Blues," "Stars Fell on Alabama," "California Here I Come," "Carolina Moon," "Deep in the Heart of Texas," etc. Waltz and fox trot tempos are represented in equal number, and the vocals, while pleasant, never interfere with the eminently danceable Lombardo beat. Lombardo's faithful fans, of course, will enjoy the package, and it should also provide interesting programming for deejays. The cover features an attractive pink map of the U. S., with the title-tunes pinpointed by dancing figures in the proper locales.

### MY ONE AND ONLY LOVE . . . . . 75 (1-12")

Van Lynn Ork  
Decca DL 8094  
Decca has been doing well with its series of mood music albums by the European orchestra leader Van Lynn, and this set should prove equally popular. It's lush, melodic, and eminently listenable. Jockeys who are tired of playing the same old standards on mood-music wax should find the instrumental package particularly useful, since most of its 12 tunes are unfamiliar here, altho popular abroad. Selection includes "Say the Word," "All," "Carriage Trade" and "Something Tells Me." The usual gorgeous girl photo adorns the cover.

### CARIBBEAN NIGHTS . . . . . 68 (1-12")

Diane Adrian; Alan Greene, Cond.  
RCA Victor LPM 1083  
Here's an exotic package of Caribbean tunes, mostly of Haitian derivation. The selections range from meringues to voodoo chants and folk-songs with rhythm-roots traceable to 17th century France. The thrush has a sweet soprano, but at times seems a bit too ladylike for some of the fiery native ditties. Visually, tho,

she's more uninhibited and a photo series of her in strapless costume on the cover should be a big sales plus for the album.

## Jazz

### CHARLIE PARKER . . . . . 78 (1-12")

Clef MG C 646  
Arriving shortly after the "progressive" master's death, this is bound to attract attention. But more than that, Charlie's name is coupled in several selections with that of another pacesetter, the trumpeter Miles Davis. Contributions by both are exceptional, and the set will be required listening for all students of the modern idiom—musicians or otherwise. This isn't "cool"—it's sanguine, swingin' stuff, deserving of recommendation to all but the most conservative jazz buyers.

### JAM SESSION NO. 6 . . . . . 73 (1-12")

Clef MG C 656  
Both sides of this platter are devoted to a continuous performance of "Stompin' at the Savoy," featuring such names as Dizzy Gillespie, Roy Eldridge, Buddy De Franco, Flip Phillips, Bill Harris, Oscar Peterson, Herb Ellis, Ray Brown and Louis Bellson. It's not Norman Granz's most listenable set in this studio-cut series, mainly because of Bellson's wooden drumming, but there are some good solo spots by Phillips, Dizzy, Eldridge and Peterson. Name value is the selling point here, of course.

### THE BOB CATS BALL . . . . . 72 (1-12")

Bob Crosby and his Orchestra  
Coral CRL 57005  
Previous Crosby reissues on Decca and Coral have sold well among the everlastin' Dixie addicts, and this 12-inch big band collection should do well, also. Some of his big faves of the swing era are included—among them the Bob Zurke piano showcase, "Little Rock Getaway" and "Jazz Band Ball," "Muskrat Rumble," etc. Should be a fairly steady stock item.

### COUNT BASIE DANCE SESSION ALBUM NO. 2 . . . . . 70 (1-12")

Clef MG C 647  
The dance music here is strictly for jitterbugs, and as jazz, these Clef waxings have yet to catch Basie in the full-blown excitement of his creativity. The band is always powerful and swinging, but there are no new classics in this collection, and, nothing that makes it a must for jazz buyers.

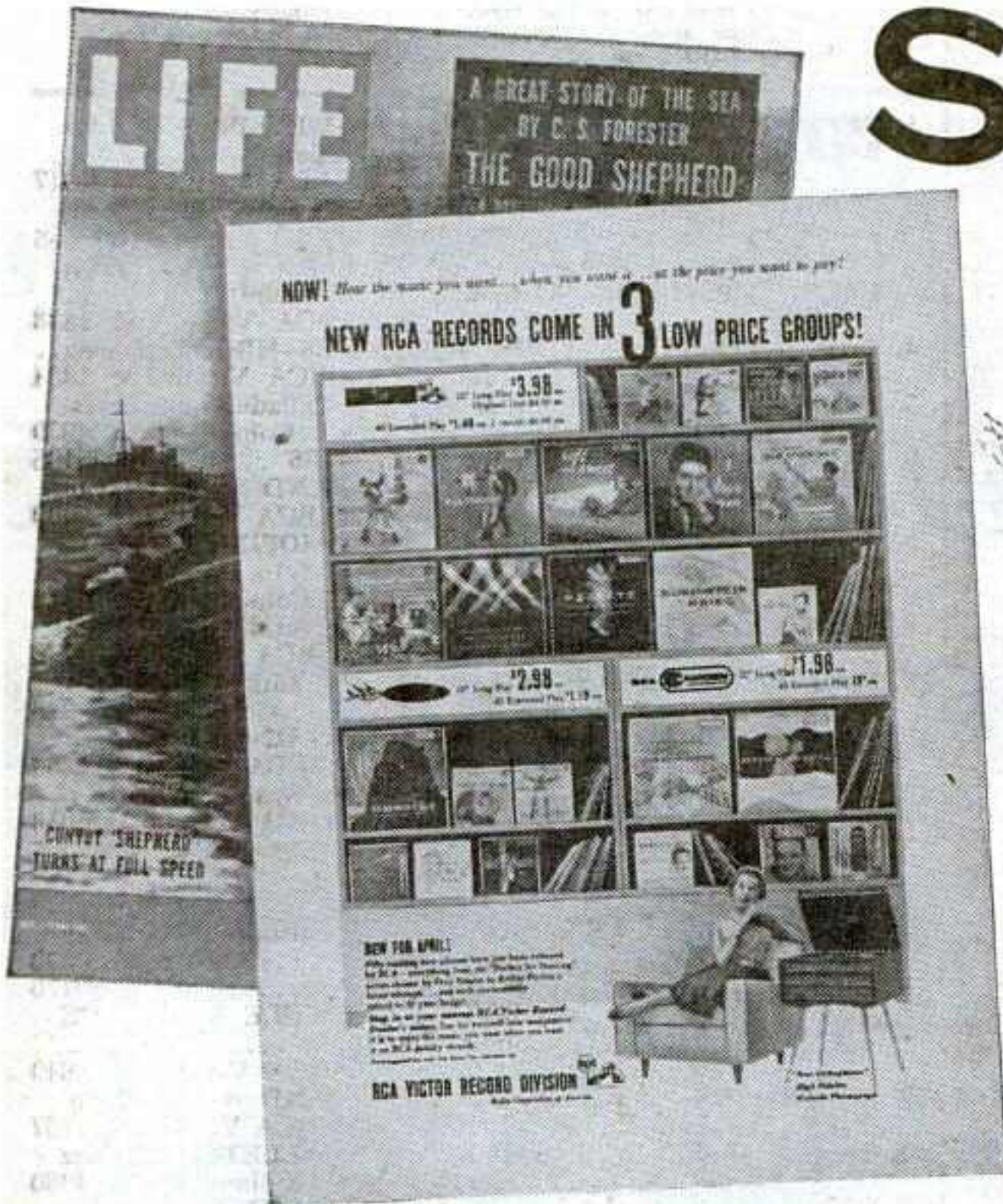
### GOD'S LITTLE CANDLES . . . . . 83 (1-12")

Hank Snow (1-EP)  
RCA Victor 591  
Snow sings and recites in a family package that's loaded with tear bait. Included are the title song, "Little Children (Hope of the World)," "When It's Reville Time in Heaven" and "My Mother." Should prove a good plus item among regular Snow buyers and religious-minded country folks.



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- **WALTZES**  
Henri René and Orch. LPM-1066 (Long Play), \$3.98 and EPB-1066 (45 EP), \$2.98.
- **FOX TROTS**  
Artie Shaw, Ralph Flanagan, others. LPM-1070 (Long Play), \$3.98 and EPB-1070 (45 EP), \$2.98.
- **MAMBOS**  
Pérez Prado, Tito Rodriguez, others. LPM-1067 (Long Play), \$3.98 and EPB-1067 (45 EP), \$2.98.
- **JITTERBUG OR LINDY**  
Glenn Miller, Erskine Hawkins, others. LPM-1071 (Long Play), \$3.98 and EPB-1071 (45 EP), \$2.98.
- **RUMBAS**  
Miguelito Valdés, José Curbelo, others. LPM-1069 (Long Play), \$3.98 and EPB-1069 (45 EP), \$2.98.
- **TANGOS**  
Emil Coleman, Hugo Winterhalter, others. LPM-1068 (Long Play), \$3.98 and EPB-1068 (45 EP), \$2.98.
- **SAMBAS**  
Fafa Lemos, others. LPM-1073 (Long Play), \$3.98 and EPB-1073 (45 EP), \$2.98.
- **ALL TEMPOS**  
Glenn Miller, others. LPM-1072 (Long Play), \$3.98 and EPB-1072 (45 EP), \$2.98.

**POPULAR**

- **"I LOVE YOU"**  
Eddie Fisher. LPM-1097 (Long Play), \$3.98 and EPB-1097 (45 EP), \$2.98.
- **"SOFT AND SWEET"**  
The Three Suns. LPM-1041 (Long Play), \$3.98 and EPB-1041 (45 EP), \$2.98.
- **"SILK STOCKINGS"**  
Original Cast. LOC-1016 (Long Play), \$4.98 and EOC-1016 (45 EP), \$4.98.
- **"EDDIE FOY AND THE SEVEN LITTLE FOYS"**  
Bob Hope. LPM-3275 (Long Play), \$2.98 and EPB-3275 (45 EP), \$2.98.

**CLASSICAL**

- **"THE FAMILY ALL TOGETHER"**  
Bolero, Clair de lune and 8 others. Boston Pops Orchestra, Fiedler. LM-1879 (Long Play), \$3.98 and ERB-54 (45 EP), \$2.98.

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- **"DANCE VARIATIONS"** (Gould)  
Whittemore and Lowe, San Francisco Symph. Orch., Stokowski.
- **SEBASTIAN BALLET SUITE** (Menotti)  
Members of the NBC Symph. Orch., Stokowski. LM-1858 (Long Play), \$3.98 and ERB-55 (45 EP), \$2.98.
- **SYMPHONY No. 3** (Saint-Saëns)  
NBC Symph. Orch., Toscanini. LM-1874 (Long Play), \$3.98.
- **"MASKED BALL HIGHLIGHTS"** (Verdi)  
Anderson, Milanov, Pearce, Peters, Warren; Mitropoulos, Cond. LM-1911 (Long Play), \$3.98.

**JAZZ**

- **"REAP THE WILD WINDS"**  
Stuart McKay and his Woods. LJM-1021 (Long Play), \$3.98 and EJC-1021 (45 EP), \$3.98.



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The Hallé Orch., Barbirolli. LBC-1084 (Long Play), \$2.98.
- **SELECTIONS FROM SLEEPING BEAUTY** (Tchaikovsky)  
Philharmonia Orch., Malko. ERAB-11 (45 EP), \$1.19.
- **GEMS FROM SWAN LAKE** (Tchaikovsky)  
Royal Opera House Orch., Covent Garden, Rignold. ERAB-4 (45 EP), \$1.19.
- **"MUSIC OF FRITZ KREISLER"**  
Liebesleid, Liebesfreud, Tambourin Chinois, and The Old Refrain. Norman Carol, Violinist, with Piano. ERAB-15 (45 EP), \$1.19.
- **BALLET FAVORITES**  
Selections by Tchaikovsky and Delibes, Philharmonia String Orch., Paris Opera Orch., Issay Dobrowen and Louis Fourestier, Conds. ERAB-12 (45 EP), \$1.19.
- **DIE FLEDERMAUS OVERTURE** (J. Strauss, Jr.); **HANSEL AND GRETEL PRELUDE** (Humperdinck)  
Saxon State Orch., Böhm, Cond. ERAB-6 (45 EP), \$1.19.
- **Selections from THE NUTCRACKER SUITE** (Tchaikovsky)  
Philharmonia Orch., Markevitch. ERAB-3 (45 EP), \$1.19.

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\*High Fidelity

- **BARBER OF SEVILLE OVERTURE** (Rossini); **BACCHANALE** from **SAMSON AND DELILAH** (Saint-Saëns)  
Florence Festival Orch., Serafin, Cond. ERAB-1 (45 EP), \$1.19.



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12" Long Play... **\$1.98** each  
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**CLASSICAL**

- **PIANO CONCERTO** (Ravel); **SONATA FOR PIANO** (Copland); **SEVEN ANNIVERSARIES** (Bernstein)  
Savoy Symph. Orch.; Leonard Bernstein, Pianist. CAL-214 (Long Play), \$1.98.
- **CAPRICCIO ESPAGNOL** (Rimsky-Korsakoff)  
Festival Concert Orch. CAE-213 (45 EP), 79¢.
- **EVENINGS AT THE BALLET**  
(Tchaikovsky, Ravel, Stravinsky and others) (Deluxe 6-record album). CFL-102 (Long Play), \$10.98.
- **AN ERICA MORINI RECITAL**  
Six Hungarian Dances (Brahms); others. With Artur Balsam and Max Lanner, pianists. CAL-207 (Long Play), \$1.98.
- **VALSES NOBLES ET SENTIMENTALES** (Ravel)  
World Wide Symph. Orch. CAE-216 (45 EP), 79¢.
- **DON QUIXOTE** (R. Strauss)  
Warwick Symph. Orch. CAL-202 (Long Play), \$1.98.
- **RICHARD CROOKS FAVORITES**  
In My Garden; One Alone; Smilin' Through; 8 others. With Orch. CAL-217 (Long Play), \$1.98.
- **RICHARD CROOKS SINGS ORATORIO ARIAS**  
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**POPULAR**

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*Snoopy Lanson*, Earth Angel; Sincerely; Tweedlee Dee; Unsuspecting Heart. CAE-263 (45 EP), 79¢.
- **GUY LOMBARDO AND HIS ROYAL CANADIANS**  
Summertime; Whistle While You Work; Oh! Ma-Ma!; Russian Lullaby. CAE-272 (45 EP), 79¢.
- **TOMMY DORSEY PLAYS, Vol. 2**  
Looking for a Boy; 3 others. CAE-269 (45 EP), 79¢.
- **FRANK MUNN SINGS FAVORITE LOVE SONGS, Vol. 1**  
I Love You Truly; 3 others. CAE-228 (45 EP), 79¢.

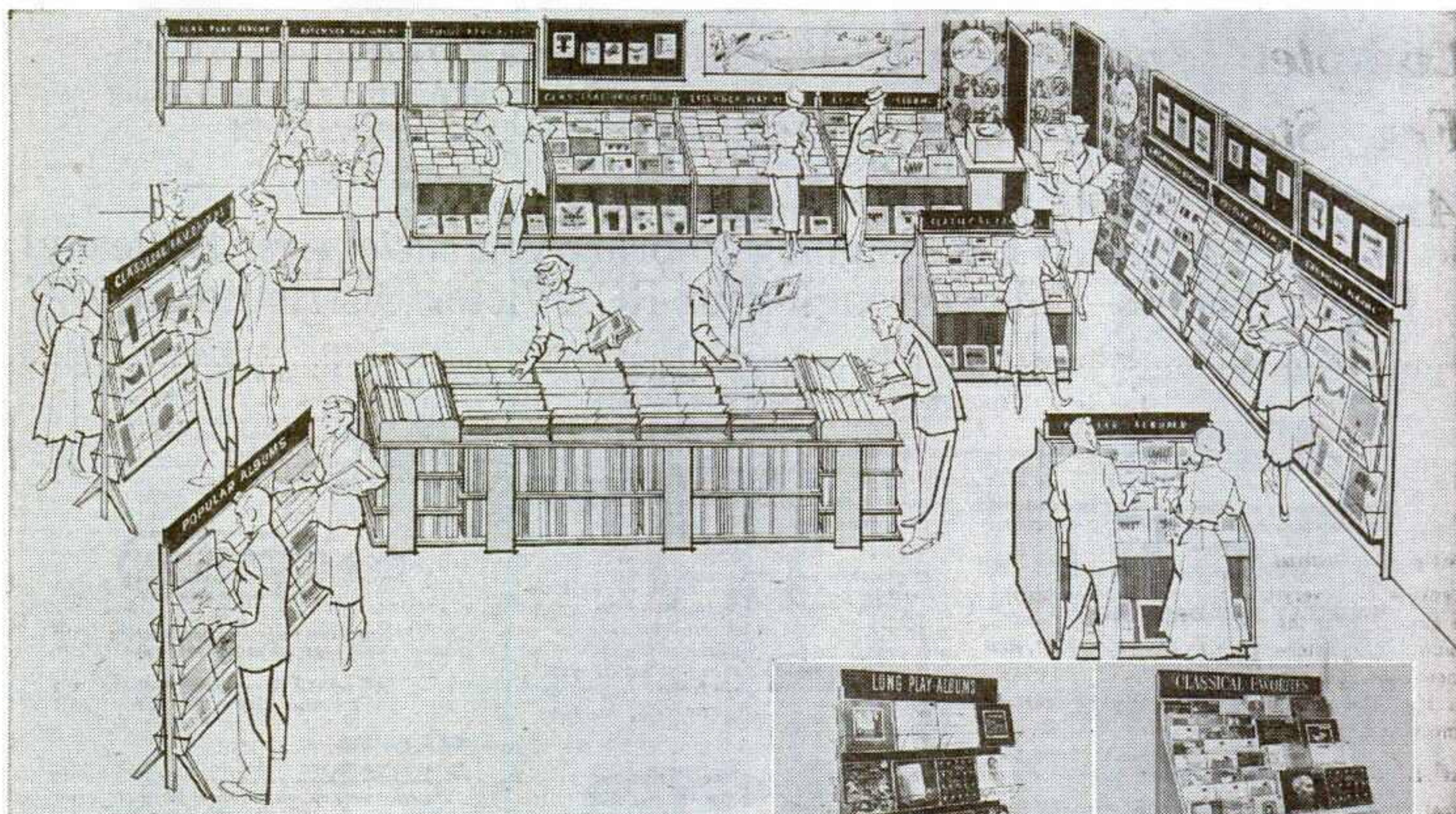
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RCA VICTOR RECORD DIVISION  Radio Corporation of America



*Now! A flexible plan to help you cut selling costs,  
increase volume, without spending*

# *RCA Victor introduces Store Modernization*



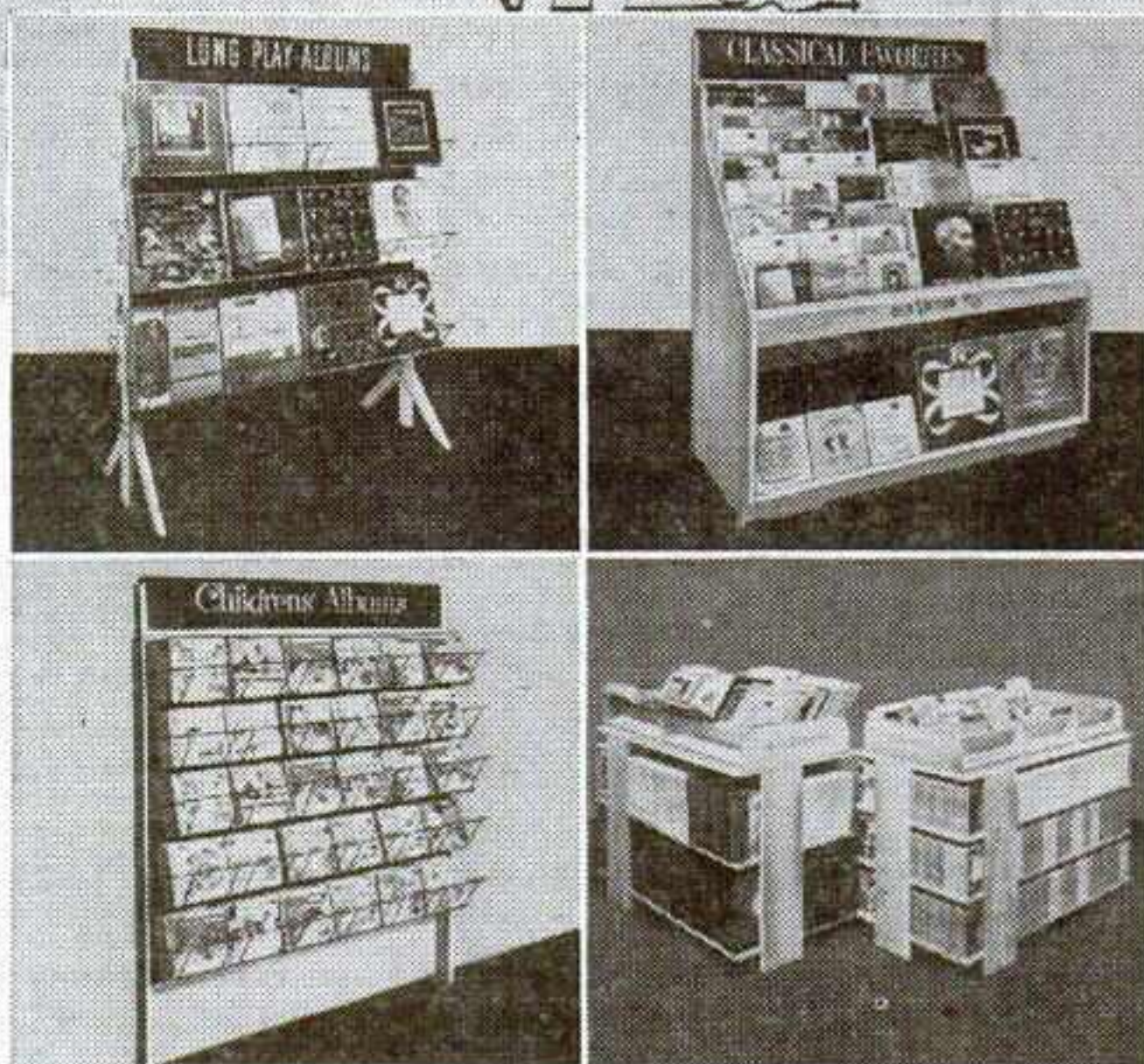
**Look how many albums you can get in a 28 x 30 ft. store!**

Architect's sketch shows how RCA Victor self-service fixtures not only give store an inviting, modern look—but actually permit more customers to select more albums more quickly, by channeling traffic flow. People buy more because they see more. You can display and store over \$20,000 worth of records in this space. Cost of complete set-up: less than \$1500!

**Look what Self-service is  
doing for dealers everywhere!**

- **MUSIC CITY**, Hollywood, Calif. .... "100% increase in dollar sales, first year!"
- **DANNAUER'S**, Merion, Pa. .... "35% gain in the first five months!"
- **DIEBEL'S INC.**, St. Louis, Mo. .... "34% sales increase... 45,000 records sold a year with only one part-time helper!"
- **"HIS MASTER'S VOICE" SHOWROOMS**, London, England .... "DOUBLED the business!"

**Business Week Magazine** says: "Dealers can expect a minimum 20% gain by going self-service."



**Here's just a sampling!**

Wait until you see *all* the marvelous new RCA Victor fixtures! You'll find island units, wall fixtures, browsers and browser bases. The fixtures are *completely adaptable to any size records*—provide plenty of *reserve storage space*! And they're designed so you can start with one or some... and add more later!



*a lot of money!*

# *new low-cost Record Program . . .*

- \* *Complete line of new, advanced fixtures!*
- \* *Free Store Layout Service!*
- \* *Architectural Store Remodeling Service!*

Record industry leaders have said it again and again: *To get your share of future record business you must modernize for self-service!*

Like so many other dealers, you've probably wanted to modernize—but *thought you needed large capital funds for investment*, felt you lacked good sound advice on just how to go about it! If so, then this new RCA Victor Store Modernization Program is for you!

It's a completely new concept designed to help every dealer, large or small, capture his share of the big, *growing* record market. This plan is so *simple*, so *sensible*, so *adaptable*—that you can begin modernizing now for as little as \$55.00!

#### **What's New About It?**

The answer is: "everything!" From the new "go-together" self-service store fixtures...for the first time designed so you can start with only one and add on later—to a free store layout service—to an easy time payment plan that actually lets you *pay* as you *sell*—it's all *new!* Another big, important link in RCA Victor's continuous campaign to expand your business and make your future secure!

#### **Most Advanced Fixtures Ever...Yet Low In Cost**

In creating the stunning new line of RCA Victor fixtures, world-famous W. L. Stensgaard Associates devoted months of careful study to retailers' problems and requirements.

As a result, these fixtures are:

- 1) **Completely adaptable**—modular in construction so they meet any store's requirements as single units, in line, back-to-back or as islands;
- 2) **Strikingly handsome**—yet of neutral, pickled oak finish that blends with older fixtures, any decor;
- 3) **The most efficient ever built**—providing maximum display space, plenty of reserve storage space.
- 4) **Wonderfully durable**—of solid oak construction designed to take lots of wear and tear—for a long time;
- 5) **At scientifically-right heights**—merchandise meets customer's eyes, yet fixtures are low enough to provide full vision of store from check-out counter;
- 6) **Low in price**—cost no more than most ordinary fixtures!

#### **Free Layout Service Helps You Do The Job Right**

As part of this great new program, RCA Victor offers a free layout service to show you how to utilize the space you now have more efficiently, more profitably when you start streamlining. Your RCA distributor can explain exactly how you can take advantage of this free opportunity.

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#### **Time Payments Mean Smaller Initial Outlay**

If you decide to purchase over \$250.00 worth of the new RCA Victor fixtures, you qualify for RCA Victor's new, low-cost time payment plan. Check your RCA distributor for complete details.

#### **NOW is the Time to Act!**

On the opposite page are just a few of these exciting new fixtures. There are many, many more! You can see them all in a handsome FREE brochure giving full details. Send in the coupon below to RCA Victor NOW—a representative will call bringing you complete information on the fixtures, the free layout service, the entire program. But remember—**each day of delay costs you money** in unnecessary selling costs, fewer sales. So send this coupon NOW!

Store Modernization  
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# Reviews and Ratings of New Classical Releases

**VERDI: A MASKED BALL (2-12)**—Maria Verna, Ferruccio Tagliavini; Orchestra of Radiotelevisione Italiana, Turin; A. Questa, Cond. Cetra B 1249. .75  
Coming on the heels of the recent "definitive" reading of "The Masked Ball" by Toscanini, this set stands up very well on direct comparison. While the conductor, Angelo Questa, cannot offer the incisiveness and imperious beat of Toscanini, he does weld his excellent Italian cast into an unusually well balanced and musically ingratiating ensemble. Tagliavini's Richard may very well be more to many opera lover's taste than Jan Peerce's, and some may also prefer Giuseppe Valdengo's fine Renato to that of Robert Merrill in the Victor set. By an incredible job of cramming (and no bad cuts), the Cetra "Ball" has been put on two disks (against Victor's three) thus adding economy to its other considerable virtues. For sound, the Cetra set is to be preferred over the Victor.

**MOZART: PIANO CONCERTO NO. 15 IN B FLAT MAJOR, K. 450; BEETHOVEN: PIANO CONCERTO NO. 2 (1-12)**—Solomon; The Philharmonia Orchestra. LHMV 12 ..... 74  
This popular Mozart concerto and this most Mozartian of the Beethoven concerti impose on the virtuoso a style that comes easily to Solomon. Crisp, accurate playing and chaste, beautifully turned lines can always be expected of the British pianist. Within the restricted dynamic range of the classical piano literature, his effortless technical competence sets glittering standards. The orchestra is conducted in the Mozart work by Otto Ackermann and in the Beethoven by Andre Cluytens.

**GRANADOS: DANZAS ESPANOLAS (1-12)**—Alicia de Larrocha, Pianist. Decca DL 9762 ..... 70  
Familiar and immediately enjoyable, these dances are beautifully played and recorded here. The liner note argument that Miss de Larrocha has been handed down the authentic interpretive mantle of Granados' music is bolstered by her un-

deniably idiomatic readings. A fine package for anyone who enjoys Spanish music. It's also of special interest to pianists who may want to check this unpublished version—revised by Granados shortly before his death—against the customary scores.

**BRUCKNER: SYMPHONY NO. 5; WEBER: SYMPHONY NO. 1 (2-12)**—Leipzig Philharmonic Orchestra; Gerhard Pfleger, Cond. Urania 239 ..... 69  
An LP "first," this Bruckner symphony is something of a backbreaker for all but the most dedicated post-Romantic enthusiasts. Each of its movements almost as long as the average symphony, it is a colossus of a work with tremendous dynamic contrasts that sweep the listener from the heights to the depths with careless abandon. If one has a taste for this music, Pfleger will earn plaudits for his ability to marshal the forces required for it, and to impose a reasonable unity. The Weber symphony, a youthful and all but unknown work, is also new to the LP catalog. It's a surprisingly robust work. Dealers who know their customers must know a few that will respond immediately to a package such as this.

**TCHAIKOVSKY: PATHETIQUE (1-12)**—The Hamburg Radio Symphony Orchestra; Hans Schmidt-Isserstedt, Cond. Telefunken LGX 66031 ..... 68  
This version of the melodious staple is unlikely to emerge against the staggering competition. In its favor are a different, lacy and gracious conception and com-

fortable rather than souped-up sound. But buyers of this work are likely to prefer the names and the voluptuous sounds of our own virtuoso orks.

**SCHUBERT RECITAL NO. 2 (1-12)**—Gerard Souzay, Baritone. London LL 1148 ..... 67  
A program of popular Schubert songs that have played a prominent role in Souzay's repertory in his current U. S. tour. They range from the serenely lyric "Du bist die Ruh" to the strenuously dramatic "Atlas" and "Gruppe aus dem Tartarus." While Souzay has not yet attained the complete vocal control and stylistic perfection of the master lieder singer, his sensitive interpretations of these beautiful songs have earned him a wide following in this country, in the ranks of which this LP will be enthusiastically received.

**STAINER: THE CRUCIFIXION (1-12)**—Richard Crooks, Lawrence Tibbett, The Trinity Choir. Camden CAL 235. .66  
A reissue of an older recording of the choral work so popular during the Lenten season. Crooks and Tibbett were at the height of their vocal powers at the time this was originally recorded, and consequently make a moving experience of this portrayal of scenes of the Passion of Christ. The sound has been admirably cleaned up and presents the soloists with acceptable fidelity. A seasonal classic.

**ROMEO AND JULIET (1-12)**—Sound track. Epic LC 3126 ..... 65  
This package of scenes from the sound track of the J. Arthur Rank film faces considerable competition from other "Romeo and Juliet" sets. However, the English movie is still playing in some areas across the country and dealers should chalk up extra sales, via tie-up promotion with local theaters.

**MOZART: QUARTET IN F MAJOR, K.158; QUARTET IN B FLAT MAJOR, K.159; QUARTET IN E FLAT MAJOR, K.160 (1-12)**—The Barchet Quartet. Vox PL 8690 ..... 64  
Of these youthful quartets, only the one in B flat major has been recorded previously. Mozart enthusiasts will be pleased that these gaps in the repertoire have been filled. These are lyric effusions with perhaps no great depths, but are nevertheless full of ideas and unfailingly charming. The spirited and musically efforts of the Barchet Quartet will be applauded by chamber music collectors.

**MASTER OF THE HARPSICORD, SERIES 3 (1-12)**—Ruggiero Gerlin, Harpsichord. Oiseau-Lyre OL 50043 ..... 64  
The third in this fascinating series, this package offers rarities culled from the Italian and German literature of the 17th and 18th centuries. They are expertly played and the recording has good presence, allowing the listener to devote full attention to the music. Among the composers are Francesco Durante, Gaetano Greco, Benedetto Marcello, Ferdinand T. Richter, Johann J. Froberger, Johann Pachelbel, Johann Kuhnau, Azzolino della Ciaia, and for familiar relief, Handel. Sketchy notes may be deemed inadequate by specialist buyers who will be attracted to the pack.

**NIELSEN: STRING QUARTET NO. 4 IN F MAJOR, OPUS 44; VAGN HOLMBOE: STRING QUARTET NO. 3, OPUS 48 (1-12)**—The Koppel Quartet. London LL 1119 ..... 62  
Two choice chamber works in the modern idiom that hold much for the connoisseur. The Nielsen work, written in 1906, is one of great formal beauty, with its long, flowing melodic curves and balanced with wonderful freedom. It makes an unusual contrast with the more recent quartet (1949) by Holmboe, a Danish contemporary. The latter has the intellectual challenge of a Bartok quartet; its tortured melodic line and dizzily changing rhythm patterns a harrowingly modern vision. Performance and recorded sound do ample justice to these difficult quartets.

**TAPE RECORDER MUSIC (1-10)**—Innovations GB 1 ..... 60  
A genuine novelty for collectors with jaded appetites. This department is not prepared to argue the merits of this music by two leading exponents of electronic music, Otto Luening and Vladimir Ussachevsky. But there is genuine interest here for those anxious to share somewhat the ideas of contemporary experimenters with form and material. It is probable, too, that a fair number of dealers may successfully offer this boxed set to hi-fi addicts concerned purely with sound. They'll find some new ones here.



Hoagy Carmichael



James Melton



Johnny Mercer



Milton Cross



Guy Lombardo



Sir Cedric Hardwicke

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## Danny Kaye, Wife, Raphael Set Dena Publishing Firm

HOLLYWOOD, April 2.—Danny Kaye and his wife, Sylvia Fine, have made their first entry in the music publishing field with the formation of Dena Music Company in partnership with Fred Raphael. New firm will be affiliated with ASCAP.

Dena Music will publish all songs written by Miss Fine for performance by her husband, as well as music of other writers. First release of the new company will be the score for Kaye's Dena Enterprise production of "The Court Jester," a Paramount release, with words and music by Miss Fine and Sammy Cahn.

Mrs. Kaye holds the position of president of the firm; Danny Kaye is vice-president and Raphael will be secretary and general manager. Raphael left for New York last week to conclude arrangements for foreign publishing rights to all Dena Music songs. He will continue with the operation of his own firm, Fred Raphael Music, Inc.

## 'STARS, STRIPES' OFFICIAL MARCH

WASHINGTON, April 2.—John Philip Sousa's "Stars and Stripes Forever" march was designated as the official national march of the United States by a Congressional resolution this week. The resolution pointed out that there is no official national march to be used for the appearance of high officials other than the President, on public occasions. "Stars and Stripes" was chosen because it is universally known and has become more closely associated with our flag and our country than any other march.



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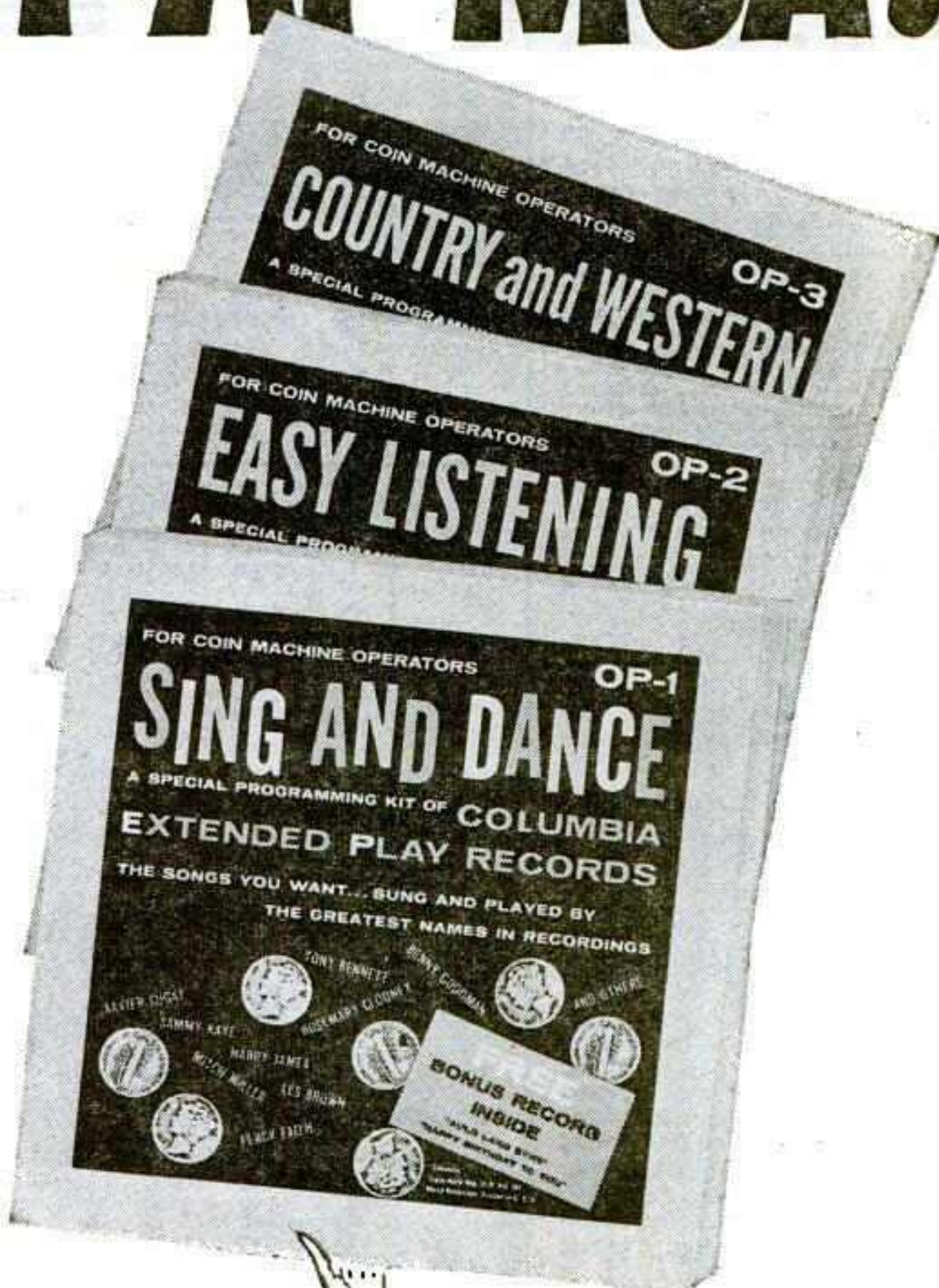
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- |                                     |  |
|-------------------------------------|--|
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| R. H. Ridgeway . Springfield, Mass. | R. Kelley..... Elgin, Ill.             |
| L. R. Kieffer..... Warsaw, Wis.     | W. Knudsen..... Provo, Utah            |
| R. Carr..... Macomb, Ill.           | W. Van Gessil . Grand Rapids, Mich.    |
| B. Green..... Akron, Ohio           | R. Strutman..... Davenport, Iowa       |

## TOPS FOR OPS COLUMBIA



# RECORDS



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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

## Chart Comments

The Billboard's new tabulating procedure, which now counts a two-sided hit as one entry, was incorporated in the charts for the first time this week, and produced some interesting changes in the order of retail best-sellers and most-played juke favorites in all three markets.

The most radical changes were effected on the country and western charts, which isn't surprising in view of the fact that the c.&w. field still retains a high degree of artist loyalty on the part of its buyers. Artist loyalty, of course, is a big factor in making two-sided hit records.

Four two-sided disks hits appeared in the top 10 on both the c.&w. retail and juke charts, with Hank Snow's "Yellow Roses" and "Would You Mind" making the retail list for the first time in the number 10 spot, whereas it wouldn't have even landed in the top 15 under the old system.

Interestingly enough, Webb Pierce had the number one record on both charts with "In the Jailhouse Now," altho the disk only rated as a two-sided hit (backed by "I'm Gonna Fall Out of Love With You") on the juke chart. Kitty Wells scored with two two-sided hits on the top 10 retail chart, with only one a two-sider on the juke list.

The pop charts, which are expected to show the most increased action under the new system, had four two-siders in the top 30 retail best sellers, with Decca's "Crazy Otto" record ("Glad Rag Doll" and "Smiles") maintaining its position in the top 30 only because of its dual sales appeal. On the pop juke chart, the Crew Cuts made number six instead of 11 because of their two-sided click "Ko Ko Mo" and "Earth Angel."

The rhythm and blues charts were least affected by the new system. Only one two-sider showed up—Ray Charles' "I've Got a Woman" and "Come Back"—and in both cases the disk would have retained the same positions on the retail and juke charts as single-sided entires.

## 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. Ballad of Davy Crockett	1	5
2. Melody of Love	2	13
3. Open Up Your Heart	3	11
4. Tweedle Dee	4	8
5. Sincerely	6	12
6. How Important Can It Be?	5	8
7. That's All I Want From You	7	13
8. Play Me Hearts and Flowers	8	2
9. Cherry Pink and Apple Blossom White	—	1
10. Mr. Sandman	10	11
11. Hearts of Stone	11	15
11. Blue Mirage	15	3
13. Pledging My Love	9	2
14. Wedding Bells	12	3
15. Earth Angel	14	11

# HONOR ROLL OF HITS

Trade Mark Reg.

## The Nation's Top Tunes

For survey week ending March 30

This Week	Last Week	Weeks on Chart
<b>1. Ballad of Davy Crockett</b>	<b>1</b>	<b>7</b>
By Tom Blackburn & George Burns—Published by Wonderland (BMI) BEST SELLING RECORDS: B. Hayes, Cadence 1256; F. Parker, Columbia 40449; T. Ernie, Capitol 3058. OTHER RECORDS AVAILABLE: S. Allen, Coral 61368; J. Brown, M-G-M 11941; B. Ives, Dec 29423; R. Draper, Mercury 70555; W. Schumann, Vic 20-6041; M. Wiseman, Dot 1240. ELECTRICAL TRANSCRIPTIONS: Paul Smith, Standard; Johnny Desmond, Thesaurus.		
<b>2. Melody of Love</b>	<b>2</b>	<b>14</b>
By H. Engelmann, Tom Glazer—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORDS: B. Vaughn, Dot 15247; D. Carroll, Mercury 70516; Four Aces, Dec 29395. OTHER RECORDS AVAILABLE: E. Bostic, King 4776; D. Carroll-P. Tremaine, Mercury 70521; J. Cook, Crown 139; L. Diamond, Vic 20-5973; J. Haskell, Camden 262; Ink Spots, King 1336; S. Kaye, Col 40417; W. King, Vic 20-0024; F. McCormick, M-G-M 11908; McGuire Sisters, Coral 61334; D. Shore-T. Martin, Vic 20-5975; F. Sinatra, Cap 3018; C. Stone, Cap 3039. ELECTRICAL TRANSCRIPTIONS: Johnny Desmond, Thesaurus; L. Welk, Standard.		
<b>3. Sincerely</b>	<b>3</b>	<b>13</b>
By Harvey Fuqua, Allen Freed—Published by Arc (BMI) BEST SELLING RECORDS: McGuire Sisters, Coral 61323; Moonglows, Chess 1581. OTHER RECORDS AVAILABLE: L. Armstrong, Dec 29421; Bop-A-Loos, Mercury 70569; B. Fields, M-G-M 11917; Johnnie & Jack, Vic 20-6014; S. Lanson, Camden 263; B. Wills, Dec 29432. ELECTRICAL TRANSCRIPTIONS: E. LeMar, Standard.		
<b>4. Tweedle Dee</b>	<b>4</b>	<b>11</b>
By Winfield Scott—Published by Progressive (BMI) BEST SELLING RECORDS: G. Gibbs, Mercury 70517; L. Baker, Atlantic 1047. OTHER RECORDS AVAILABLE: Bop-A-Loos, Mercury 70553; T. Brewer, Coral 61366; D. Collins, Audivox 114; Lancers, Coral 61332; P. W. King, Vic 20-6005; B. Lou, King 1436; S. Lanson, Camden 263; A. Sears, Herald 448; V. Young, Cap 3008. ELECTRICAL TRANSCRIPTIONS: David LeWinter, Standard.		
<b>5. How Important Can It Be?</b>	<b>5</b>	<b>9</b>
By B. Benjamin, G. Weiss—Published by Laurel (ASCAP) BEST SELLING RECORD: J. James, M-G-M 11919. OTHER RECORDS AVAILABLE: T. Brewer, Coral 61362; C. Boswell, Dec 29412; B. May, Capitol 3066; L. Monte, Vic 20-5993; J. Smith, Majar 138; S. Vaughan, Mercury 70534. ELECTRICAL TRANSCRIPTIONS: David LeWinter, Standard.		
<b>6. Ko Ko Mo</b>	<b>6</b>	<b>11</b>
By Forest Wilson, Jake Porter, Eunice Levy—Published by Meridian (BMI) BEST SELLING RECORDS: P. Como, Vic 20-5994; Crew Cuts, Mercury 70529. OTHER RECORDS AVAILABLE: J. Caldwell, King 1442; Charms, DeLuxe 6080; G. Crosby-L. Armstrong, Dec 29420; B. Darnell-B. Clooney, X X-0087; Dooley Sisters, Tampa 100; Gene & Eunice, Combo 64; A. Griffith, Cap 3057; H. Hawkins, Vic 47-6022; G. Hill & R. Sovine, Dec 29411; B. & M. Hutton, Cap 3031; Marvin & Johnny, Modern 949; T. Rodriguez, Vic 47-5998. ELECTRICAL TRANSCRIPTIONS: L. Welk, Standard.		
<b>7. Open Up Your Heart</b>	<b>7</b>	<b>12</b>
By Stuart Hamblen—Published by Hamblen (BMI) BEST SELLING RECORD: Cowboy Church Sunday School, Dec 29367. OTHER RECORDS AVAILABLE: Lancers, Coral 61362; R. Clooney & Sister Gail, Col 40422; McGuire Sisters, Coral 61334; G. B. Shea, Vic 20-6021. ELECTRICAL TRANSCRIPTIONS: Paul Smith, Standard.		
<b>8. Cherry Pink and Apple Blossom White</b>	<b>13</b>	<b>3</b>
By Louiguy & Mack David—Published by Chappell (ASCAP) BEST SELLING RECORD: P. Prado, Vic 20-5965. OTHER RECORDS AVAILABLE: G. Auld, Coral 61381; X. Cugat, Col 40474; A. Dale, Coral 61373. ELECTRICAL TRANSCRIPTIONS: Harry Bluestone, Standard.		
<b>9. That's All I Want From You</b>	<b>9</b>	<b>19</b>
By M. Rotha—Published by Weiss & Barry (BMI) BEST SELLING RECORD: J. P. Morgan, Vic 20-5892. OTHER RECORDS AVAILABLE: D. Jacobs, Coral 61260; L. Darnell, Savoy 1151; J. Haskell, Camden 262; J. Heap & P. Williams, Cap 3071; D. Washington, Mercury 70537; A. Williams, M-G-M 11935; York Brothers, King 1434. ELECTRICAL TRANSCRIPTIONS: H. Bluestone, Standard; J. Desmond, Thesaurus.		
<b>10. Earth Angel</b>	<b>8</b>	<b>13</b>
By Curtis Williams—Published by Dootsie Williams (BMI) BEST SELLING RECORDS: Crew Cuts, Mercury 70529; Penguins, Dootone 348; G. Mann, Sound 108. OTHER RECORDS AVAILABLE: L. Baxter, Cap 3002; S. Lanson, Camden 263; F. O'Day, M-G-M 11904. ELECTRICAL TRANSCRIPTIONS: E. LaMar, Standard.		

## Second Ten

11. DANCE WITH ME, HENRY	16	2
Published by Modern (BMI)		
11. PLAY ME HEARTS AND FLOWERS	12	2
Published by Advanced (ASCAP)		
13. HEARTS OF STONE	10	19
Published Regent (BMI)		
14. PLEDGING MY LOVE	11	7
Published by Lion (BMD)		
15. DARLING JE VOUS AIME BEAUCOUP	15	6
Published by Chappell (ASCAP)		
16. UNCHAINED MELODY	—	1
Published by Frank (ASCAP)		
17. BLUE MIRAGE	14	8
Published by B. W. Wood (ASCAP)		
18. DANGER, HEARTBREAK AHEAD	18	4
Published by Robbins (ASCAP)		
18. IT MAY SOUND SILLY	20	2
Published by Progressive (BMI)		
20. TWO HEARTS	—	1
Published by Hill & Range (BMI)		

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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.

## Tunes with Greatest Radio-TV 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 Audiences Coverage Index.

### Radio

A Man Chases a Girl (R) (F)—Berlin—ASCAP	—	—
All of You (R)—Chappell—ASCAP	—	—
Ballad of Davy Crockett (R) (F)—Wonderland—BMI	—	—
Blue Mirage (R)—B. F. Woods—ASCAP	—	—
Cherry Pink and Apple Blossom White (R)—Chappell—ASCAP	—	—
Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP	—	—
Darling Je Vous Aime Beaucoup (R)—Chappell—ASCAP	—	—
Hearts of Stone (R)—Regent—BMI	—	—
How Important Can It Be? (R)—Aspen—ASCAP	—	—
Jim, Johnny and Jonas (R)—Red River—BMI	—	—
Keep Me in Mind (R)—Famous—ASCAP	—	—
Ko Ko Mo (R)—Meridian—BMI	—	—
Make Yourself Comfortable (R)—Rylan—BMI	—	—
Melody of Love (R)—Shapiro-Bernstein—ASCAP	—	—
My Own True Love (Tara's Theme) (R) (F)—Remick—ASCAP	—	—
No More (R)—Maple Leaf—BMI	—	—
Play Me Hearts and Flowers (R)—Advanced—ASCAP	—	—
Please Have Mercy (R)—Broadcast—BMI	—	—
Pledging My Love (R)—Lion—BMI	—	—
Rock Love (R)—Lois—BMI	—	—
Sand and the Sea (R)—Winnerton—BMI	—	—
Sincerely (R)—Arc—BMI	—	—
Strange Lady in Town (R) (F)—Witmark—ASCAP	—	—
Take My Love (R)—Feist—ASCAP	—	—
That's All I Want From You (R)—Weiss & Barry—BMI	—	—
There Goes My Heart (R)—Feist—ASCAP	—	—
These Are the Things We'll Share (R)—Famous—ASCAP	—	—
Tweedle Dee (R)—Progressive—BMI	—	—
Two Hearts, Two Kisses (R)—St. Louis—BMI	—	—
Unchained Melody (R)—Frank—ASCAP	—	—
Young and Foolish (R)—Chappell—ASCAP	—	—

### Television

A Whale of a Tale (R) (F)—Wonderland—BMI	—	—
Ballad of Davy Crockett (R) (F)—Wonderland—BMI	—	—
Be Kind to Your Parents (R)—Chappell—ASCAP	—	—
Church Twice on Sunday (R)—Harms—ASCAP	—	—
Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP	—	—
Danger, Heartbreak Ahead (R)—Robbins—ASCAP	—	—
Darling Je Vous Aime Beaucoup (R)—Chappell—ASCAP	—	—
Don't Do Anything That I Wouldn't Do (R)—Hawthorne—ASCAP	—	—
Farewell (R)—Wonderland—BMI	—	—
Foolishly (R)—Regent—BMI	—	—
Hold My Hand (R)—Raphael—ASCAP	—	—
How Important Can It Be? (R)—Aspen—ASCAP	—	—
Impossible (R)—Caesar—ASCAP	—	—
Just One More Time (R)—Paxton—ASCAP	—	—
Keep Me in Mind (R)—Famous—ASCAP	—	—
Ko Ko Mo (R)—Meridian—BMI	—	—
Make Yourself Comfortable (R)—Rylan—BMI	—	—
Malaguena (R)—E. B. Marks—BMI	—	—
Melody of Love (R)—Shapiro-Bernstein—ASCAP	—	—
No More (R)—Maple Leaf—BMI	—	—
Papa Loves Mambo (R)—Shapiro-Bernstein—ASCAP	—	—
Pass It On (R)—Peer—BMI	—	—
Play Me Hearts and Flowers (R)—Advanced—ASCAP	—	—
Pledging My Love (R)—Lion—BMI	—	—
Sincerely (R)—Arc—BMI	—	—
Stowaway (R)—E. H. Morris—ASCAP	—	—
That's All I Want From You (R)—Weiss & Barry—BMI	—	—
Tweedle Dee (R)—Progressive—BMI	—	—
Whatever Lola Wants (R) (F)—Frank—ASCAP	—	—
Young and Foolish (R)—Chappell—ASCAP	—	—

## 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.

Softly, Softly—Cavendish (Sherwin)	—	—
Give Me Your Word—Campbell, Connelly (Shapiro-Bernstein)	—	—
A Blossom Fell—John Fields (Shapiro-Bernstein)	—	—
Let Me Go, Lover—Aberbach (Hill & Range)	—	—
Naughty Lady of Shady Lane—Sterling (Paxton)	—	—
Prize of Gold—Victoria (Shapiro-Bernstein)	—	—
Happy Days and Lonely Nights—Lawrence Wright (Advanced)	—	—
Mambo Italiano—Campbell, Connelly (Rylan)	—	—
Mobile—Leeds (Ardmore)	—	—
Under the Bridges of Paris—Southern (Hill & Range)	—	—
Tomorrow—Cavendish (Reis)	—	—
Majorca—Mills (Eastwick)	—	—
If Anyone Finds This I Love You—Michael Reine (Ardmore)	—	—
Mr. Sandman—E. H. Morris (E. H. Morris)	—	—
Finger of Suspicion—Pickwick (Pickwick)	—	—
Ready, Willing and Able—Berry (Daywind)	—	—
No One But You—Robbins (Feist)	—	—
Open Up Your Heart—Duchess (Hamblen)	—	—
Cherry Pink and Apple Blossom White—Maddox (Chappell)	—	—
Heartbeat—Kassner (Ample)	—	—



# NEW SOUNDS ON



## THE TAYLOR MAIDS

Actually sisters, The Taylor Maids sang with Les Brown's band in Korea, appeared on Dude Martin's TV Show, Bob Hope's TV Show, Red Skelton TV Show, Eddie Fisher TV Show, Jerry Colonna's TV Show, Steve Allen's TV Show and the Jack Carson TV Show last summer. They have just returned from a three month nitery tour—Mapes in Reno, Chez Paree in Chicago, Park Lane Hotel in Denver, Eddy's in Kansas City, Fazio's in Milwaukee.

### PO-GO STICK THEME FROM "I AM A CAMERA"

(Why Do I)  
RECORD NO. 3100

## JOHNNY DANKWORTH

Now one of England's top band leaders, Johnny Dankworth, 24, has won top honors in the music business by getting the British Melody Maker poll Musician Of The Year award. His style has been greatly influenced by American jazz which first impressed him when he visited the U. S. while playing with the ship's band on the Queen Mary.



### SINGIN' IN THE RAIN WATERLOO WALK

RECORD NO. 3079



## LEE KANE

Lee Kane, 22, professional model, has appeared as a cover girl on many leading magazines and was chosen as queen of the New York Photographers Ball. Her singing talent was "discovered" in East coast clubs such as New York's Copacabana.

### EV'RY DAY HOW WOULD YOU HAVE ME

RECORD NO. 3081



## THE ROVERS

New vocal conceptions are the trade mark of the Rovers, who have been singing professionally for three years in Northern California. "ICHI BON TAMI DACHI" is a striking example of their distinctive style.



### ICHI-BON TAMI DACHI WHY OH-H (WHY DO YOU LIE TO ME)

RECORD NO. 3078



## THE HARRIS SISTERS

Singing since they were children, The Harris Sisters, a sparkling new R & B group, did various one nighters, guest appearances and benefits prior to their first professional date at the Oasis Club last year. They were "discovered" by Capitol at one of Gene Norman's annual blues jubilee events in Los Angeles.

### WE'VE BEEN WALKIN' ALL NIGHT KISSIN' BUG

RECORD NO. 3086



## THE FARMER BOYS

It started "just for fun" but is now a promising career for Bobby Adamson and Woodie Wayne Murray, who have a new and salable sound in country music.

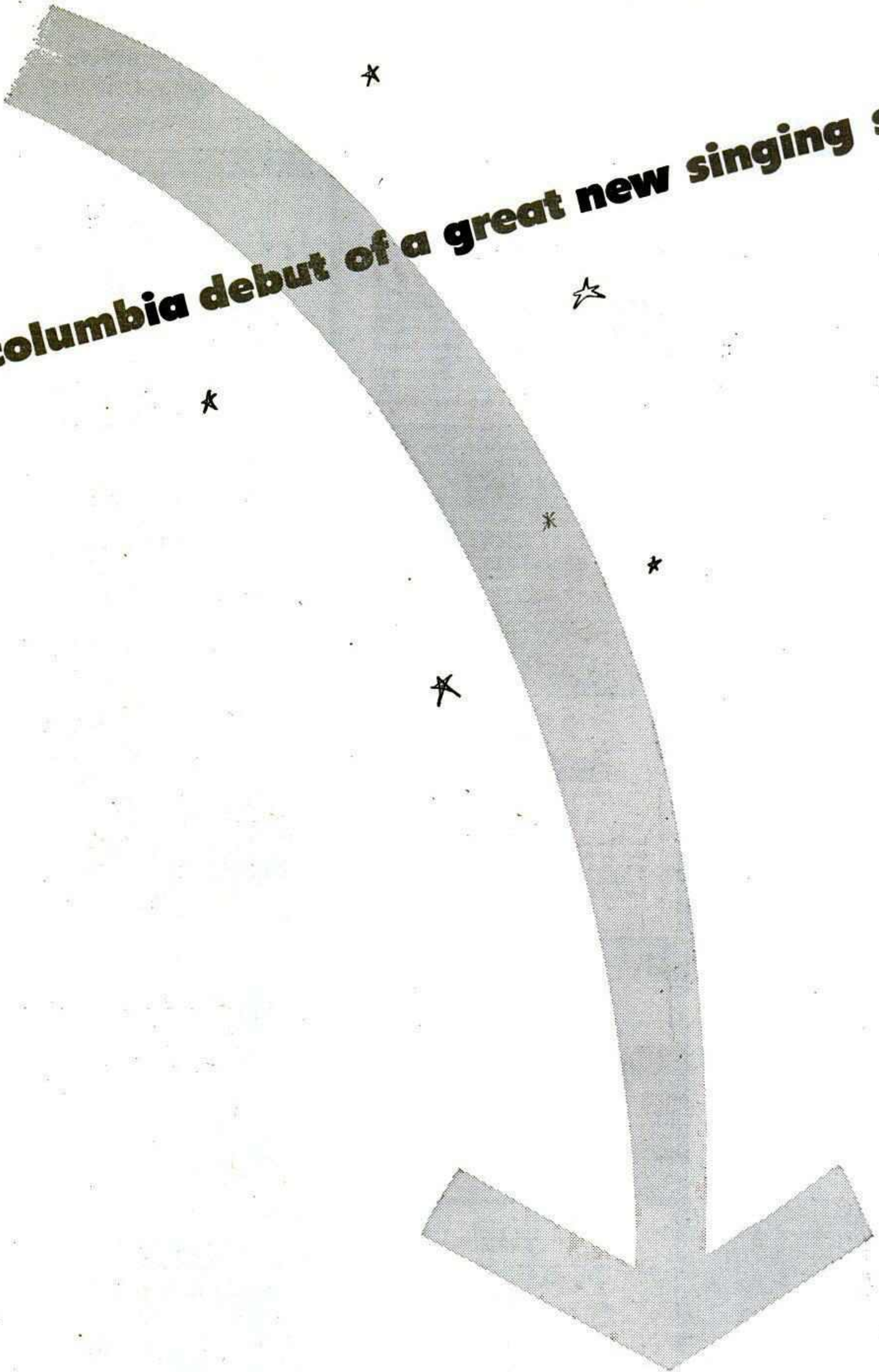


### YOU'RE A HUMDINGER I'M JUST TOO LAZY

RECORD NO. 3077



**the columbia debut of a great new singing star!**




**frankie miller**

**YOU DON'T  
SHOW ME  
MUCH**

**YOU'RE CRYING  
ON MY  
SHOULDER AGAIN**

21378  
4-21378



\*Columbia\* and  Trade Marks Reg. U.S. Pat. Off. Marcas Registradas. Printed in U.S.A.



**3** *BIG* Recordings!

**"Strange Lady  
in Town"**

From the **WARNER BROS.** Motion Picture  
**"Strange Lady in Town"**

**FRANKIE LAINE**  
Columbia #40457

**Dimitri Tiomkin**  
Coral #61388

**The Strangers**  
MGM #11980

*and still more to come!*

**M. WITMARK & SONS**

488 Madison Ave., New York 22, N.Y.





# The Billboard Music Popularity Charts

# POPULAR RECORDS

## • Best Sellers in Stores

For survey week ending March 30

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of the top volume dealers in every important market area. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Record	Last Week	Weeks on Chart
1	<b>BALLAD OF DAVY CROCKETT</b> (BMI)—B. Hayes..... Farewell (BMI)—Cadence 1256	1	7
2	<b>CRAZY OTTO MEDLEY</b> —J. Maddox. Humoresque (BMI)—Dot 15325	2	10
3	<b>SINCERELY</b> (BMI)—McGuire Sisters. No More (BMI)—Coral 61323	4	14
4	<b>TWEEDLE DEE</b> (BMI)—G. Gibbs... You're Wrong, All Wrong (ASCAP)— Mercury 70517	3	11
5	<b>MELODY OF LOVE</b> (ASCAP)— B. Vaughn..... Joy Ride (ASCAP)—Dot 15247	5	18
6	<b>CHERRY PINK AND APPLE BLOSSOM WHITE</b> (ASCAP)—P. Prado... Marie Elena Rumba (ASCAP)—Vic 20-5965	11	6
7	<b>BALLAD OF DAVY CROCKETT</b> (BMI)—F. Parker..... I Gave My Love (BMI)—Col 40449	6	5
8	<b>DANCE WITH ME HENRY</b> (BMI)— C. Gibbs..... Every Road Must Have a Turning— Mercury 70572	15	3
9	<b>BALLAD OF DAVY CROCKETT</b> (BMI)—Tennessee Ernie Ford..... Farewell (BMI)—Cap 3058	10	4
10	<b>HOW IMPORTANT CAN IT BE?</b> (ASCAP)—J. James..... This Is My Confession (ASCAP)—M-G-M 11919	9	8
11	<b>DARLING JE VOUS AIME BEAU COUP</b> (ASCAP)—Nat (King) Cole..... SAND AND THE SEA (BMI)—Cap 3027	18	6
12	<b>KO KO MO</b> (BMI)—P. Como..... You'll Always Be My Lifetime Sweetheart (ASCAP)—Vic 20-5994	7	10
13	<b>OPEN UP YOUR HEART</b> (BMI)— Cowboy Church Sunday School.... The Lord Is Counting on You (BMI)— Dec 29367	8	15
14	<b>EARTH ANGEL</b> (BMI)—Crew Cuts... KO KO MO (BMI)—Mercury 70529	12	11
15	<b>MELODY OF LOVE</b> (ASCAP)— Four Aces..... There's a Tavern in the Town (ASCAP)— Dec 29395	13	12
16	<b>PLAY ME HEARTS AND FLOWERS</b> (ASCAP)—J. Desmond..... I'm So Ashamed (ASCAP)—Coral 61379	20	3
17	<b>MELODY OF LOVE</b> (ASCAP)— D. Carroll..... La Golondrina—Mercury 70516	14	14
18	<b>DANGER, HEARTBREAK AHEAD</b> (ASCAP)—J. P. Morgan..... SOFTLY, SOFTLY—Vic 20-6016	23	3
19	<b>UNCHAINED MELODY</b> (ASCAP)— A. Hibbler..... Daybreak—Dec 29441	—	1
20	<b>UNCHAINED MELODY</b> (ASCAP)— L. Baxter..... Medic—Cap 3055	—	1
21	<b>TWO HEARTS</b> (BMI)—P. Boone..... Tra-La-La—Dot 15338	24	2
22	<b>HEARTS OF STONE</b> (BMI)— Fontane Sisters..... Bless Your Heart (ASCAP)—Dot 15265	19	18
23	<b>GLAD RAG DOLL</b> (ASCAP)— Crazy Otto..... SMILES (ASCAP)—Dec 29403	—	4
24	<b>PLEDGING MY LOVE</b> (BMI)—J. Ace. No Money (BMI)—Duke 136	21	7
25	<b>IT MAY SOUND SILLY</b> (BMI)— McGuire Sisters..... Doesn't Anybody Love Me (BMI)—Coral 61369	30	3
26	<b>THAT'S ALL I WANT FROM YOU</b> (BMI)—J. P. Morgan..... Dawn (ASCAP)—Vic 20-5896	17	20
27	<b>MAMBO ROCK</b> (ASCAP)—B. Haley... Birth of the Boogie (ASCAP)—Dec 29413	25	6
28	<b>BREEZE AND I</b> (BMI)—C. Valente... Jalousie—Dec 29467	—	1
29	<b>IT'S A SIN TO TELL A LIE</b> (ASCAP)— S. Smith & the Redheads..... My Baby Just Cares for Me—Epic 9093	28	2
30	<b>PLANTATION BOOGIE</b> (BMI)— L. Dee..... Birth of the Blues (ASCAP)—Dec 29369	29	9

## • This Week's Best Buys

**THE BREEZE AND I** (E. B. Marks, BMI)—  
Caterina Valente—Decca 29467

There seems to be nothing flash-in-the-pan about the appeal of this singer, whose "Malaguena" first introduced her to the American public. Action has been even quicker on this second release, which this week zoomed into the No. 28 slot on the national retail chart, and occupies a place on many territorial charts as well. Flip is "Jalousie" (Harms, ASCAP). A previous Billboard "Spotlight" pick.

**WHATEVER LOLA WANTS** (Frank, ASCAP)  
**OH YEAH** (Ross Jungnickel, ASCAP) — Sarah Vaughan—Mercury 70595

Miss Vaughan also seems to be in solid with the customers these days. In most stores little more than a week, this disk has moved out speedily, chalking up good and strong

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

sales in Boston, Providence, New York, Baltimore, Buffalo, Pittsburgh, Cleveland, Chicago, Milwaukee, Detroit and St. Louis. While "Lola" leads, "Oh Yeah" shows good action, too, and the promise of more. A previous Billboard "Spotlight" pick.

**UNCHAINED MELODY** (Frank, ASCAP)—Roy Hamilton—Epic 9102

This disk is forging ahead with growing power in both the pop and r.&b. fields. While the Al Hibbler record has a good headstart, and is also doing well in both categories, Hamilton is making an impressive showing, particularly in Boston, New York, Providence, Baltimore, Philadelphia, Buffalo, Pittsburgh, Cleveland, St. Louis, Durham, Atlanta and Nashville. Flip is "From Here to Eternity" (Barton, ASCAP). A previous Billboard "Spotlight" pick.

**Beginning With This Issue...**

All national retail and juke box charts now list records in positions earned by combining survey reports on both sides of the disk, whenever significant action is reported on both sides. "TWO-SIDED" RECORDS have both sides listed in bold type, with the leading side on top. The Chart Comments feature this week describes relative changes in chart positions due to this innovation. A story on the first music page explains the move in detail.

## • Most Played in Juke Boxes

For survey week ending March 30

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of the nation's juke box operators. When significant play is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Record	Last Week	Weeks on Chart
1	<b>SINCERELY</b> (BMI)—McGuire Sisters... No More (BMI)—Coral 61323	1	12
2	<b>CRAZY OTTO MEDLEY</b> (BMI)— J. Maddox..... Humoresque (BMI)—Dot 15325	2	8
3	<b>TWEEDLE DEE</b> (BMI)—G. Gibbs... You're Wrong, All Wrong (ASCAP)— Mercury 70517	4	9
4	<b>BALLAD OF DAVY CROCKETT</b> (BMI)—B. Hayes..... Farewell (BMI)—Cadence 1256	4	5
5	<b>MELODY OF LOVE</b> (ASCAP)— B. Vaughn..... Joy Ride (ASCAP)—Dot 15247	6	17
6	<b>KO KO MO</b> (BMI)—Crew Cuts..... EARTH ANGEL (BMI)—Mercury 70529	10	9
7	<b>MELODY OF LOVE</b> (ASCAP)— Four Aces..... There's a Tavern in the Town (ASCAP)— Dec 29395	7	13
8	<b>HOW IMPORTANT CAN IT BE?</b> (ASCAP)—J. James..... This Is My Confession (ASCAP)—M-G-M 11919	8	7
9	<b>HEARTS OF STONE</b> (BMI)— Fontane Sisters..... Bless Your Heart (ASCAP)—Dot 15265	3	17
10	<b>KO KO MO</b> (BMI)—P. Como..... You'll Always Be My Lifetime Sweetheart (ASCAP)—Vic 20-5994	9	9
10	<b>THAT'S ALL I WANT FROM YOU</b> (BMI)—J. P. Morgan..... Dawn (ASCAP)—Vic 20-5896	11	16
12	<b>DANCE WITH ME HENRY</b> (BMI)— G. Gibbs..... Every Road Must Have a Turning— Mercury 70572	17	2
13	<b>ROCK LOVE</b> (BMI)—Fontane Sisters... You're Mine (BMI)—Dot 8570	16	6
13	<b>MELODY OF LOVE</b> (ASCAP)— D. Carroll..... La Golondrina (ASCAP)—Mercury 70516	13	8
15	<b>CHERRY PINK AND APPLE BLOSSOM WHITE</b> (ASCAP)— P. Prado..... Marie Elena Rumba (ASCAP)—Vic 20-5965	—	1
16	<b>DANGER, HEARTBREAK AHEAD</b> (ASCAP)—J. P. Morgan..... Softly, Softly (ASCAP)—Vic 20-6016	—	1
17	<b>TWO HEARTS</b> (BMI)—P. Boone..... Tra-La-La—Dot 15338	19	2
18	<b>EARTH ANGEL</b> (BMI)—Penguins... Hey, Senorita (BMI)—Dootone 348	15	9
18	<b>PLAY ME HEARTS AND FLOWERS</b> (ASCAP)—J. Desmond..... I'm So Ashamed (ASCAP)—Coral 61379	—	1
20	<b>DARLING JE VOUS AIME BEAU COUP</b> (ASCAP)—Nat (King) Cole..... Sand and the Sea (BMI)—Cap 3027	—	2

## • Most Played by Jockeys

For survey week ending March 30

SIDES 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	Record	Last Week	Weeks on Chart
1	<b>SINCERELY</b> —McGuire Sisters..... No More—Coral 61323—BMI	1	13
2	<b>HOW IMPORTANT CAN IT BE?</b> — J. James..... This Is My Confession—M-G-M 11919—ASCAP	3	7
3	<b>BALLAD OF DAVY CROCKETT</b> — B. Hayes..... Farewell—Cadence 1256—BMI	5	5
4	<b>MELODY OF LOVE</b> —B. Vaughn..... Joy Ride—Dot 15247—ASCAP	6	13
5	<b>TWEEDLE DEE</b> —C. Gibbs..... You're Wrong, All Wrong—Mercury 70517—BMI	2	11
6	<b>KO KO MO</b> —P. Como..... You'll Always Be My Lifetime Sweetheart— Vic 20-5994—BMI	4	10
7	<b>CRAZY OTTO MEDLEY</b> —J. Maddox. Humoresque—Dot 15325	8	9
8	<b>BALLAD OF DAVY CROCKETT</b> — Tennessee Ernie..... Farewell—Cap 3058—BMI	17	3
9	<b>EARTH ANGEL</b> —Crew Cuts..... Ko Ko Mo—Mercury 70529—BMI	7	10
10	<b>DARLING JE VOUS AIME BEAU COUP</b> —Nat (King) Cole..... Sand and the Sea—Cap 3027—ASCAP	10	6
11	<b>IT MAY SOUND SILLY</b> — McGuire Sisters..... Doesn't Anybody Love Me?—Coral 61369—BMI	16	3
12	<b>DANGER, HEARTBREAK AHEAD</b> — J. P. Morgan..... Softly, Softly—Vic 20-6016—ASCAP	15	5
13	<b>DANCE WITH ME HENRY</b> — G. Gibbs..... Every Road Must Have a Turning— Mercury 70572—BMI	—	1
14	<b>BALLAD OF DAVY CROCKETT</b> — W. Schumann..... Let's Make Up—Vic 20-6014—BMI	—	1
15	<b>PLAY ME HEARTS AND FLOWERS</b> — J. Desmond..... I'm So Ashamed—Coral 61379—ASCAP	19	2
16	<b>MELODY OF LOVE</b> —D. Carroll..... Golondrina, La—Mercury 70516—ASCAP	12	12
17	<b>HOW IMPORTANT CAN IT BE?</b> — S. Vaughan..... Waltzing Down the Aisle— Mercury 70534—ASCAP	13	7
18	<b>MELODY OF LOVE</b> —Four Aces..... There's a Tavern in the Town— Dec 29395—ASCAP	9	12
19	<b>THAT'S ALL I WANT FROM YOU</b> — J. P. Morgan..... Dawn—Vic 20-5896—BMI	11	18
20	<b>UNCHAINED MELODY</b> —L. Baxter... Medic—Cap 3055—ASCAP	—	1



# NOTHING BUT HITS

## 'TWEEDLE DEE'

GEORGIA GIBBS

MERCURY 70517 • 70517X45

## 'EARTH ANGEL'

THE CREW CUTS

MERCURY 70529 • 70529X45

## 'MELODY OF LOVE'

DAVID CARROLL

MERCURY 70516 • 70516X45

## 'DANCE WITH ME HENRY'

GEORGIA GIBBS

MERCURY 70572 • 70572X45

## 'KO KO MO'

THE CREW CUTS

MERCURY 70529 • 70529X45

## 'HOW IMPORTANT CAN IT BE'

SARAH VAUGHAN

MERCURY 70534 • 70534X45

## 'BLUE MIRAGE'

RALPH MARGERIE

MERCURY 70535 • 70535X45

COMING UP FAST

## 'WHAT EVER LOLA WANTS'

SARAH VAUGHAN

MERCURY 70595 • 70595X45

## 'KEEP ME IN MIND'

## 'CRAZY QUILT'

PATTI PAGE

MERCURY 70579 • 70579X45

## 'MY BABE'

THE GAYLORDS

MERCURY 70586 • 70586X45

## 'THE OLD TOWN HALL'

## 'DANCING AND DREAMING'

THE LAURIE SISTERS

MERCURY 70596 • 70596X45







# M-G-M's EASTER PARADE OF HITS!

BETTY MADIGAN

## THE WHEELS OF LOVE

and A SALUTE!

MGM 11950 78 rpm  
K 11950 45 rpm

**JONI JAMES**  
**HOW IMPORTANT  
CAN IT  
BE?** Orchestra and  
conducted by DAVE TERRY THIS IS MY  
CONFESSION  
MGM 11919 78 rpm K11919 45 rpm

**GINNY GIBSON**  
**WHATEVER LOLA WANTS**  
(LOLA GETS)  
and  
**IF ANYTHING SHOULD HAPPEN TO YOU**  
MGM 11961 78 rpm • K 11961 45 rpm

BILLY ECKSTINE

## GIVE ME ANOTHER CHANCE and MORE THAN YOU KNOW

MGM 11948 78 rpm  
K 11948 45 rpm

ARLYNE TYE  
**STOP RINGIN'  
MY BELL**  
and  
**WHAT WAS I  
TO DO**

MGM 11957 78 rpm  
K 11957 45 rpm

HANK WILLIAMS  
**PLEASE DON'T LET  
ME LOVE YOU**  
and  
**FADED LOVE AND  
WINTER ROSES**

MGM 11928 78 rpm  
K 11928 45 rpm

BUD DECKELMAN  
**WHAT IS IT,  
DARLING**  
and  
**NO, DEAR, BUT  
YOU**

MGM 11952 78 rpm  
K 11952 45 rpm

ART MOONEY

# HONEY BABE

from the Warner Brothers' Picture "Battle Cry"  
and NO REGRETS MGM 11900 78 rpm • K 11900 45 rpm

LERROY HOLMES and his Orchestra

# UNCHAINED MELODY

The Billboard Music Popularity Charts  
**POPULAR RECORDS**

REVIEW  
SPOTLIGHT ON . . .

and OLIVIA  
MGM 11962  
78 rpm  
K 11962 45 rpm

WHISTLING BY  
FRED LOWERY

DAVID ROSE

# TAKE MY LOVE

and from the MGM film,  
"The Glass Slipper"

LOVE IS ETERNAL

MGM 30875 78 rpm • K 30875 45 rpm

**M-G-M RECORDS**

THE GREATEST NAME IN ENTERTAINMENT

## The Billboard Music Popularity Charts POPULAR RECORDS

### • Territorial Best Sellers

For survey week ending March 30

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

#### Atlanta

1. **Ballad of Davy Crockett**, F. Parker, Col.
2. **How Important Can It Be?**  
J. James, M-G-M
3. **Melody of Love**, B. Vaughn, Dot
4. **Softly, Softly**, J. P. Morgan, Vic.
5. **Blue Mirage**, L. Baxter, Cap.

#### Balti.-Wash.

1. **Ballad of Davy Crockett**, B. Hayes, Cdc.
2. **Dance With Me, Henry**, G. Gibbs, Mer.
3. **Glad Rag Doll**, Crazy Otto, Dec.
4. **Sincerely**, McGuire Sisters, Cor.
5. **Tweedle Dee**, G. Gibbs, Mer.
6. **Make Yourself Comfortable**  
A. Griffith, Cap.
7. **Smiles**, Crazy Otto, Dec.
8. **Darling Je Vous Aime Beaucoup**  
Nat (King) Cole, Cap.
9. **Crazy Otto Medley**, J. Maddox, Dot
10. **Cherry Pink and Apple Blossom White**  
A. Dale, Cor.

#### Boston

1. **Ballad of Davy Crockett**, B. Hayes, Cdc.
2. **Crazy Otto Medley**, J. Maddox, Dot
3. **Cherry Pink and Apple Blossom White**  
P. Prado, Vic.
4. **Honey Babe**, A. Mooney, M-G-M
5. **Sincerely**, McGuire Sisters, Cor.
6. **Dance With Me, Henry**, G. Gibbs, Mer.
7. **How Important Can It Be?**  
J. James, M-G-M
8. **It May Sound Silly**  
McGuire Sisters, Cor.
9. **Tweedle Dee**, G. Gibbs, Mer.
10. **Melody of Love**, D. Carroll, Mer.

#### Buffalo

1. **Ballad of Davy Crockett**, B. Hayes, Cdc.
2. **Dance With Me, Henry**, G. Gibbs, Mer.
3. **Cherry Pink and Apple Blossom White**  
P. Prado, Vic.
4. **Breeze and I**, C. Valente, Dec.
5. **It May Sound Silly**  
McGuire Sisters, Cor.
6. **Crazy Otto Medley**, J. Maddox, Dot
7. **Tweedle Dee**, G. Gibbs, Mer.
8. **Melody of Love**, B. Vaughn, Dot
9. **Play Me Hearts and Flowers**  
J. Desmond, Cor.
10. **Ko Ko Mo**, P. Como, Vic.

#### Chicago

1. **Ballad of Davy Crockett**, B. Hayes, Cdc.
2. **Crazy Otto Medley**, J. Maddox, Dot
3. **Cherry Pink and Apple Blossom White**  
P. Prado, Vic.
4. **Dance With Me, Henry**, G. Gibbs, Mer.
5. **Melody of Love**, B. Vaughn, Dot
6. **Open Up Your Heart**  
Cowboy Church Sunday School, Dec.
7. **Plantation Boogie**, L. Dec, Dec.
8. **Sincerely**, McGuire Sisters, Cor.
9. **Tweedle Dee**, G. Gibbs, Mer.
10. **All of You**, S. Davis Jr., Dec.

#### Cincinnati

1. **Ballad of Davy Crockett**, B. Hayes, Cdc.
2. **Tweedle Dee**, G. Gibbs, Mer.
3. **Melody of Love**, B. Vaughn, Dot
4. **How Important Can It Be?**  
J. James, M-G-M
5. **Dance With Me, Henry**, G. Gibbs, Mer.
6. **Earth Angel**, Crew Cuts, Mer.
7. **Ko Ko Mo**, Crew Cuts, Mer.
8. **It's a Sin to Tell a Lie**  
S. Smith & the Redheads, Epi.
9. **Sincerely**, McGuire Sisters, Cor.
10. **Melody of Love**, D. Carroll, Mer.

#### Cleveland

1. **Ballad of Davy Crockett**, B. Hayes, Cdc.
2. **Two Hearts**, P. Boone, Dot
3. **Unchained Melody**, A. Hibbler, Dec.
4. **Unchained Melody**, L. Baxter, Cap.
5. **Don't Be Angry**, N. Brown, Sav.
6. **Medie**, V. Young, Dec.
7. **Close Your Eyes**, Five Keys, Cap.
8. **Melody of Love**, B. Vaughn, Dot
9. **Wallflower**, E. James, Mod.
10. **Plantation Boogie**, L. Dec, Dec.

#### Dallas-Fort Worth

1. **Crazy Otto Medley**, J. Maddox, Dot
2. **Ballad of Davy Crockett**  
Tennessee Ernie, Cap.
3. **Darling Je Vous Aime Beaucoup**  
Nat (King) Cole, Cap.
4. **Melody of Love**, Four Aces, Dec.
5. **Ballad of Davy Crockett**  
W. Schumann, Vic.
6. **Ballad of Davy Crockett**, F. Parker, Col.
7. **Sincerely**, McGuire Sisters, Cor.
8. **Unchained Melody**, L. Baxter, Cap.
9. **Cherry Pink and Apple Blossom White**  
P. Prado, Vic.
10. **That's All I Want From You**  
J. P. Morgan, Vic.

#### Denver

1. **Sincerely**, McGuire Sisters, Cor.
2. **Tweedle Dee**, G. Gibbs, Mer.
3. **Ballad of Davy Crockett**, T. Ernie, Cap.
4. **Crazy Otto Medley**, J. Maddox, Dot
5. **Ko Ko Mo**, Crew Cuts, Mer.
6. **Ballad of Davy Crockett**, F. Parker, Col.
7. **Melody of Love**, D. Carroll, Mer.
8. **That's All I Want From You**  
J. P. Morgan, Vic.
9. **Cherry Pink and Apple Blossom White**  
P. Prado, Vic.
10. **Melody of Love**, Four Aces, Dec.

#### Detroit

1. **Unchained Melody**, A. Hibbler, Dec.
2. **Breeze and I**, C. Valente, Dec.
3. **Cherry Pink and Apple Blossom White**  
P. Prado, Vic.
4. **Lazy Gondolier**, Mantovani, Lon.
5. **Dance With Me, Henry**, G. Gibbs, Mer.
6. **Dixie Danny**, Laurie Sisters, Mer.
7. **Ballad of Davy Crockett**, B. Hayes, Cdc.
8. **Melancholy Baby**, Crazy Otto, Dec.
9. **Melody of Love**, D. Carroll, Mer.
10. **Ballad of Davy Crockett**, F. Parker, Col.

#### Kansas City

1. **Ballad of Davy Crockett**, T. Ernie, Cap.
2. **Cherry Pink and Apple Blossom White**  
P. Prado, Vic.
3. **It's a Sin to Tell a Lie**  
S. Smith & the Redheads, Epi.
4. **I Belong to You**, R. Flanagan, Vic.
5. **Dance With Me, Henry**, G. Gibbs, Mer.
6. **Crazy Otto Medley**, J. Maddox, Dot

7. **Pledging My Love**, J. Ace, Duk.
8. **Mambo Rock**, B. Haley, Dec.
9. **Where Will the Dimple Be?**  
R. Clooney, Col.
10. **Darling Je Vous Aime Beaucoup**  
Nat (King) Cole, Cap.

#### Los Angeles

1. **Ballad of Davy Crockett**, F. Parker, Col.
2. **Ko Ko Mo**, P. Como, Vic.
3. **Crazy Otto Medley**, J. Maddox, Dot
4. **Sincerely**, McGuire Sisters, Cor.
5. **How Important Can It Be?**  
J. James, M-G-M
6. **Ballad of Davy Crockett**  
W. Schumann, Vic.
7. **Melody of Love**, B. Vaughn, Dot
8. **Tweedle Dee**, G. Gibbs, Mer.
9. **Cherry Pink and Apple Blossom White**  
P. Prado, Vic.
10. **Melody of Love**, Four Aces, Dec.

#### Milwaukee

1. **Ballad of Davy Crockett**, B. Hayes, Cdc.
2. **Lazy Gondolier**, Mantovani, Lon.
3. **Crazy Otto Medley**, J. Maddox, Dot
4. **Play Me Hearts and Flowers**  
J. Desmond, Cor.
5. **Breeze and I**, C. Valente, Dec.
6. **Melody of Love**, D. Carroll, Mer.
7. **Ballad of Davy Crockett**, T. Ernie, Cap.
8. **Tra La La**, P. Boone, Dot
9. **I've Been Thinking**, Four Lads, Col.

#### Mpls.-St. Paul

1. **Crazy Otto Medley**, J. Maddox, Dot
2. **Ballad of Davy Crockett**, F. Parker, Col.
3. **Ballad of Davy Crockett**, T. Ernie, Cap.
4. **Tweedle Dee**, G. Gibbs, Mer.
5. **Melody of Love**, B. Vaughn, Dot
6. **Open Up Your Heart**  
Cowboy Church Sunday School, Dec.
7. **Dance With Me, Henry**, G. Gibbs, Mer.
8. **It's a Sin to Tell a Lie**  
S. Smith & the Redheads, Epi.
9. **Sincerely**, McGuire Sisters, Cor.
10. **Ko Ko Mo**, G. Crew Cuts, Mer.

#### New Orleans

1. **Ballad of Davy Crockett**, T. Ernie, Cap.
2. **Play Me Hearts and Flowers**  
J. Desmond, Cor.
3. **Cherry Pink and Apple Blossom White**  
P. Prado, Vic.
4. **Crazy Otto Medley**, J. Maddox, Dot
5. **Melody of Love**, Four Aces, Dec.
6. **Unchained Melody**, L. Baxter, Cap.
7. **Ko Ko Mo**, P. Como, Vic.
8. **Smiles**, Crazy Otto, Dec.
9. **Dance With Me, Henry**, G. Gibbs, Mer.
10. **Mambo Rock**, B. Haley, Dec.

#### New York

1. **Ballad of Davy Crockett**, B. Hayes, Cdc.
2. **Crazy Otto Medley**, J. Maddox, Dot
3. **Melody of Love**, B. Vaughn, Dot
4. **Sincerely**, McGuire Sisters, Cor.
5. **How Important Can It Be?**  
J. James, M-G-M
6. **Tweedle Dee**, G. Gibbs, Mer.
7. **Cherry Pink and Apple Blossom White**  
P. Prado, Vic.
8. **Dance With Me, Henry**, G. Gibbs, Mer.
9. **Blue Mirage**, R. Marterier, Mer.
10. **Hearts of Stone**, Fontane Sisters, Dot

#### Philadelphia

1. **Crazy Otto Medley**, J. Maddox, Dot
2. **Ballad of Davy Crockett**, B. Hayes, Cdc.
3. **How Important Can It Be?**  
J. James, M-G-M
4. **Cherry Pink and Apple Blossom White**  
P. Prado, Vic.
5. **Sincerely**, McGuire Sisters, Cor.
6. **Ballad of Davy Crockett**, F. Parker, Col.
7. **Melody of Love**, B. Vaughn, Dot
8. **Open Up Your Heart**  
Cowboy Church Sunday School, Dec.
9. **Tweedle Dee**, G. Gibbs, Mer.
10. **Play Me Hearts and Flowers**  
J. Desmond, Cor.

#### Pittsburgh

1. **Ballad of Davy Crockett**, B. Hayes, Cdc.
2. **Dance With Me, Henry**, G. Gibbs, Mer.
3. **Close Your Eyes**, Five Keys, Cap.
4. **Melody of Love**, Four Aces, Dec.
5. **Ballad of Davy Crockett**, T. Ernie, Cap.
6. **Cherry Pink and Apple Blossom White**  
P. Prado, Vic.
7. **Darling Je Vous Aime Beaucoup**  
Nat (King) Cole, Cap.
8. **Tweedle Dee**, G. Gibbs, Mer.
9. **Melody of Love**, B. Vaughn, Dot
10. **How Important Can It Be?**  
S. Vaughan, Mer.

#### St. Louis

1. **Cherry Pink and Apple Blossom White**  
P. Prado, Vic.
2. **Dance With Me, Henry**, G. Gibbs, Mer.
3. **Unchained Melody**, A. Hibbler, Dec.
4. **Ballad of Davy Crockett**, B. Hayes, Cdc.
5. **Breeze and I**, C. Valente, Dec.
6. **Crazy Otto Medley**, J. Maddox, Dot
7. **Lazy Gondolier**, Mantovani, Lon.
8. **Tweedle Dee**, G. Gibbs, Mer.
9. **Dixie Danny**, Laurie Sisters, Mer.
10. **Play Me Hearts and Flowers**  
J. Desmond, Cor.

#### San Francisco

1. **Ballad of Davy Crockett**, F. Parker, Col.
2. **Crazy Otto Medley**, J. Maddox, Dot
3. **Melody of Love**, B. Vaughn, Dot
4. **Tweedle Dee**, G. Gibbs, Mer.
5. **How Important Can It Be?**  
J. James, M-G-M
6. **Sincerely**, McGuire Sisters, Cor.
7. **Melody of Love**, Four Aces, Dec.
8. **Ko Ko Mo**, P. Como, Vic.
9. **Sand and the Sea**  
Nat (King) Cole, Cap.
10. **Ballad of Davy Crockett**, B. Hayes, Cdc.

#### Seattle

1. **Ballad of Davy Crockett**, F. Parker, Col.
2. **Crazy Otto Medley**, J. Maddox, Dot
3. **Tweedle Dee**, G. Gibbs, Mer.
4. **Melody of Love**, B. Vaughn, Dot
5. **Maybe**, Four Coins, Epi.
6. **Sincerely**, McGuire Sisters, Cor.
7. **Dance With Me, Henry**, G. Gibbs, Mer.
8. **Hearts of Stone**, Fontane Sisters, Dot
9. **Unchained Melody**, A. Hibbler, Dec.
10. **Open Up Your Heart**  
Cowboy Church Sunday School, Dec.



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The Billboard Music Popularity Charts  
**POPULAR RECORDS**

• **Review Spotlight on . . .**  
**RECORDS**

**BILL HAYES**

**The Barry Tree** (Miller, ASCAP)—Cadence 1261—Hayes, who is hot as the proverbial pistol with "Davy Crockett," should appeal to most of the same buyers with another sprightly folk-type item. This one is from the forthcoming Robert Taylor M-G-M flick, "Many Rivers to Cross," and is assured of wide exposure. Flip is another folksy bit, "Blue Black Hair" (Rosarch, BMI).

**SAMMY DAVIS JR.**

**Love Me or Leave Me** (Bregman, Vocco and Conn, ASCAP)—Decca 29484—Davis, a master showman whose appeal gets across on disks, figures to get great disk jockey exposure for his revival of the durable standard. It's a bright, rhythmic go that gestures some highly impressive scatting by the warbler. Other side is a piece of show material, "Something's Gotta Give" (Robbins, ASCAP).

**NAT (KING) COLE**

**A Blossom Fell** (Shapiro-Bernstein, ASCAP)—Capitol 3095—In the best, accepted Cole tradition, here's an intimate, caressing ballad with a pervading sense of the exotic. While Cole has had more immediately appealing sides, this should win repeated plays from his many partisans and catch on in the long pull. Flip is "If I May" (Roosevelt, BMI).

**JONI JAMES**

**Is This the End of the Line?** (Broadcast, BMI)  
**When You Wish Upon a Star** (Bourne, ASCAP)—M-G-M 11960—Joni James has a record in the top 10 on both the retail and the juke charts right now, and her latest disk should meet with great approval. "Is This the End of the Line" is a lovely ballad, sung by the thrush with her usual artful phrasing. "When You Wish Upon a Star" is the oldie from "Pinocchio," recently revived on Walt Disney's TV show.

**TERRI STEVENS**

**Don't Keep It a Secret** (Springfield, BMI)—Double AA 109—Terri Stevens stirred up a great deal of interest with her recent waxing of "Unsuspecting Heart." This new side could be the one to put her on top. She sings the appealing ballad with showmanly sincerity and attractive phrasing. Flip is "Just Wonderful" (Canada, BMI).

• **Reviews of New Pop Records**

**CREW CUTS**

**Don't Be Angry** . . . . .86  
MERCURY 70597 — A Billboard "Spotlight" 4-2-'55. (Crossroads, BMI)  
**Chop Chop Boom** . . . . .77  
Pop-styled r.&b. wax. Crew Cuts are clever at the idiom. A strong side, tho' not quite the power of the flip. (Lee, BMI)

**SARAH VAUGHAN**

**Whatever Lola Wants** . . . . .86  
MERCURY 70595 — A Billboard "Spotlight" 4-2-'55. (Frank, ASCAP)  
**Oh Yeah** . . . . .83  
Miss Vaughan portrays the feigned innocence of a girl on a date, only to rouse a cynical response from the men. This is a very cute novelty with irresistible charm. (Jungnickel, ASCAP)

**ROY HAMILTON**

**Unchained Melody** . . . . .85  
EPIC 9102—A Billboard "Spotlight" 3-26-'55. (Frank, ASCAP)  
**From Here to Eternity** . . . . .80  
A powerful reading of the recent hit tune. This has been previously available in a Hamilton EP. (Barton, ASCAP)

**DINAH SHORE**

**Whatever Lola Wants (Lola Gets)** . . . . .84  
VICTOR 6077—A Billboard "Spotlight" 4-2-'55. (Frank, ASCAP)  
**Church Twice on Sunday** . . . . .77  
Miss Shore sings of the good old days of revivals and camp meetings. It's a bright and bouncy tune with an old-fashioned flavor that many will find very appealing. (M.P.H.C., ASCAP)

**COUSIN SNORKEL**

**Manchen Steht Ein Hofbrauhaus** . . . . .79  
RAINBOW PLATTEN 311—Snorkel takes off on deejays with a heavy kraut accent, and bangs his way thru a real brauhaus rouser in the best Crazy Otto tradition. Could catch on if the pianola fad continues.  
**A Tribute to Crazy Otto Spaghetti Rag** . . . . .78  
Screwball sleeve and label copy are aimed at getting juke ops' attention, and the record itself adds a slapping rock and roll beat to a typical Crazy Otto delivery. This one should get action.

**BING CROSBY**

**Nobody** . . . . .77  
DECCA 29493—The old Bert Williams minstrel ditty, performed on radio by Der Bingle back in 1946, is in the grooves. It's a swell novelty item, sure to attract deejay attention. (E. B. Marks, BMI)  
**Silver Moon** . . . . .75  
The fine, old standard, a current revival, is done artfully by the old master. (Harms, ASCAP)

**DICKIE VALENTINE**

**A Blossom Fell** . . . . .77  
LONDON 1554—The growing American following of the English singer will find this one of his most attractive performances yet to be offered here. The tune is pretty and bound to get wide exposure.  
**Who's Afraid?** . . . . .73  
This ballad is given a reading that is

at once polished and yet full of feeling. The singer would have been better served with stronger material, however.

**THE MELLO-LARKS**

**Whatever Lola Wants (Lola Gets)** . . . . .77  
EPIC 9101—One of the most imaginatively realized of the many waxings of the new show ditty, this one will buck tremendous competition. But its class hands it a good chance to steer some of the total tune action its way. Lead singer Jamie is heard in a real sexy warble. (Frank, ASCAP)  
**Shoelless Joe From Hannibal Mo.** . . . . .66  
Brisk patter ditty is also from the "Damn Yankees" score. It's a bright effort but has slight pop potential. (Frank, ASCAP)

**HAPPY HOAGY CARMICHAEL**

**Happy Hoagy's Medley** . . . . .76  
CORAL 61384—Carmichael, with the aid of Buddy Cole and his Crazy Five, gives a rousing and pretty hilarious take-off on the "Crazy Otto" idea in this medley. Includes "I Can't Give You Anything But Love," "Ivory Rag" and "Darktown Strutters Ball." Mills, Ardmore, Feist, ASCAP)  
**The Crazy Otto Rag** . . . . .74  
Another wild side in similar style. Since the market still doesn't seem to be saturated with this kind of material, the commercial potential of this disk, especially in jukeboxes, is great. (Pincus, ASCAP)

**DIMITRI TIOMKIN ORK**

**Land of the Pharaohs** . . . . .76  
CORAL 61388—This exotic instrumental reflects the locale of the film for which it serves as theme. Its simple melody is richly orchestrated and will spark easy response. (Remick, ASCAP)  
**Strange Lady in Town** . . . . .75  
Another movie tune, but with a saucier air. This pert, bouncy opus is most attractive and should not fare badly in the market either. (Witmark, ASCAP)

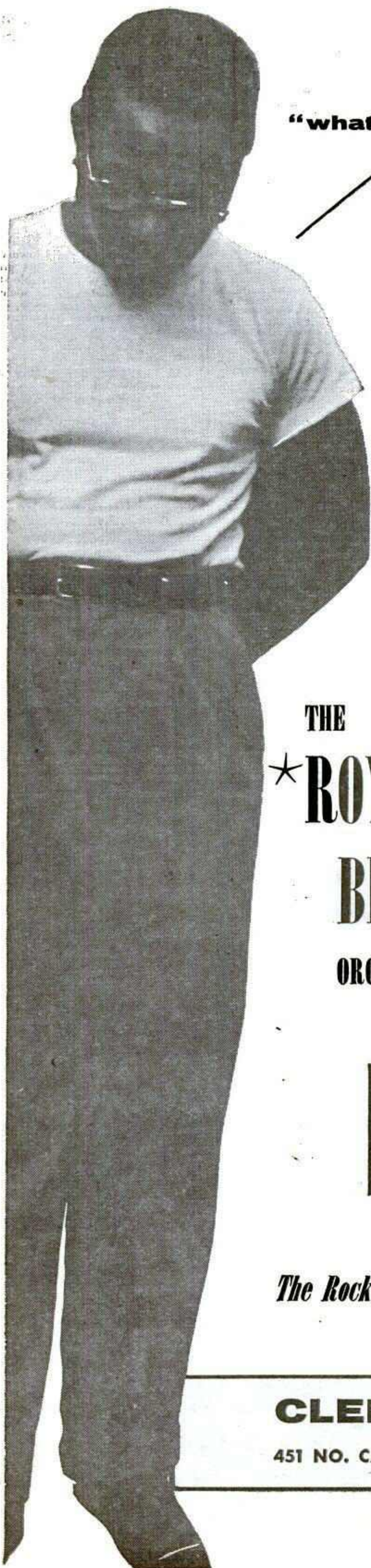
**KAREN CHANDLER**

**Have You Ever Been Lonely (Have You Ever Been Blue?)** . . . . .74  
CORAL 61386—Miss Chandler does a fine vocal on this standard. The performance is precise, full of sincerity, and the disk has excellent sound. Merits strong deejay play. Watch it. (Shapiro-Bernstein, ASCAP)  
**My First Love** . . . . .74  
Tender ballad performed with heart by Karen Chandler, with a full-sounding backing. Many deejays will like. (Valando, ASCAP)

**WOODY HERMAN AND THE THIRD HERD**

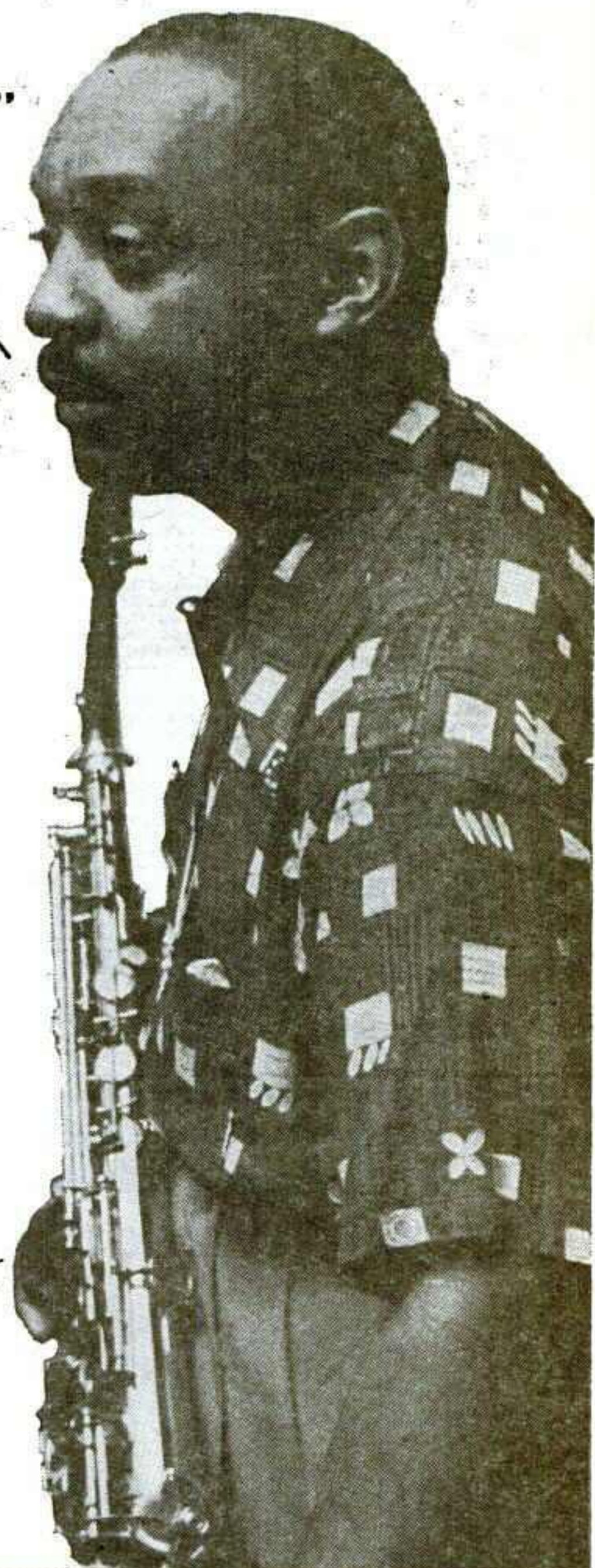
**Long, Long Night** . . . . .7  
CAPITOL 3087—Woody's fine band projects a slow, rock and roll blues instrumental in thorough musical style. A great dance side that rates spins on most pop shows and wherever teen-agers congregate. (Mars, ASCAP)  
**Kiss the Baby** . . . . .68  
Woody Herman indulges vocally in a  
*(Continued on page 38)*





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**"it's the END!"**



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**BENNY CARTER ★**  
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**EARL BOSTIC**  
**WHEN YOUR LOVER HAS GONE**  
**COCKTAILS FOR TWO**  
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**BILL DOGGETT**  
**I'LL BE AROUND**  
**WILD OATS**  
**KING 4784**

**THE MIDNIGHTERS**  
**ASHAMED OF MYSELF**  
**RING A-LING A-LING**  
**FEDERAL 12210**

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**MOHAWK SQUAW**  
**HOW I WONDER**  
**KING 4785**



GIVE TO DAMON RUNYON

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## The Billboard Music Popularity Charts POPULAR RECORDS

### • Reviews of New Pop Records

• Continued from page 36

hoked-up stomp item that makes much ado about nothing. (Leeds, ASCAP)

**JOAN REGAN**  
**Too Many Heartaches**.....75  
LONDON 1542—The lass belts out a smart reading on this side. Her vocal has style and vigor, and it's backed by a sophisticated arrangement. Worth spinning.

**Prize of Gold**...74  
Joan Regan exhibits vocal facility with this ballad. Tune is from the Warwick-Columbia film "Prize of Gold."

**KEN GRIFFIN**  
**You Can't Be True Dear**.....75  
COLUMBIA 40469—Griffin's tremendous hit of 1948 has been a continuous seller up to the recent sale of Rondo label. This new disk should take up where the other left off. (Biltmore, ASCAP)

**The Cuckoo Waltz**...73  
This is the original backing and another steady coin-grabber. (Fox, ASCAP)

**THE DINNING SISTERS**  
**Drifting and Dreaming**.....75  
ESSEX 392—There's bell-like tone and quality to the Dinning Sisters' harmonies. Side is a very pleasing version of the great standard, and many jocks will spin it. (ASCAP)

**Truly**...72  
This side has cute phrasing and the same fine vocal technique, but the tune hasn't the appeal of the flip. (Modern, BMI)

**XAVIER CUGAT ORK**  
**Cherry Pink**  
**and Apple Blossom White**.....75  
COLUMBIA 40472—The Prado record of this great Latin ditty has a head start, but Cugat has a good record on the tune and should garner his share of plays. (Chappell, ASCAP)

**(The Chi-Chi)**  
**Cha-Cha-Cha (Sha-Sha-Sha)**...72  
A bouncy Cugat treatment of the dance that is currently the rage south of the border, and heading north. However, flip has more immediate sales-appeal. (E. B. Marks, BMI)

**BOB MANNING**  
**You Are There**.....75  
CAPITOL 3088—Manning, backed by Monte Kelly's lush orking and chorus, is highly effective in a lovely tune that should grow with repeated hearings. Jockeys should cotton to this

one. (Case, ASCAP)  
**The Mission San Michel**...70  
It's the old familiar plot. Boy prays for a love and finds her kneeling beside him. Manning makes it sound better than routine. (Weiss & Barry, BMI)

**KITTY KALLEN**  
**Kitty Who?**.....75  
DECCA 29473—She's dreaming about her future hubby. Sentimental ditty with a lazy waltz beat makes for easy listening in this sensitive performance. Should pull spins. (Shapiro-Bernstein, ASCAP)

**By Bayou Bay**...70  
Another nostalgic side, this, too, rests easy on the ears. Fine for relaxed deejay programming. (Masse, ASCAP)

**ERWIN LEHAN**  
**Citibiribin**.....74  
DECCA 29448—Horst Fischer gets off some flashy trumpet work in this instrumental version of the great standard. A perennial Harry James vehicle. A nice item for deejay programming.

**Cocktail Boogie**...73  
Erwin Lehan, a cat on the Deutsche Grammophon Polydor label, knocks off a lively boogie instrumental here. (Peter Maurice, Ltd., ASCAP)

**DON JULIAN AND THE MEADOWLARKS**  
**Heaven and Paradise**.....74  
DOOTONE 359—A lazy beat ballad very prettily harmonized. With the exposure it deserves, this reading could go a long way. (Dootsie Williams, BMI)

**Embarrassing Moments**...70  
The group swings here, too, but objectionable lyrics will kill its chances with many deejays. (Dootsie Williams, BMI)

**CARMEN McRAE**  
**Whatever Lola Wants**.....74  
DECCA 29472—Thrush does a fine job here, but has to face strong competition name-wise and quality-wise on this promising novelty from "Damm Yankees." (Frank, ASCAP)

**Am I the One to Blame?**...72  
The fine new jazz thrush essays a pretty, straightforward waltz tune in a way that could attract a new set of fans. (Bregman, Vocco & Conn, ASCAP)

**KAY ARMEN**  
**Bella Notte**.....73  
M-G-M 11967—A lovely ballad from

Walt Disney's new cartoon, "Lady and the Tramp." The canary sings it with rich smoothness and sincerity. (Walt Disney, ASCAP)

**La La Lu**...73  
Another pretty tune from the Disney picture is sung with appealing serenity. Both sides should get jockey play. (Walt Disney, ASCAP)

**RAY MCKINLEY**  
**Down the Road Apiece**.....73  
DOT 15350—McKinley's great standard boogie novelty from the early 1940's comes in for still another new slicing. Joyful appeal of this one never dies. (Leeds, ASCAP)

**Hoodle Addle**...67  
This one is appealing, too, but flip overshadows it by a big margin. (Triangle, ASCAP)

**JOHN LAURENZ**  
**Goodbye, Stranger, Goodbye**.....73  
JUBILEE 5190—A relaxed reading of a pretty ballad with a folksy flavor.

**House of Love**.....73  
A personable warbling job on a nice tune, with group vocal backing.

**FRANK WEIR AND HIS SAXOPHONE**  
**Serenade to an Empty Room**.....72  
LONDON 1540 — Instrumental captures a mood. Weir's musicianship excellent.

**Journey Into Space**...72  
Same comment.

**DOLORES HAWKINS**  
**Smoky Morning**.....72  
EPIC 9100—The canary supposedly recorded this attractive blues ballad during the airing of a Steve Allen "Tonight" telecast. The stunt pulled a lot of publicity, even tho this particular record was released to the trade a few hours before the show went on the air. The stunt should hypo business some and Miss Hawkins does her usual appealing vocal job. Allen, incidentally, is a co-writer on the tune. (Corwyn, ASCAP)

**No Such Luck**...70  
A sultry thrushing of a pretty ballad. (Carol, ASCAP)

**YOGI YORGESSON**  
**Ballad of Ole Svenson**.....71  
CAPITOL 13598—Here's a fine take-off on "Davy Crockett." Side has hilarious comedy lyrics. Deejays will like this for novelty programming. (Tact, BMI)

**Lonesome Loverboy**...71  
Yorgesson is in fine form here. As the "female's friend" he does a nutty take-off on perfume commercials and  
(Continued on page 40)

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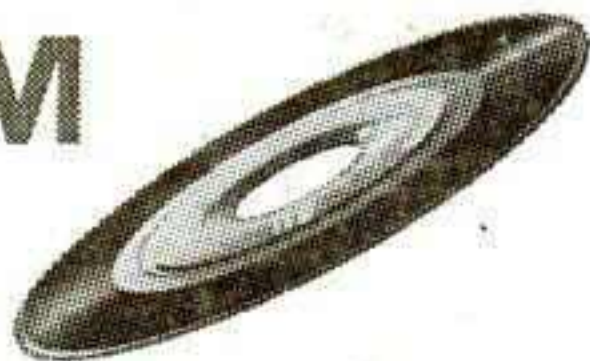
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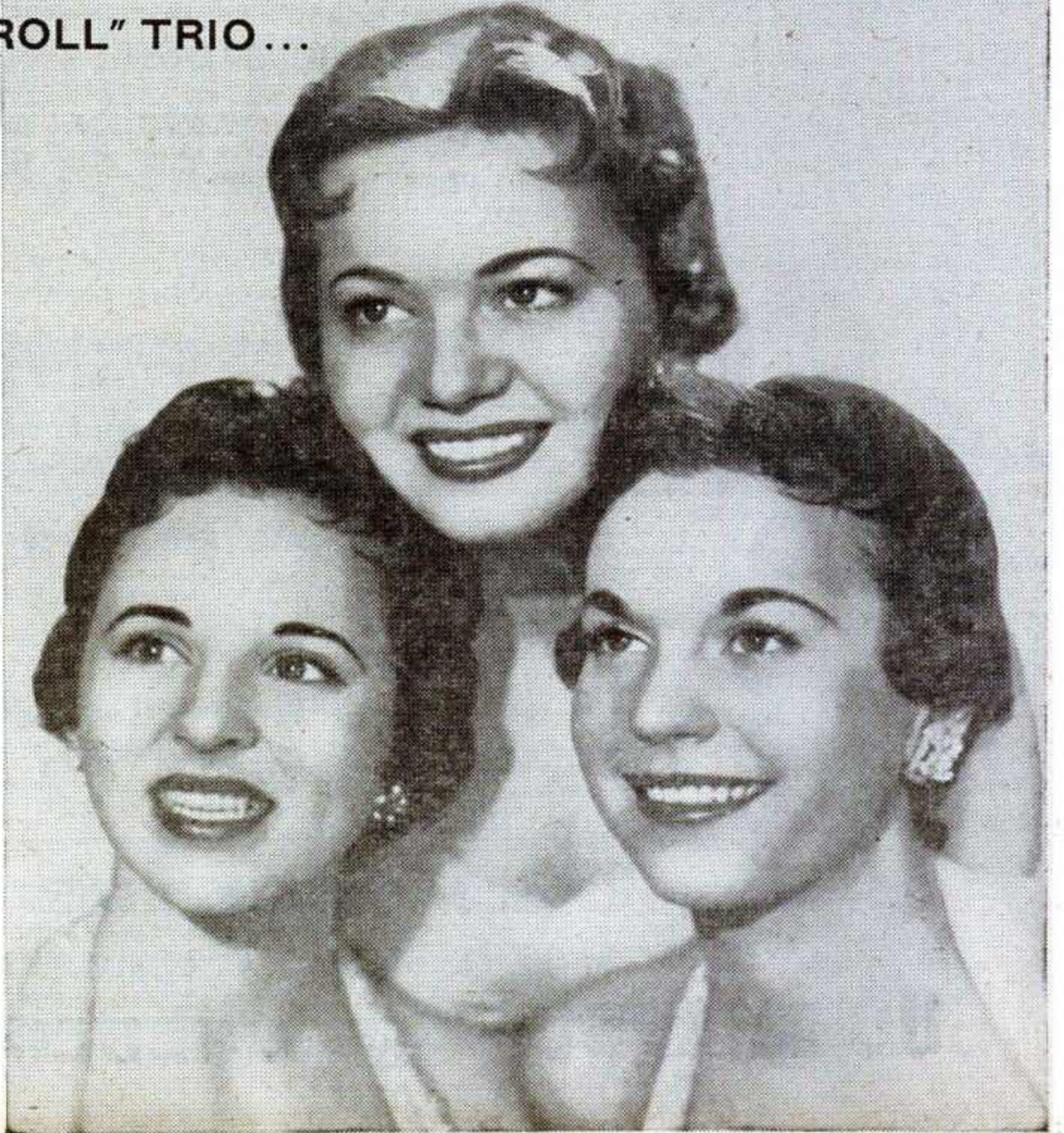
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The Billboard Music Popularity Charts  
**POPULAR RECORDS**

• **Reviews of New Pop Records**

• Continued from page 36

what they will do for you. Good for yocks. (Tact, BMI)

**STAN FREEMAN**  
Jamaica Jitney ..... 71  
EPIC 9099—A breezy vocal reading of a catchy novelty, with stuttering-gimmick in the lyric. Good backing by a vocal group. (Stratton, BMI)

**Giannina Mia** ..... 68  
Freeman isn't vocally up to the "Firefly" oldie. He's more effective on the flip. (Schirmer, ASCAP)

**KAY WHITTAKER AND JERRY (STRINGS) ALLEN**  
I'm Sending Red Roses to You ..... 70  
CARDINAL 1033—Duo sings thoroughly pleasing country-accented harmony in this pretty ballad, with multiple guitar backing a la Les Paul and Mary Ford. Could get action in pop and country markets. (Blasco, ASCAP)

(Dream of Love) Liebestraum ..... 70  
Gal harmonizes with herself here in an even closer tribute to the Paul-Ford idiom. Should get a good juke and jock ride if exposed. (Robbins, ASCAP)

**KEN GRIFFIN**  
Masquerade ..... 70  
COLUMBIA 40470—A melodic organ solo on a pretty oldie, which should do some juke business. (Feist, ASCAP)

Moonbeams ..... 70  
Same comment. (Witmark, ASCAP)

**BILL STEGMEYER ORK**  
The Doll Maker ..... 70  
BENIDA 5029—Gerhard Winkler, the German clefter responsible for many big hits, wrote this bouncy, polka-type item in the "Little Shoemaker" vein. Has some juvenile appeal. (Sikorsky, BMI)

Let's Kiss Goodnight ..... 70  
Fine ork and chorus render a very pretty class waltz that merits deejay programming. (Schaeffer, BMI)

**WILD BILL DAVIS TRIO**  
East of the Sun ..... 70  
OKEH 7054—A quiet, tasty styling of the standard to the taste of Davis fans, who are spread thru pop, r.&b. and jazz fields. (Santly-Joy, ASCAP)

Don't Get Around Much Anymore ..... 69  
The organist turns on the heat, as he engages in frantic dialog with his guitarist. The drummer, as always, provides a solid dance beat. (Robbins, ASCAP)

**LARRY GRAYSON**  
House of Love ..... 69  
UNIQUE 302—A bouncy vocal on a catchy novelty with a country and western flavor to the backing. (Harms, ASCAP)

Just Because I Love You ..... 67  
An okay vocal on a ballad, but Grayson is more effective with material on flip. (Leeds, ASCAP)

**THE STAFFORDS**  
Acapulco, Chapultepec and Santo Domingo ..... 69  
ORBIT 2—Combination sound of the

title proves appealing in this, a group rendition of a Latin-style ditty. No smash here, but breezy quality rates some spins. (BMI)

**People I Know** ..... 67  
Writer pays tribute to his friends. The group is a good one. (BMI)

**JIMMY DORSEY-TOMMY DORSEY ORK**  
You Too Can Be a Dreamer ..... 69  
BELL 1087—Fine, neglected old ballad has vocal by Lynn Roberts. Like the flip, it's most danceable, and J. D. is heard very briefly. Jocks could use this one. (MHs, ASCAP)

Mr. Rainbow ..... 67  
This 39-cent waxing offers a typical Dorseyian dance ballad, with vocal by Bill Raymond. T. D. fans will like. (Embassy, BMI)

**SCOTT AND OAKS**  
Tick Tock ..... 69  
CAT 113—Rhythm novelty in a forceful performance that could win some spins in both the pop and r.&b. areas. (Progressive, BMI)

It Was You ..... 64  
Vocal duet on a romantic ballad is supported by a shuffle beat in the ork. (Progressive, BMI)

**LESLIE UGGAMS**  
Meet My Friend, Mr. Sun ..... 69  
M-G-M 11965—A more ambitious endeavor and fair accomplishment. Uggams shows promise here, and this waxing should attract some deejay spins.

Did You Ever Dream? ..... 64  
The young warbler delivers a ditty about free goodies pleasantly.

**GOOD TIME CHARLIE**  
Crazy Otto Goes to Italy ..... 68  
MEDIA 1008—Here's the tinny piano, Crazy Otto-styled keyboard technique and a batch of Italian airs. Routine appeal. (Eastwick, BMI)

Crazy Otto Goes to Paris ..... 68  
More of the same, with French tunes this time.

**BERT PARKS**  
Don't Do Anything I Wouldn't Do ..... 68  
MAJAR 143—Parks, with Joe Leahy backing, turns in a professional reading of a pleasant bouncer. Nothing outstanding. (Hawthorne, ASCAP)

All That I Want ..... 66  
Parks doesn't have Jolie's voice going for him here, tho he manages a creditable job on his own. It's not likely to create much stir, however. (Tec Pee, ASCAP)

**LOUIS JORDAN**  
Perdido ..... 68  
DECCA 29424—Jordan and the Tympany Five get in some hot licks on the standard. Tho it's in competition with countless other versions, this makes a good dance side that Jordan fans will appreciate. (Tempo, ASCAP)

Locked Up ..... 64  
Jordan tangles with the law in this funny novelty. It's the sort of thing he used to click with in his halcyon days. (Danby, BMI)

**JERRY COLONNA**  
Baffi ..... 66  
MAJAR 144—Colonna indulges in a typically noisy side set to baion rhythm. Limited to fans. (Symphony, ASCAP)

Chicago Style ..... 64  
Vehicle has been around, as has the interpolated "Muskrat Rumble." Here the comic gets a chance to blow trombone for the first time in years perhaps. Fans may appreciate the effort.

**STANLEY CONRAD QUINTET**  
I Didn't Know You Cared ..... 60  
BELLE 5551—A dancy, innocuous instrumental featuring guitar, piano and xylophone. (Highland, BMI)

Waltzing Doll ..... 60  
Similar simple, competent fare. Will have trouble finding its market, tho pleasant enough as dinner music. (Highland, BMI)

**TAG WILLIAMS**  
I'm Building a Castle ..... 60  
TRUMPET 224—Williams has a smooth baritone voice and is a talented stylist. With stronger material, he could make an impression. (Globe, BMI)

Bamboo Bamboo ..... 55  
A piece of material that has a close resemblance to "Honey Love" with a Latin beat. In any case, it is pretentiously arranged and does not sustain interest. (Globe, BMI)

**MURIEL WHITE**  
Somebody Told You About Me ..... 59  
UNIVERSAL SHERATON—Modest production is unlikely to emerge in the current market. (Bee-Lou, BMI)

You Made Believe (and I Believed You) ..... 48  
Recording and production are of sub-professional quality, tho the thrush might do better under different conditions. (TV, BMI)

**BOBBY DALE ORK**  
Way Out West ..... 45  
BELLE 443—Slight effort, poorly recorded, has a danceable beat. (Highland, BMI)

Give Me Time to Wander Back ..... 45  
Same comment. (Highland, BMI)

NEW YORK, April 2. — About 200 additional songwriters have joined the Songwriters' Protective Association since the first of the year, despite a raise in membership dues instituted at that time.

Among the new SPA clefters are Leonard Feather, George Bassman, Ivory Joe Hunter, Val Burton, William Friml, Leith Stevens, Paddy Chayevsky, George Duning and Sheldon Harnick. Total writer roster now numbers about 2,500.

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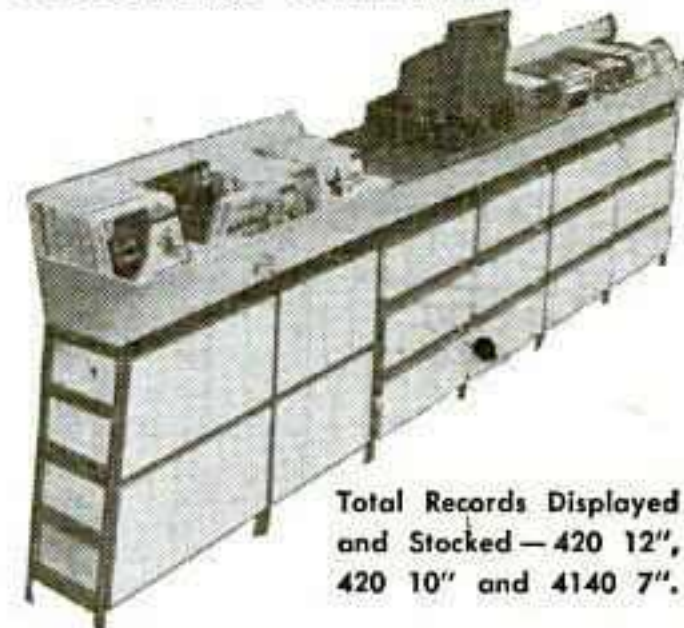
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# FOLK TALENT AND TUNES

Continued from page 18

Madura's Danceland, Hammond, beginning April 22. Pee Wee King and His Golden West Cowboys will be the first in, with Ray Price and His Western Cherokees set for April 29.

Tommy Scott, currently touring Arizona with his own road show, is featuring a new singer in the person of Freddy Harper, of Jacksonville, Tex. Gains Blevins, steel player heard on most of Tommy's records, is also with the unit. Tommy's new waxing on Four-Star is "Cherokee Rose" b/w. "Kiss and Run." . . . Bill Allen has taken over the operation of Page's Lake, Fayetteville, N. C., and is converting it into a hillbilly park. The funspot was successfully operated for 33 years by the late U. S. Page. Allen plans to bally the spot via all ad mediums for 100 miles around and will feature top names on Sundays, with semi-name, sectional artists being used the rest of the week. Allen is trying to locate Dick Thomas to serve as stage manager.

Jimmie Davis was guestar on "Big D Jamboree," Dallas, last Saturday (2). Elvis Presley is set for April 16, with Tex Ritter coming in April 23. . . . TV's Annie Oakley, Tex Ritter and Jimmy Wakely will head up "Dad's Club Jamboree" to be held at Dallas Cotton Bowl April 22. . . . Darrell Glenn set for a string of West Coast personals arranged by Clifflie Stone. . . . Bob and Wanda Wolfe are at their home in Roswell, N. M., recuperating from injuries sustained in a recent car wreck. Their newest on the King label is "Homemade Wine" b/w. "Full Moon." . . . Jim Reeves, Slim Whit-

man and Jimmy Newman headed up KWKH's "Louisiana Hayride," of Shreveport, at City Auditorium, Houston, last Saturday (2). "Hayride" is set for the next two Saturdays in Texas, after which Jimmy Newman begins a p.a. tour thru West Texas and New Mexico. His "Daydreaming" disk is reported to be a hot item in the Lone Star State these days.

Don Kidwell (M-G-M) is currently featured on KGNO, Dodge City, Kan., 5-5:30 p.m., Monday thru Saturday, with his five-piece crew which includes Jesse Goin, lead guitar; Bobby Craton, fiddle; Billy Roy, steel, and Jim Shannon, bass. Dub Howard is handling the crew and says he has them set in the territory well into May. . . . Hank Snow and His Rainbow Ranch Boys (WSM), Hawkshaw Hawkins (KWTO), Stoney Cooper and Wilma Lee and Their Clinch Mountain Clan (WWVA), Bonnie Lou (WLW), Eddie Hill (WSM) and Crazy Elmer (WWVA) played to more than 3,500 at Memorial Auditorium, Canton, O., Sunday, March 27, in the face of inclement weather. Denny Devers handled the emcee chores. . . . On Friday, March 25, Wally Fowler, of WSM, bucked the elements to pull fair business at Memorial Auditorium, Canton, with a trio of quartets—the Revelairs, the Harmoners, and the Oak Ridge Foursome.

W. E. (Lucky) Moeller, personal manager for Webb Pierce, typewrites from Nashville: "We made it back from Canada with flying colors. The crowds in Toronto were terrific. Webb and the Wondering Boys, with Red Sovine as added

# VOX JOX

Continued from page 16

WKBR, Manchester, N. H., reports that Tom Hussey has joined the station as sports director. . . . Mort Blender, WPRO, Providence, has added a quarter-hour tagged "Ladies First" on his "Five o'Clock Rush" disk show. The seg "lampons the hint-and-recipe stuff," says Blender.

JOX TRIX: Tut Perry, WHLM, Bloomburg, Pa., has been saluting other deejays in his region and would like to extend his salutes to the entire country. The "salute" takes about four minutes, during which Perry mentions the spinner's name, show and station call letters and plays his theme song in its entirety. Perry would like to hear from deejays everywhere, and if any care to reciprocate, he says his show is "TP's Wigwag" and the theme, "Cherokee." . . . Tom Edwards, WERE, Cleveland, gives out 100 free records each week at Friday night dances for teen-agers and notes "All disk donations very gratefully accepted."

Leo McDevitt, WPTR, Albany, N. Y., has been brightening the last four months of a little seven-year-old cancer

victim by asking listeners to send her mail at the hospital. In case other deejays would like to follow suit, McDevitt says her name is Maureen Evans, 376 Elk Street, Albany, and she likes cards with pictures of puppies and kittens.

WAX WANTED: Bill Miller, WMON, Montgomery, W. Va., is looking for a copy of his theme song, Jimmy Lunceford's "The Jimmies." . . . Carlton Garner, KBTA, Batesville, Ark., has just found an old Edison record and wonders if it has any value as a collector's item. . . . Jack Schaffer, WOKW, Sturgeon Bay, Wis., asks, "Does any deejay have any spare copies of George Williams orchestra's Coral Records stuff?" . . . Ray Ramsey, WHIR, Danville, Ky., writes, "We're wearing out our last copy of 'Ebb Tide,' by Chacksfield. I've been unable to locate a 45 copy of it. . . . Dick Fanning, WFAK, Falls Church, Va., is "anxious to obtain all Del Courtney and Orrin Tucker records, also transcriptions if they're for sale."

More deejay gripes arrived in the mail this week about distribution problems in general: Bob Fullen, KAVE, Carlsbad, N. M., "My fans sometimes berate me for not having some of the new records. It would seem to me that a potential audience of 30,000 or more should be worth a little consideration." . . . "Like many small stations, we are having trouble getting records," says Joe Brakovec, KXLJ, Helena, Mont. If Brakovec doesn't get the top recording of a hit, he now plays another version — preferably one by a company that does send him releases. As a result, he claims, it usually becomes the top selling version of that tune in his area. After the station sends a disk company three letters without getting any response in return, all KXLJ spinners are instructed not to spin any disks by that company. "If they want to be rough," says Brakovec, "We'll meet them, deed for deed."

Stan Russell, radio program director at the Lemuel Shattuck Hospital, Jamaica Plain, Mass., operates a closed-circuit radio station for more than 600 patients and hospital personnel and is anxious to receive records to spin. Russell says old records, new ones and transcriptions can be used.

James Cozins, WKLK, Newberry, S. C., also submits a plea for more records, while Larry Meyering, KFXM, San Bernardino, Calif., states, "We receive many releases and are very grateful for them. On the other hand, there are many we never see. So if any artists feel slighted, they might send us some of their 78's or 45's, and by golly they'll hear them. I promise."

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

- APRIL 7, 1945:
1. My Dreams Are Getting Better All the Time
  2. I'm Beginning to See the Light
  3. Acc-cent-tchu-ate the Positive
  4. Candy
  5. A Little on the Lonely Side
  6. Rum and Coca-Cola
  7. Saturday Night (Is the Loneliest Night in the Week)
  8. More and More
  9. Sweet Dreams, Sweetheart
  10. Sentimental Journey

- APRIL 8, 1950:
1. Music! Music! Music!
  2. If I Knew You Were Coming I'd've Baked a Cake
  3. Chattanooga Shoe Shine Boy
  4. It Isn't Fair
  5. Dearie
  6. Peter Cottontail
  7. Third Man Theme
  8. There's No Tomorrow
  9. Daddy's Little Girl
  10. I Said My Pajamas

attraction, played to a capacity crowd nightly for six days. Montreal was just fair from an attendance standpoint but the show was well accepted. In Montreal country music hasn't reached the popularity it enjoys in other parts of Canada. . . . Laura and Lynn, the Pine River Sweethearts, have been making regular guest shots on "Main Street Jamboree" emanating from CHML, Hamilton, Ont., each Saturday night. They have also been set for the season at Charlie Hill's Barn, Elora, Ont. with their Pine River Troubadours for the regular Friday night dances.

The York Brothers are set for Frank Dailey's Meadowbrook, Cedar Grove, N. J., April 11. . . . Ferlin Huskey revealed another facet of his many-sided personality with the recent release of his Simon Crum record on Capitol, coupling "My Gallina" (chicken) with "Cuz Yore So Sweet." Ferlin's comic delivery on the platter is reported catching the favor of listeners and deejays alike. Joe Allison, of WMAK, Nashville, says he gets an added laugh by spinning the 45 disk at 78. Another Nashville deejay, Bill Morgan, pulled listener attention recently by playing the three Huskey personalities—Terry Preston, Simon Crum and Ferlin himself—in succession.

The "Round-Up Gang," produced by Art LaMan and playing a circle of five theaters weekly out of Tulsa, Okla., held forth at Tulsa's Convention Hall Saturday (2) on the occasion of the annual western and hillbilly spring jubilee. In LaMan's regular roster are the Gay Brothers, Little Judy Roberts, Dorothy Ferrell, Jerry Emery, Bobby Acorn, J. D. Wilson, Buddy Quinton, Eleanor Bash and the Jones Twins. Augmenting the unit for last Saturday's date were Jean Shepard, Porter Wagoner and Lennie and Goo-Goo, all of the "Ozark Jubilee," and Johnny Lee Wills and his western band. Lew Black, of Top Talent, Springfield, Mo., set the extra features. The "Round-Up Gang" recently closed at the Rialto Theater, Tulsa, after appearing there weekly since August, 1954. In some of their present houses they have been running more than 20 weeks on a once-a-week basis. The gang also appears twice weekly over KRMG, Tulsa.

**With the Jockeys**  
Pete Hunter, KRCT, Baytown, Tex., has a new release due out soon on Feature Records, featuring two of his own tunes, "Everybody Needs Somebody" b/w "It's So Lonesome When It Rains." Hunter guested on Balin-Wire Bob Strack's show over KWKH, Shreveport, La., recently, and also appeared on KWKH's "Louisiana Hayride." . . . Biff Collie, who airs the country & western wax over KPRC, Houston, writes, to wit: "My record, 'What This Old  
(Continued on page 47)"

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**OOPS—PARDON US!**  
In the March 26 issue of The Billboard, the publisher's address listed on the Jerry Vale ad was incorrectly printed. The correct address is:  
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The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

This Week's Best Buys

HAUNTED HUNGRY HEART (Comodore, BMI)—Slim Whitman—Whitman—Imperial 8290

Whitman's audience is scattered over an unusually large part of the country. With the majority of his followers, this disk now seems well enough established to predict early national acceptance.

TWO KINDS OF LOVE (Towne, ASCAP)

IN TIME (Harpeth Hills, BMI)—Eddy Arnold—RCA Victor 6069 This singer's hits roll on with the regularity of the seasons. With scarcely a dissenting voice, all territories with significant country sales reported this disk taking off with great speed and it seems destined for early chart action.

Review Spotlight on... RECORDS

FERLIN HUSKEY

She's Always There (Acuff-Rose, BMI) I'll Baby Sit With You (Cedarwood, BMI)—Capitol 3097 —Huskey is appealing in two entirely different moods here, and both sides should find a lively market.

HACK JOHNSON

Home Sweet Home (P. D.)—Colonial 401—This is a highly unusual country disk on the North Carolina label that introduced Deacon Andy Griffith some time back.

C & W Territorial Best Sellers

For survey week ending March 30

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.

Birmingham

- 1. I Dreamed of a Hillbilly Heaven E. Dean, S & S
2. In the Jailhouse Now, W. Pierce, Dec.
3. Don't Forget, E. Arnold, Vic.
4. Silver Bells, H. Snow & C. Atkins, V.
5. Are You Mine? G. Wright & T. Tall, Fab.
6. Yellow Roses, H. Snow, Vic.
7. If You Ain't Lovin', F. Young, Cap.
8. Hearts of Stone, R. Foley, Dec.
9. Live Fast, Love Hard and Die Young F. Young, Cap.

Charlotte

- 1. In the Jailhouse Now, W. Pierce, Dec.
2. Making Believe, K. Wells, Dec.
3. Live Fast, Love Hard and Die Young F. Young, Cap.
4. Are You Mine? G. Wright & T. Tall, Fab.
5. Yellow Roses, H. Snow, Vic.
6. Kisses Don't Lie, C. Smith, Col.
7. That's All Right, M. Robbins, Col.
8. As Long as I Live R. Foley & K. Wells, Dec.
9. Ballad of Davy Crockett, M. Wiseman, Dot
10. Making Believe, L. Frizzell, Col.

Cincinnati

- 1. In the Jailhouse Now, W. Pierce, Dec.
2. Loose Talk, C. Smith, Col.
3. Making Believe, K. Wells, Dec.
4. Ballad of Davy Crockett M. Wiseman, Dot
5. I Dreamed of a Hillbilly Heaven E. Dean, S & S
6. Live Fast, Love Hard and Die Young F. Young, Cap.

Dallas-Fort Worth

- 1. In the Jailhouse Now, W. Pierce, Dec.
2. Making Believe, K. Wells, Dec.
3. Ballad of Davy Crockett, T. Ernie, Cap.
4. As Long as I Live K. Wells & R. Foley, Dec.
5. That's All Right, M. Robbins, Col.
6. Are You Mine? G. Wright & T. Tall, Fab.
7. Make Believe K. Wells & R. Foley, Dec.
8. One by One, K. Wells & R. Foley, Dec.
9. Silver Bells, H. Snow & C. Atkins, Vic.

Houston

- 1. Making Believe, J. Work, Dot
2. In the Jailhouse Now, W. Pierce, Dec.
3. Daydreaming, J. Newman, Dot
4. Ballad of Davy Crockett, T. Ernie, Cap.
5. Are You Mine? G. Wright & T. Tall, Fab.
6. Forgive Me Dear, F. Young, Cap.

- 7. I'm Gonna Fall Out of Love With You W. Pierce, Dec.
8. More and More, W. Pierce, Dec.
9. Loose Talk, C. Smith, Col.

Memphis

- 1. In the Jailhouse Now, W. Pierce, Dec.
2. Are You Mine? G. Wright & T. Tall, Fab.
3. Yellow Roses, H. Snow, Vic.
4. Ballad of Davy Crockett, T. Ernie, Cap.
5. Live Fast, Love Hard and Die Young F. Young, Cap.
6. More and More, W. Pierce, Dec.
7. Loose Talk, C. Smith, Col.
8. I've Been Thinking, E. Arnold, Vic.
9. Please Don't Let Me Love You H. Williams, M-G-M

Nashville

- 1. Live Fast, Love Hard and Die Young F. Young, Cap.
2. In the Jailhouse Now, W. Pierce, Dec.
3. As Long as I Live R. Foley & K. Wells, Dec.
4. Making Believe, J. Work, Dot
5. That's All Right, M. Robbins, Col.
6. Whose Shoulder Will You Cry On K. Wells, Dec.
7. If You Ain't Lovin', F. Young, Cap.
8. I've Been Thinking, E. Arnold, Vic.
9. Are You Mine? G. Wright & T. Tall, Fab.
10. Loose Talk, C. Smith, Col.

New Orleans

- 1. In the Jailhouse Now, W. Pierce, Dec.
2. Making Believe, K. Wells, Dec.
3. Loose Talk, C. Smith, Col.
4. Live Fast, Love Hard and Die Young F. Young, Cap.
5. Are You Mine? G. Wright & T. Tall, Fab.
6. If You Ain't Lovin', F. Young, Cap.
7. Are You Mine? G. Hill & R. Sovine, Dec.
8. As Long as I Live R. Foley & K. Wells, Dec.
9. Kisses Don't Lie, C. Smith, Col.
10. I've Been Thinking, E. Arnold, Vic.

Richmond, Va.

- 1. In the Jailhouse Now, W. Pierce, Dec.
2. Ballad of Davy Crockett M. Wiseman, Dot
3. One Broken Heart, R. Price, Col.
4. I've Been Thinking, E. Arnold, Vic.
5. Making Believe, J. Work, Dot
6. Live Fast, Love Hard and Die Young F. Young, Cap.
7. Loose Talk, C. Smith, Col.

Reviews of New C & W Records

CARL SMITH

Old Lonesome Times...87 COLUMBIA 21382 — A Billboard "Spotlight" 4-2-'55. (Driftwood, BMI) There She Goes...85 "A Billboard "Spotlight" 4-2-'55. (4 Star Sales, BMI)

VAUGHN HORTON'S PINETOPPERS

Home in the Hills...76 DECCA 29458 — Soloist sings this touching song with much heart. Likely to get good exposure among deejays. Watch it. (Harman, ASCAP) Roly Polka...75 There's the beat and melody to this polka. Vaughn Horton's Pinetoppers have cut a bright side here, one that will grab nickels. (Harman, ASCAP)

JOHNNY BOND

Louisiana Swing...76 COLUMBIA 21383—There's style and sound to this side. It's a zestful ditty, with Johnny Bond's vocal backed by top instrumentation. Swell for boxes. Watch it. (Wooley Western, BMI) Jim, Johnny and Jonas...76 Bond, who wrote the original and current versions of the tune, does the vocal himself here. Disk has nice production, with a chorus for additional effect. (Red River, BMI)

FRED BAKER

I'd Only Make the Same Mistake Again...76 CAPITOL 3091 — Baker warns his sweetheart not to try to patch up their romance, for he'd only be unfaithful again. The singer puts plenty of pathos into this melancholy song, and makes a fine impression. (Milene, ASCAP) I Gotta Do What I Gotta Do...72 Baker is persuasive here, too, as he turns to a light, bouncy tune that requires personality and charm to put over. (Milene, ASCAP)

WILBURN BROTHERS

I Wanna Wanna Wanna...76 DECCA 29459—Fast-tempo country novelty is belted out with style and enthusiasm by the Wilburns. Fine for boxes and jocks. Could take off; so watch it. (Acuff-Rose, BMI) My Heart or My Mind...72 This country weeper presents, in tender terms, the ago-old conflict. The Wilburn Brothers do the vocal in their individual style. (Tannen, BMI)

ROSIE AND RETTA

The Hoot Owl Melody...72 COLUMBIA 21385—An attractively styled novelty to a pleasant guitar and fiddle accompaniment. The beat is a good one for dancing. (4 Star Sales, BMI) I'm Gonna Be Loved Tonight...71 The girls offer another solid side here in this spiritedly harmonized tune. Both make good juke box items. The Latin flavored beat and arrangement here is a bit unusual. (Wooley Western, BMI)

THE TUNESMITHS

There's a Bottle Where She Used to Be...75 COLUMBIA 21386—This will draw tears and yocks, depending upon who hears it. The vocal and instrumentation is strong, and the side is likely to get good exposure. (Driftwood, BMI) Oh Stop!...73 A change of pace from the flip. This is a fast, driving ditty with lots of beat. (Ridgeway, BMI)

DOT AND SMOKEY

Contact...74 M-G-M 11969—An appealing girl-boy duet on a bouncy novelty with clever lyrics about an "electric" romance. Good juke wax. (Acuff-Rose, BMI) Blue Eyes Crying in the Rain...70 A nice vocal performance on an effective weeper. (Milene, ASCAP)

LITTLE JIMMY DICKENS

Salty Boogie...74 COLUMBIA 21384 — Little Jimmy Dickens' in good vocal form for this country boogie. Smart lyrics and a lively beat. (Showcase, BMI) A Ribbon and a Rose...74 Little Jimmy belts out a country weeper here. There's plenty of sentiment. (Continued on page 46)

St. Louis

- 1. In the Jailhouse Now, W. Pierce, Dec.
2. Would You Mind, H. Snow, Vic.
3. Cattle Call, S. Whitman, Imp.
4. Live Fast, Love Hard and Die Young F. Young, Cap.
5. Let Me Go, Lover, H. Snow, Vic.
6. More and More, W. Pierce, Dec.
7. Kisses Don't Lie, C. Smith, Col.

Best Sellers in Stores

For survey week ending March 30

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes records like 'IN THE JAILHOUSE NOW', 'MAKING BELIEVE', 'LIVE FAST, LOVE HARD, AND DIE YOUNG'.

Most Played in Juke Boxes

For survey week ending March 30

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes records like 'IN THE JAILHOUSE NOW', 'I'M GONNA FALL OUT OF LOVE WITH YOU', 'I'VE BEEN THINKING'.

Most Played by Jockeys

For survey week ending March 30

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.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes records like 'IN THE JAILHOUSE NOW', 'ARE YOU MINE?', 'LOOSE TALK'.

Beginning With This Issue...

All national retail and juke box charts now list records in positions earned by combining survey reports on both sides of the disk, whenever significant action is reported on both sides. "TWO-SIDED" RECORDS have both sides listed in bold type, with the leading side on top.

JIMMY WORK singing "MAKING BELIEVE" Dot 1221



# The Billboard Music Popularity Charts

# RHYTHM & BLUES RECORDS

## • Best Sellers in Stores

For survey week ending March 30

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Rank	Weeks on Chart
<b>1. PLEDGING MY LOVE (BMI)—J. Ace</b> No Money (BMI)—Duke 136	1	12
<b>2. WALLFLOWER (BMI)—E. James</b> Hold Me, Squeeze Me (BMI)—Modern 947	2	8
<b>3. I'VE GOT A WOMAN (BMI)—R. Charles</b> COME BACK (BMI)—Atlantic 1050	3	11
<b>4. MY BABE (BMI)—Little Walter</b> Thunder Bird (BMI)—Checker 811	4	5
<b>5. FLIP, FLOP AND FLY (BMI)—J. Turner</b> Ti-Ri-Lee (BMI)—Atlantic 1053	7	3
<b>6. CLOSE YOUR EYES (BMI)—Five Keys</b> Doggone It, You Did It (BMI)—Cap 3032	6	5
<b>7. TWEEDLE DEE (BMI)—L. Baker</b> Tomorrow Night (BMI)—Atlantic 1047	8	13
<b>8. EARTH ANGEL (BMI)—Penguins</b> Hey, Senorita (BMI)—Dootone 348	5	17
<b>9. YOU DON'T HAVE TO GO (BMI)—J. Reed</b> Boogie in the Dark (BMI)—Vee Jay 119	10	6
<b>10. WHAT'CHA GONNA DO? (BMI)—Drifters</b> Gone (BMI)—Atlantic 1055	14	2
<b>11. SINCERELY (BMI)—Moonglows</b> Tempting (BMI)—Chess 1581	12	19
<b>12. DON'T YOU KNOW? (BMI)—F. Domino</b> Helping Hand (BMI)—Imperial 5340	15	4
<b>13. LONELY NIGHTS (BMI)—Hearts</b> Oo-Wee (BMI)—Baton 208	11	3
<b>14. BLUE VELVET (BMI)—Clovers</b> If You Love Me (BMI)—Atlantic 1052	—	1
<b>15. JOHNNY HAS GONE (BMI)—V. Dillard</b> So Many Ways (BMI)—Savoy 1153	9	7

## • Most Played in Juke Boxes

For survey week ending March 30

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Rank	Weeks on Chart
<b>1. PLEDGING MY LOVE (BMI)—J. Ace</b> No Money (BMI)—Duke 136	1	10
<b>2. I'VE GOT A WOMAN (BMI)—R. Charles</b> COME BACK (BMI)—Atlantic 1050	3	11
<b>3. EARTH ANGEL (BMI)—Penguins</b> Hey, Senorita (BMI)—Dootone 348	2	16
<b>4. WALLFLOWER (BMI)—E. James</b> Hold Me, Squeeze Me (BMI)—Modern 947	4	6
<b>5. MY BABE (BMI)—Little Walter</b> Thunder Bird (BMI)—Checker 811	5	4
<b>6. FLIP, FLOP AND FLY (BMI)—J. Turner</b> Ti-Ri-Lee (BMI)—Atlantic 1053	6	3
<b>7. WHAT'CHA GONNA DO? (BMI)—Drifters</b> Gone (BMI)—Atlantic 1055	8	2
<b>8. TWEEDLE DEE (BMI)—L. Baker</b> Tomorrow Night (BMI)—Atlantic 1047	7	13
<b>8. JOHNNY HAS GONE (BMI)—V. Dillard</b> So Many Ways (BMI)—Savoy 1153	9	4
<b>10. YOU DON'T HAVE TO GO (BMI)—J. Reed</b> Boogie in the Dark (BMI)—Vee Jay 119	—	4

## • Most Played by Jockeys

For survey week ending March 30

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	Rank	Weeks on Chart
<b>1. WALLFLOWER—E. James</b> Modern 947—BMI	2	8
<b>2. PLEDGING MY LOVE—J. Ace</b> Duke 136—BMI	1	12
<b>3. MY BABE—Little Walter</b> Checker 811—BMI	5	5
<b>4. EARTH ANGEL—Penguins</b> Dootone 348—BMI	3	12
<b>5. I'VE GOT A WOMAN—R. Charles</b> Atlantic 1050—BMI	8	12
<b>6. COME BACK—R. Charles</b> Atlantic 1050—BMI	5	10
<b>7. SINCERELY—Moonglows</b> Chess 1581—BMI	4	12
<b>8. CLOSE YOUR EYES—Five Keys</b> Cap 3032—BMI	7	6
<b>9. WHAT'CHA GONNA DO?—Drifters</b> Atlantic 1055—BMI	—	2
<b>10. YOU DON'T HAVE TO GO—J. Reed</b> Vee Jay 119—BMI	—	1
<b>11. FLIP, FLOP AND FLY—J. Turner</b> Atlantic 1053—BMI	15	4
<b>12. MOST OF ALL—Moonglows</b> Chess 1589—BMI	—	1
<b>13. TWO HEARTS—Charms</b> DeLuxe 6065—BMI	12	2
<b>14. DON'T YOU KNOW?—F. Domino</b> Imperial 5340—BMI	—	2
<b>14. TWEEDLE DEE—L. Baker</b> Atlantic 1047—BMI	9	11

## • This Week's Best Buys

**UNCHAINED MELODY (Frank, ASCAP)—Roy Hamilton—Epic 9102**  
See "This Week's Best Buys" in the pop record section.

**THE DOOR IS STILL OPEN (Berkshire, BMI)—The Cardinals—Atlantic 1054**

This disk has been building solidly during the past month into one of the steadiest sellers around currently. With few exceptions, all sales territories have been reporting good, consistent profits on this record. Now on the New York territorial chart, the disk still seems to have much untapped potential. Flip is "Misirlou" (Colonial, BMI). A previous Billboard "Spotlight" pick.

**CHOP CHOP BOOM (Pamlee, BMI)—The Dandeliers—States 147**

Here is a "sleeper" that has been taking territory after territory by storm. St. Louis and Cincinnati report it this week among their top 10 records. New York, Chicago, Baltimore, Pittsburgh, Cleveland and Detroit also indicated immediate action upon introduction of this disk in their areas. Flip is "My Autumn Love" (Pamlee, BMI).

## • Review Spotlight on... RECORDS

### LAVERN BAKER

**That's All I Need (Raleigh, BMI)**  
**Bop-Ting-a-Ling (Progressive, BMI)—Atlantic 1057**  
Here's one that conceivably could top the thrush's current smash "Tweedle Dee." Both sides are potent, with "That's All I Need" very likely to score in the pop field as well as in r.&b. It's a strongly produced rhythm ballad, with effective chorus and orking. "Bop" is a lively item with a Latin rhythm that's an obvious follow-up in the "Tweedle Dee" idiom.

### DINAH WASHINGTON

**If It's the Last Thing I Do (Crawford, ASCAP)**  
**I Diddie (Westbury, BMI) — Mercury 70600** — Dinah's forceful, sincere thrashing comes over in an extremely likely, contrasting pair of productions. "If" is a great ballad that should get heavy jock and juke play in pop and r.&b. markets. The flip is a rocking rhythm with catchy nonsense syllables and a truly happy feeling.

### THE MIDNIGHTERS

**Why Are We Apart (Jay and Cee, BMI)—Federal 12220**  
—The group has its strongest side in some time here. It's a ballad, with an especially penetrating job by the fine lead singer, and full group backing that keeps a strong pulse and never lets down. Flip is a provocative shouter, "Switchie Witchie Titchie" (Jay and Cee, BMI).

## • R & B Territorial Best Sellers

For survey week ending March 30

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	Los Angeles
1. What'cha Gonna Do? Drifters, Atl.	1. Pledging My Love, J. Ace, Duk.
2. My Babe, Little Walter, Che.	2. Blue Velvet, Clovers, Atl.
3. Wallflower, E. James, Mod.	3. I've Got a Woman, R. Charles, Atl.
4. Flip, Flop, Fly, J. Turner, Atl.	4. Sincerely, Moonglows, Chs.
5. Jailbird, S. Lewis, Imp.	5. Tweedle Dee, L. Baker, Atl.
6. You Don't Have to Go, J. Reed, VJ	6. My Babe, Little Walter, Che.
7. Tweedle Dee, L. Baker, Atl.	7. Strange, Fats Domino, Imp.
8. Mama, Dinning Sisters, Ess.	8. Wallflower, E. James, Mod.
9. Strange, Fats Domino, Imp.	9. Earth Angel, Penguins, Dtn.
	10. Loving You, L. Fulson, Che.
Balti.-Wash.	New Orleans
1. Close Your Eyes, Five Keys, Cap.	1. Flip, Flop, Fly, J. Turner, Atl.
2. Pledging My Love, J. Ace, Duk.	2. Pledging My Love, J. Ace, Duk.
3. Lonely Nights, Hearts, Btn.	3. Wallflower, E. James, Mod.
4. Wallflower, E. James, Mod.	4. My Babe, Little Walter, Che.
5. My Babe, Little Walter, Che.	5. What'cha Gonna Do? Drifters, Atl.
Charlotte	Philadelphia
1. Wallflower, E. James, Mod.	1. Lonely Nights, Hearts, Btn.
2. Pledging My Love, J. Ace, Duk.	2. Pledging My Love, J. Ace, Duk.
3. Flip, Flop, Fly, J. Turner, Atl.	3. Close Your Eyes, Five Keys, Cap.
4. What'cha Gonna Do? Drifters, Atl.	4. Wallflower, E. James, Mod.
5. My Babe, Little Walter, Che.	5. Most of All, Moonglows, Chs.
6. Close Your Eyes, Five Keys, Cap.	6. Come Back, R. Charles, Atl.
7. I've Got a Woman, R. Charles, Atl.	St. Louis
8. Johnny Has Gone, V. Dillard, Sav.	1. My Babe, Little Walter, Che.
9. Stinky Little Thing, Midnighters, Fed.	2. Close Your Eyes, Five Keys, Cap.
10. Tweedle Dee, L. Baker, Atl.	3. Pledging My Love, J. Ace, Duk.
Chicago	4. I've Got a Woman, R. Charles, Atl.
1. I've Got a Woman, R. Charles, Atl.	5. You Don't Have to Go, J. Reed, VJ
2. Tweedle Dee, L. Baker, Atl.	6. Wallflower, E. James, Mod.
3. Pledging My Love, J. Ace, Duk.	7. Flip, Flop, Fly, J. Turner, Atl.
4. Earth Angel, Penguins, Dtn.	8. Chop Chop Boom, Dandeliers, Sig.
5. My Babe, Little Walter, Che.	9. Most of All, Moonglows, Chs.
Cincinnati	
1. Chop Chop Boom, Dandeliers, Sig.	
2. Pardon My Tears, Moroccos, Uni.	
3. I've Got a Woman, R. Charles, Atl.	
4. Pledging My Love, J. Ace, Duk.	
5. That's All I Want From You D. Washington, Mer.	
Detroit	
1. Wallflower, E. James, Mod.	
2. I've Got a Woman, R. Charles, Atl.	
3. My Babe, Little Walter, Che.	
4. Unchained Melody, A. Hibbler, Dec.	
5. Pledging My Love, J. Ace, Duk.	
6. You Don't Have to Go, J. Reed, VJ	
7. Most of All, Moonglows, Chs.	
8. Johnny Has Gone, V. Dillard, Sav.	
9. Loving You, L. Fulson, Che.	

## Beginning With This Issue...

All national retail and juke box charts now list records in positions earned by combining survey reports on both sides of the disk, whenever significant action is reported on both sides. "TWO-SIDED" RECORDS have both sides listed in bold type, with the leading side on top. The Chart Comments feature this week describes relative changes in chart positions due to this innovation. A story on the first music page explains the move in detail.

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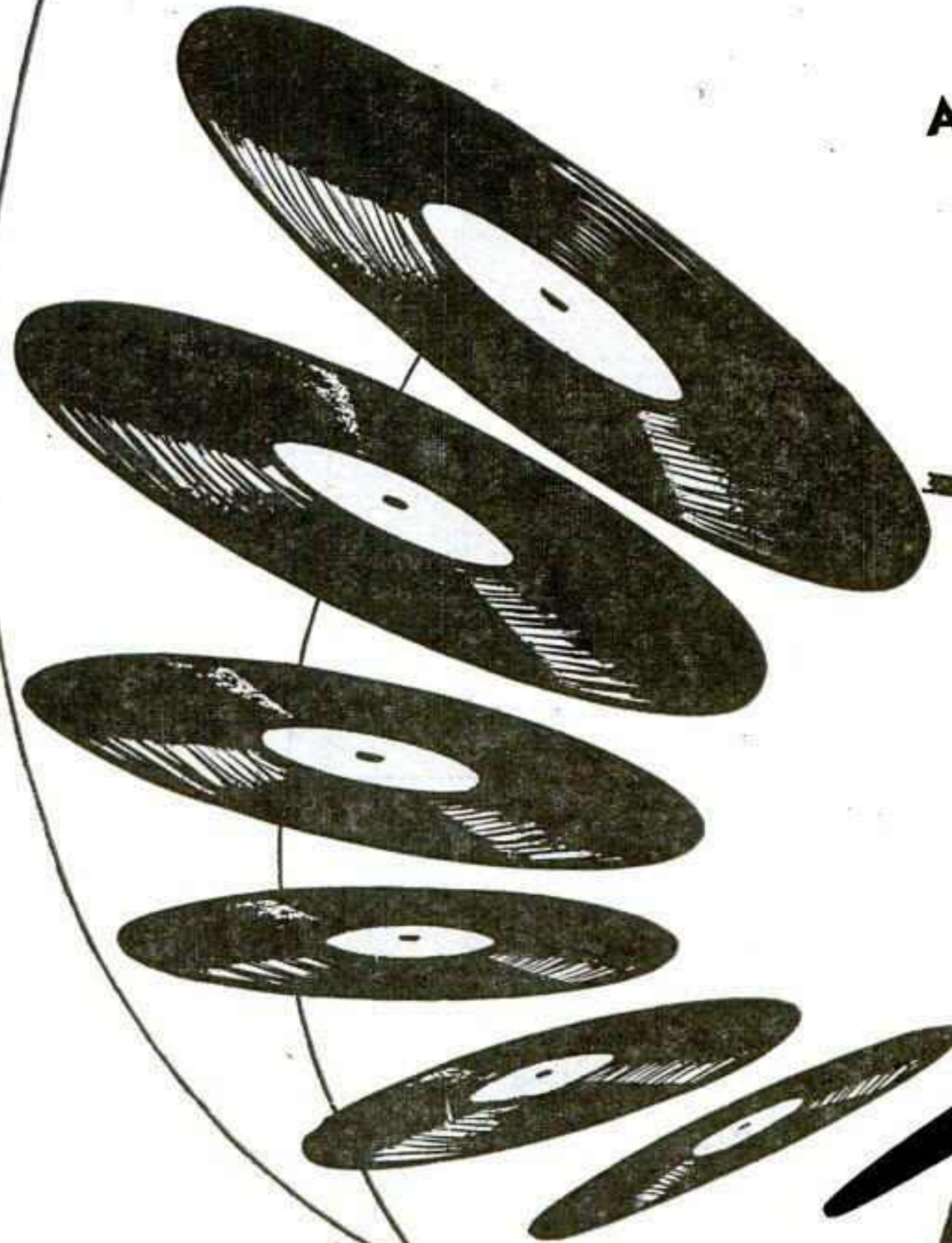
# La Vern Baker

**"THAT'S ALL I NEED"**

and

**"BOP-TING-A-LING"**

ATLANTIC  
1057



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Reviews of New R & B Records

BO DIDDLEY
Bo Diddlee...87
CHECKER 814-A Billboard "Spotlight" 4-2-'55. (Arc, BMI)
I'm a Man...86
A Billboard "Spotlight" 4-2-'55. (Arc, BMI)
WILLIE MABON
Come On, Baby...85
CHESS 1592 - A Billboard "Spotlight" 4-2-'55. (Arc, BMI)
I Feel So Good...84
A Billboard "Spotlight" 4-2-'55. (Arc, BMI)
FLOYD DIXON
Is It True?...85
CAT 114-A Billboard "Spotlight" 4-2-'55. (Progressive, BMI)
Hey, Bartender...82
A Billboard "Spotlight" 4-2-'55. (Progressive, BMI)
THE NUTMEGS
Story Untold...80
HERALDS 452-The group has a good ballad here and makes the most of it. The performance is knowingly and expertly projected. This side could break thru if pushed with energy. (Rush, BMI)
Make Me Lose My Mind...75
She's got a strong hold but isn't giving full satisfaction, wait the boys in this good, steady-beat chant. (Rush, BMI)
THE SHEIKS
Walk That Walk...80
CAT 116-Clever opus describes the effect that the gal's walk has on male onlookers. It's delivered joyfully, and its infectious spirit should insure good reception in the market. (Progressive, BMI)
The Kissing Song (Sweetie Lover)...74
Kissing sounds are the gimmicks that hand this effort a novelty effect. A romantic rocker that could pull juke coin. (Progressive, BMI)
SONNY KNIGHT
Keep A-Walkin'...77
SPECIALTY 547-Carefree chant by Sonny Knight is backed strongly by a vocal group and ork. The beat is happy and the spirit gay. This one could do some business. (Venice, BMI)
Baby Don't Want Me...74
This one is a ballad, right in the current groove. It, too, should pull spins. (Venice, BMI)
CHARLIE WHITE AND THE PLAYBOYS
Honey Bun...74
CAT 115-She's just right for him, warbles White to rhythm backing by the group. A good performance.

VEE-JAY 133
"STRANGE GIRL"
b/w
"SHE'S FIVE FEET THREE"
by L. C. MCKINLEY
VEE-JAY 131
"DON'CHA GO"
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(Progressive, BMI)
Good Golly Miss Molly...73
This one also is a rhythm hymn to a lady's charms. Also energetically projected. Should get spins. (Progressive, BMI)
PRESTON LOVE ORK
A Man Goin' Crazy...74
FEDERAL 12216 - This side has plenty of sock rhythm and drive, and, tho billed as an instrumental, the group vocal by the band is standout work. Should get juke play. (Gallo, BMI)
Boom Diddy Wawa Baby...72
The Love Bugs, a boy and girl vocal duo, provide a personable blend on an amusing novelty with an infectious beat. (Gallo, BMI)
ERNESTINA
Don't Ever Let Me Go...74
JAY-DEE 800-The husky voice of the singer exerts a strong hold on her lover, it would seem--and probably on many listeners. She certainly is seductive, and over the solid beat here makes a fine impression. (Beacon, BMI)
Special Delivery...69
The contents of a letter turn Ernestina mighty blue, and she turns on the tears like a faucet. If anything, she gets a little carried away by the material, so that it's difficult to sustain a high pitch of interest all the way thru. (Beacon, BMI)
VICKY LEE
Goin' Back Home to Mama...74
SPECIALTY 546-She's going back home because that's where she's appreciated, warbles Vicky Lee in this rhythmic item. (Venice, BMI)
Tears Keep A-Fallin'...69
Miss Lee shows good vocal control in this big performance of a sad blues. A listenable performance. (Venice, BMI)
BOOGIE McCAIN
Love to Make Up...73
TRUMPET 231 - A Southern style disk cast in a traditional blues idiom. Instrumental portions are very exciting, but lyrics verge on the risque. Air play will be limited. (Globe, BMI)
Stay Out of Automobiles...73
Another side in doubtful taste, which is unfortunate because McCain does a very good job. (Globe, BMI)
THE TWILIGHTERS
It's True...73
SPECIALTY 548-The group sings the ballad with sincerity and feeling. They produce a nice sound, and the slicing could build in favor with exposure. (Venice, BMI)
Wah-Bop-Sh-Wah...69
The brisk beat is the main attraction here, as the group chants a confused vocal. Okay for dancing. (Venice, BMI)
J. J. JONES
Night Train Mambo...72
SPECIALTY 549-This is the old Jimmy Forrest hit dressed up with a Latin beat. Rhythm is all in this instrumental, for little else is "happening." As a dance side, however, that may be more than enough. (Pan-Lee, BMI)
After Hours Mambo...71
Another old favorite treated in similar manner. While there is little style here, there is a good churning beat that will serve its purpose for dancers. (Popular, ASCAP)
RUFUS GORE
Firewater...72
KING 4788-An exuberant waxing of a spirited Southern blues, with Gore warbling in a personable fashion. (Jay & Cee, BMI)
Ghost Walk...70
Tenor sax man Gore has an attractive instrumental here, which should fare well with juke. (Jay & Cee, BMI)
OTIS BLACKWELL
My Poor Broken Heart...71
JAY-DEE 802-Blackwell warbles with sincerity and feeling on a compelling weeper, with an insistent rhythm. (Beacon, BMI)
You Move Me, Baby...70
A personable reading of a fast-moving rhythm tune with a catchy beat. (Beacon, BMI)
STORMY HERMAN
Bad Luck...71
DOOTONE 358-The singer thinks he is jinxed because of his unending misfortunes. This is an effective Southern blues backed with wailing harmonica and rhythm that will do particularly well in that market. (Dootsie Williams, BMI)
The Jitterbug...70
Herman gives his girl some good advice in this clever and very humorous piece of material. Also in Southern style, it is so well done that it could do well in some territories outside the South, too. (Dootsie Williams, BMI)
SUE ALLEN AND OSCAR BLACK
Be My Baby...71
GROOVE 102-Duo gives a forceful reading of an item that doesn't stand out particularly. (Time, BMI)
Ala'n Nobody Home But Me...70
The rock side offers a routine variation on an old familiar idea. (Time, BMI)
BIG MAYBELLE
Don't Leave Poor Me...70
OKEH 7053-Authentic sound and flavor to Big Maybelle's vocal on this side. (Dover, BMI)
Ain't No Use...70
Ditto this bluesy side. (Forshay, BMI)
THE HARRIS SISTERS 6
We've Been Walkin' All Night...70
CAPITOL 13601 - The three girls sing with verve and appropriate bounce on a catchy r.&b. ditty which

Reviews of New C & W Records

Continued from page 43
ment and tender passion on this wax. (Aceff-Rose, BMI)
NORVIN KELLY
You Can't Make Me Live With the Blues...72
COLUMBIA 21381-Kelly lets his girl know that if she isn't going to be true, then neither will he. The singer turns in a smooth job on this bouncy ditty. (Riley, BMI)
I'm Back in Your Arms Again...68
Here the singer is in love and happy. Kelly makes a pretty thing out of this light-hearted opus.
JUNE CARTER
Leftover Loving...71
COLUMBIA 21380-Here's a bright novelty, with cute lyrics and a good vocal by June Carter. (Starrite, BMI)
He Don't Love Me Any More...67
A slow-tempo country weeper. Adequate. (Blackwood, BMI)
JIMMY LEE AND WAYNE WALKER
Lips That Kiss So Sweetly...74
CHESS 4863-Weeper about a gal's duplicity has the warbler wondering about how it can be. A fine rendition, and the waxing should do well in the country market. (BMI)
Love Me...70
Rapid-patter ditty is sung cheerfully by the duo. Backing is bright, too. (BMI)
MICK WOODWARD
Hot Rod Race Navy Style...74
UNIVERSAL SHERATON 1007
Boat-straddling country buyers should get a big charge out of this one. Actually, it could get some pop play. Woodward recites it in the style of the original "Hot Rod Race" click, which keeps right on selling after all these years. (Hayloft, BMI)
I'm Gonna Sit Right Down and Cry...68
Woodward offers a country-styled warble to the Thomas-Biggs r.&b. item. He shows a pleasant, warm manner, but force is lost in lackluster recording. (Sunbeam, BMI)
DON REMO, RED SMILEY
Charlotte Breakdown...73
KING 1458-Fast country instrumental suitable for deejays and ops. Band, the Tennessee Cutups, is a lively group. (Lois, BMI)
It's Grand to Have Someone to Love You...73
This lyric expresses one of our most popular sentiments. It's belted out by Don and Red in sincere style. (Lois, BMI)
BUD HOBBS AND HIS TRAIL HERDERS
I'm Gonna Set You Free...72
M-G-M 11964-An effective reading of a moving weeper with standout lyrics, which should garner some juke and juke play. (Wooley Western, BMI)
Louisiana Swing...70
A jaunty-paced little ditty gets a spirited, happy vocal treatment and a good beat. (Wooley Western, BMI)
BILLY JACK WILLS
Red Mittens...69
M-G-M 11966-A sincere warbling job on an appealing ballad about a guy who mourns a gal who wears red mittens over a wedding ring given her by another. This should grab some coin. (Rogers & Van Buren, BMI)
There's Good Rocking Tonight...67
A fast paced r.&b. flavored disk, which may be too r.&b. styled to find

should fare well in juke. (Fisher, ASCAP)
Kissin' Bug...69
Same comment. (Gallo-Otis, BMI)
CANDY RIVERS
You Are the One...70
FLIP 302-The canary sings a rather slow-paced ballad with lush warmth and appealing sincerity. (Limax)
Mambo Baby Tonight...68
Another good performance by the thrush with okay mambo backing by the Falcons, a vocal group. (Limax)
THE MELLOWS
I Still Care...70
JAY-DEE 801-After the fine showing on their last record, r.&b. fans will be looking forward to this latest release by Lillian Leach and the Mellows. It has a quiet but solid beat and a tearful reading by Miss Leach. (Beacon, BMI)
I Was a Fool to Let You Go...66
The singer is brokenhearted over a lost love, and she makes you believe it. Unfortunately, here the material is not as effective as Miss Leach's handling of it. (Joe Davis, ASCAP)
BILL JENNINGS QUARTET
Sophisticated Lady...69
KING 4786-Outstanding guitar solo work by Jennings on a fine instrumental version of the Ellington oldie. Jocks and juke should spin. (Mills, ASCAP)
633-Knock...68
Tasteful guitar solo work highlights this attractive instrumental. (Billface, BMI)
THE RIVILEERS
Little Girl...69
BATON 209-In an up-tempo item, the group proves far superior to its material. (Dare, BMI)
Don't Ever Leave Me...65
Good group does all that it can with a very long-winded piece of material. (Dare, BMI)
BILLY FORD COMBO
Stop Lyin' on Me...68
JOZ 775 - Fair side. Combo is relaxed and gets a beat. (Cue, BMI)
A String of Pearls...66
This r.&b. version of the instrumental is interesting, but doesn't quite come off. (Mutual, ASCAP)

favor in the c.&w. market, but if accepted, it could do business on juke. (Four Star, BMI)
FREDDIE HART
Oh, Heart Let Her Go...69
CAPITOL 3090-He wants to let her go, but his heart refuses. It's a fairly moving weeper in Hart's sobbing rendition. Should get moderate spinning. (Central, BMI)
Miss Lonely Heart...67
Warbler hands advice to a self-designated wallflower. Undercurrent of sadness lends weeper appeal, tho not in a large enough dose. (Central, BMI)
FRANKIE MILLER
You're Crying on My Shoulder Again...70
COLUMBIA 213..78-Another Miller original, this is a tuneful weeper. The chanter's sincere delivery ought to win this some exposure. (Ridgeway, BMI)
You Don't Show Me Much...68
Frankie Miller has penned a bright bouncer, and he projects it well to nice string backing. (Ridgeway, BMI)
JACK FORD
Teach Me to Love...68
CHESS 4864-Romantic weeper is sung feelingly. Easy listening here. (BMI)
Yankee Dime...64
Simple little ditty is chanted easily by Ford. (BMI)

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Sacred
THE CHUCK WAGON GANG
In the Garden...74
COLUMBIA 21379-Familiar sacred opus is sung with gentle warmth. It will appeal to many and should do real well in Bible Belt outlets. (Robbins, ASCAP)
In My New Home...73
Here the group handles a rhythmic

Number of Releases This Week

Table with columns: Label, Pop, C&W, R&B. Lists various record labels and their release counts for the week.

effort gracefully. Another attractive side. (Stamps Quartet)

Spiritual
BELLS OF JOY
Since Jesus Changed This Heart of Mine...79
PEACOCK 1738-The group exults in the changes that have taken place since Jesus came into their lives. A fast, happy selection that finds the group in unusually good form. An excellent buy in this field.
It Will Soon Be Over...75
With solemn deliberation, the Bells of Joy anticipate what it will be like when all their earthly troubles are over and they are called home to God. A moving side that beautifully complements the flip.

Jazz
TURK MURPHY AND HIS JAZZ BAND
South
COLUMBIA 40466-Benny Moten's original Victor waxing of this tune, from the late 1920's, is an all-time box hit, and Les Paul's version is current. This unpretentious Dixie version could cash in moderately, tho it's not captivating as jazz. (Peer, BMI)
Hard-Hearted Hannah...62
Murphy shouts a coarse-grained vocal on the oldie, a Dixieland-styled period piece that lacks single-disk sales appeal. (Advanced, ASCAP)

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# BURLESQUE BITS

By UNO

Dorian Dennis, who styles herself "Miss French Riviera" to reinforce the possession of two French poodles, Buttons and Pechena, has been approached by Paramount Studio scouts for a test reading of the pic "Arsenic and Old Lace." If she passes the exam, it will be her initial try at pix after many feature engagements in theaters and niteries. . . . **Bob Ferguson**, comic, and **Mary Murray**, his able straight woman, wound up a Hirst circuit tour and returned to Detroit to reopen their recently acquired confectionery store labeled "Ferguson's Corner Store." . . . **Nanette Hall**, billed as "The Parisian Pippin," closed at the Adams, Newark, N. J., and opened a limited engagement at the new Metro-nome niterie in New York March 28. . . . **Jack Howard**, old-time burly and legit principal, is in the Veterans' Hospital, New York, about to undergo surgery. . . . City officials in San Antonio have named a street the Marlane Drive in honor of Marlane, the "Texas Glamour Girl," recently gifted by her mother with land and a home there and on which she plans to present shows. The spot is called Diamond Point and located on Route 90. Another prized possession for Marlane is her own purchase of a 1955 house trailer for road tours. . . . **Bobbie Brown**, of Chicago, besides being a theatrical press agent, a manager of top exotics and head of an enterprise org. is also the national prexy and founder of fan clubs, among them being, as he writes, those for **Tempest Storm**, **Jennie Lee**, **Irma the Body**, **Lynn O'Neil**, **Flash O'Farrell** and **Princess Tira**. . . . **Josephine Valli** and her "Dance of Desire" followed **Monica Lind** into the Casino, Toronto, last week.

Trudine, feature, and **Carol LeClaire**, co-feature, played mother and godmother respectively at a christening backstage of the Hudson, Union City, N. J., during week of March 26. The star at the party was **Trinket**, a French poodle, a replacement for **Petite**, another mascot of the same specie who died a few weeks ago. . . . **Johnny (Banjo) Hudgins**, internationally known as a comedian and a dancer, is in his fourth month at the Little Cotton Club, Carterett, N. J. . . . **Shelia Dawn**, exotic dancer, after a week at the Turf Inn, Troy, N. Y., and another at the Grand, St. Louis, opened April 1 for two weeks at the Riviera Club in Utica, N. Y. . . . Boston's Real Estate Property Board rang down the curtain on the Howard Athenaeum, known nationally as the Old Howard. Replacement will be an off-street parking garage for 1,800 cars. For the past year the house has been running vaude and pix without much success. Since 1923, when burly became the policy, it had been the target of the local Watch and Ward Society that succeeded in closing the doors for one month in 1953 when it lost the license. The building first opened in 1843 as the Millerette Tabernacle, but in 1846 it was taken over as a theater. That same year it was destroyed by fire. From the profits of a local brewery it was rebuilt and in 1847 housed the first Italian opera in America. It continued thru the years as a theater and vaude house presenting the greats of the stage. During 52 of these years **Col. Rufus A. (Al) Somerby** rose from ticket taker to owner-manager. Only the Casino across the street on Scollay Square remains with burly.

# HOCUS-POCUS

By BILL SACHS

**THE ROBERTS**, Lucille and **Eddie**, began a week's stand Monday (4) at the Airport, Pittsburgh, and follow that with a hop to Miami Beach, Fla., for an April 15 opening at the Saxony Hotel. . . . **Deward Lindsey**, Alhambra, Calif., president of the International Guild of Prestidigitators, Inc., advises that sleight-of-hand performers desiring to form IGP lodges in their respective territories may obtain further information by writing to **Julie Atterbury**, secretary, IGP Lodge, No. 1, 119 North Lima Street, Sierra Madre, Calif. . . . **Harvey Long**, who dropped his pro status as a magician some time ago to enter commercial lines, is now associated with TV Guide magazine as regional editor for the Washington State edition, with headquarters in Seattle. On April Fool's Day, Long appeared on KING-TV, Seattle, as an expert on one of the station's vocational programs called "So You Want to Be," which covers the various vocations, trades and professions. It is aimed at teen-agers who ask the expert the five W's of the expert's chosen life work. In his part in the show, in which he represented the magic profession, Long performed various types of magic, played down the

vocational opportunities in the field (!), explained booking problems, etc. Locally, Long ties in magic and TV Guide for frequent guest shots on local live shows, which he says has helped much in putting the mag across in his area. . . . **Reggie Lawrence**, of Galveston, Ind., professionally known as **Mysterious Lawrence**, was recently elected president of the Hoosier Houdinis, Lafayette, Ind. He succeeds **Kenneth Myers**, Sweetser, Ind., past president and founder of the organization. Other officers chosen were **Byron Hart**, Bluffton, vice-president; **Freddie Smart**, Marion, secretary, and **William D. Lively**, Gas City, treasurer.

**COMMENTING** on **Bob Nelson's** recent suggestion here, that **Kenton, O.**, be chosen as a site for a national magic shrine, to be promoted by the International Brotherhood of Magicians, **George Marquis (Marquis the Magician)** has the following to say: "Noted **Bob Nelson's** excellent suggestion for a permanent museum of magical memories. **Kenton** would make a wonderful town for nostalgic revel of we old-timers who would take time to go there because of the great and near-greats who left a magical aura over the hometown of the late **W. W. Durbin**. However, I believe that a metropolitan center, such as Cincinnati, richer in show lore than any town in America, should be the permanent home of such a place. Not only magic, but the drama, the circus and all show fields that have been served by **The Billboard** should be represented." . . . **Ted Lloyd**, of San Antonio, has inaugurated a new daily hour-and-a-half television show, beginning at 5 p.m., on WJBK-TV, Detroit. Seg, billed as "Sagebrush Shorty and His Circle 2 Theater," is directed at all age groups. . . . May issue of **Bold**, pocket-size pictorial magazine, has **Bob Nelson**, of the Nelson Enterprises, Columbus, O., as the subject of an article titled **Spooks for Sale**. While no credit is given, piece was written by **Bruce Elliott**. It spreads over six pages, including three and a half pages of pix.

# AGENT

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# FOLK TALENT AND TUNES

Continued from page 42

World Needs,' b/w 'I Can Dream, Can't I?' shows good signs of kicking off all over, from reports. **Jim Wilson's** record, 'Dear Mom,' is a great thing. I just hope it isn't overlooked in the rush. **Tommy Sands'** 'Somethin's Bound to Go Wrong' is doing great on requests." **Collie** added that **Arlie Duff** worked the "Grand Prize Jamboree" in Houston, March 5. "Pecos City Jamboree," held in the City Auditorium, Pecos, Tex., every other week, is featuring local talent plus name attractions, according to **Jim Lundquist**, folk deejay at KIUN, Pecos. **Lundquist**, who does an early-morning show and an hour-and-a-half of country & western material in the afternoon over KIUN, emcees the "Jamboree." . . . **Ted Rains (Decca)** stopped off for a visit with **Mike Michael** at KDMS, El Dorado, Ark., March 11. Two of **Rains' Decca** releases out are "There's Nothing I Won't Do" b/w "If You Stop Loving Me." Also stopping by **Michael's** desk recently were **Dave Houston (Imperial)** and **Tillman Franks**. **Houston** left his cutting of "Blue Prelude" b/w "I'm Sorry I Made You Cry."

**Claude Fewell**, ex-side man with **Bob Wills**, played "The Red Headed Stranger," by **Arthur Smith**, recently over **KNEW**, **Hobbs, N. M.**, and says he's been getting calls for it ever since. The "Oil Patch Jamboree," which **Fewell** emcees, started out as a 30-minute show, but had to extend to an hour after two weeks because of demand. Show uses local pro and amateur talent. . . . **Shorty Long's (WPAZ, Pottstown, Pa.)** Santa Fe Ranch, located three miles east of Reading, Pa., will open **Mother's Day**, May 8, and operate every Sunday and holiday until late October. Spot will feature **Long's Santa Fe Rangers** and other top country & western talent plus vaude acts. **Long's Santa Fe Inn** features c.&w. entertainment from October to **Mother's Day**, three nights weekly, for dining and dancing.

**Larry Dexter (Republic), WRHC, Jacksonville, Fla.**, is emceeing a new jamboree, "Silver Bell Round-Up," which originates from the American Legion Hall in downtown Jacksonville. Show, which is broadcast over **WRHC**, comprises two hours of records and three hours of live talent. The latter portion includes such artists as **Sandy Ford** and the **Range Dusters**, **Ken Clark** and **His Merry Mountain Boys**, **Bud Morrison**, the **Twilight Troubadors**, and **Henry Ford** and the **Melody Boys**. **Dexter**, besides emceeing, vocals **Republic** releases on the jamboree. . . . **Roy Hines** is working a new all-request show, "Roy Sings," over **WPAG, Ann Arbor, Mich.**, besides a regular record stint, "Roy's Round-Up." **Hines** is skedded to work several shows soon with **Casey Clark**, and also has dates coming up with **Texas Bill and His Playboys** in **Coldwater, Jonesville, Hillsdale, Milan and Jackson, all in Michigan.**

According to deejay **Bob Helton, WMGY, Montgomery, Ala.**, has added a new hillbilly program, the "Dixie Hayride," which airs for an hour and 45 minutes each Saturday afternoon, at 12:15. . . . **Jesse Rogers** stopped by **Linda Lou Stone's WHGB** studio in **Harrisburg, Pa.**, recently to plug his latest M-G-M recording, "I Never Knew I Needed You." **Maybelle Seiger**, a local gal, was also in plugging her latest 'X' release, "Unwanted." . . . **Jimmy Logsdon** spins the following from his desk at **WKLO, Louisville**: "Getting great response on both sides of the new **Carlisle** record, 'Rusty Ole Halo,' which is backed with 'It's Bedtime Bill.' Visited **Nashville** recently to work up material with my good friend, **Vic McAlpin**, for a session we're due to cut with **Decca**. While there, we were a guest on the **Ernie Tubbs** show. What a grand guy!"

**Johnny Rion** is now doing two regular shows daily over **KMOX, St. Louis**, at 5:45 p.m., and at 6:05 p.m., plus three shows daily at **KSTL, St. Louis**. **Rion** also does two TV shows a week over **Channel 54.**

# THE FINAL CURTAIN

**ANDREWS—(Andrus) Joseph R.**, 55, widely known as an organist thru-out Connecticut, March 24 in Bridgeport. Survived by two sons, **Charles** and **Joseph R.**, Stratford, Conn.; a daughter, **Mrs. Frank Sabol**, Devon, Conn.; and two brothers and two sisters. Burial March 27 in St. Michael's Cemetery, Stratford, Conn.

**BRODERICK—Mrs. Sara**, 81, mother of **Johnny Broderick**, of the well-known nitery and musical comedy team, **Arren and Broderick**, at St. Anne's Hospital, Chicago, March 26. Her son is the only survivor.

**IN LOVING MEMORY**  
of My Wife, and Best Friend  
**Elsie Murphy Brown**  
Who passed away four years ago, April 1, 1951.  
You will always remain in our hearts.  
**W. S. BROWN**  
**MISS BILLIE REED**

**BURMEK—Mrs. Katherine**, 72, mother of talent booker **Cliff Burmek**, recently in Milwaukee. Survived by four other sons and three daughters.

**BUDD-JACK—Adolf**, 49, silhouette artist. March 21 in Bethesda (Md.) Naval Hospital. For several years he worked on various shows and fairs in the East. During World War II as an Air Force sergeant he toured the country with the Air Force show, "Shot From the Sky," cutting silhouette of those who purchased war bonds. Survived by his widow, **Velva**; a son, **Steve**; a brother, **Joseph T. Budd-Jack**, also a silhouette artist, and a sister, **Mrs. Rose Kowalski**, Detroit. Burial March 24 in Arlington National Cemetery.

**CARSON—George (Kit)**, 78, former bingo and hi-striker operator, March 22 in Carthage, Ill. Survived by a brother, **Otis**, Champaign, Ill.

**DANIELS—Fred C.**, known professionally as the **Great Galvini**, one of the best know nof the old-time hypnotists, recently at the **O'Neil Rest Home, Pomeroy, O.** A native of **Gallia County, Ohio**, **Galvini** retired from show business nearly 25 years ago. Services at the **Arbaugh Funeral Home**, Tupper Plains, O., with interment in **Eden Cemetery** there. No known relatives.

**DICKERSON—Everett**, 37, of **Dick Redden's Cafe**, cookhouse at **Southern Illinois fairs**, March 23 in St. Elizabeth's Hospital, Granite City, Ill., of cancer. Survived by his widow, **Jean**, and three sons, **Darold**, **George** and **Larry**.

**EMRIE—Carey C.**, 87, retired acrobat and clown, who put in more than a half a century on the road with various old-time circuses, including **Ringling Bros.** and **Russell Bros.**, April 1 in General Hospital, Cincinnati. (Details in Circus section.)

**FITZGERALD—M. Eleanor**, 78, former director, business manager and executive director of the **Provincetown Players**, New York, March 30 in Hancock, Wis. The **New York Provincetown Playhouse Players** operated from 1918 to 1929, when it moved to the **Garrick Theater** uptown and then disbanded. The group had developed many famous playwrights, among them **Eugene O'Neill**, as well as actors, stage designers and directors. Aside from the **Provincetown** work, she had been associated with many other theater projects, especially those of experimental nature, and had been connected with the **Dramatic Workshop of the New School for Social Research** before her retirement two years ago. Two brothers survive.

**In Memory**  
Of My Dearly Beloved Husband  
**FRED N. GARNEAU**  
who passed on April 11, 1941  
**MIMI GARNEAU**  
You shared my load as we traveled the road side by side.

**GINN—Mrs. Charles E.**, 87, widely known operatic lyric soprano, March 29 in Sanford, Fla. Known professionally as **Mme. Cara Ginn**, she appeared in opera and on the concert stage thruout the United States and in many European countries. Born in **Pomeroy, O.**, she went to Cincinnati as a young girl and studied voice at the **Cincinnati Conservatory of Music**. Her operatic performances included the roles of **Eunice** in "Quo Vadis," **Marguerite** in "Faust," **Gretel** in "Hansel and Gretel" and **Michaela** in "Carmen." Survived by three daughters, **Mrs. Elizabeth Nelson**, Columbus, O.; **Mrs. Josephine Collins**, Los Angeles, and **Margaret Ginn**, Cincinnati, and a sister, **Mrs. Ross Schneider**, Gahanna, O. Cremation in Florida.

**HESS—Gladys Tomajan**, 34, former supervisor of music and special program assistant at **Station WTAG, Worcester, Mass.**, March 27 in Bagdad, Iraq. She organized the station's transcription department and was in charge of all transcribed shows. She also originated and arranged special programs from the **British Broadcasting Corporation**. Survived by husband, **Clyde G. Hess**, former **WTAG** news analyst.

**HILYARD—Clarence (Pappy)**, father of **Jimmie** and **Pat Hilyard**, brother and sister song and dance team, January 22 in Liberal, Kan. Survived by four other brothers and sisters. Burial in Liberal.

**LAVERY—Edward F.**, 64, for the past 35 years motion picture projectionist at the **Loew-Poll Theater**, Bridgeport, Conn., March 25 in that city. Survived by his widow, **Eileen**; a son, **Elwood**, Quincy, Ill.; a daughter, **Mrs. Richard Sakerak**, Bridgeport, and two brothers and four sisters. Burial March 29 in St. Michael's Cemetery, Stratford, Conn.

**McCARTHY—Mrs. Daisy**, mother-in-law of **Heaney the Magician**, recently at her home in **Oshkosh, Wis.**, of a heart attack.

**McDONNELL—Angus**, 78, a pioneer executive of the **Edmonton (Alta.) Exhibition Association**, March 18 in Edmonton. He was president of the association in 1929 and four years ago was honored by being named a life director in recognition of 53 years' service as an active director. Survived by five daughters and three sons. Burial was in St. Albert, Alta.

**McDONALD—Harl**, 55, composer and manager of the **Philadelphia Orchestra Association**, recently in Princeton, N. J., while playing the piano during the filming of a musical commercial.

**MORRIS—David (Plain Dave)**, 81, veteran concessionaire and brother of the late **Milton Morris**, of **Morris & Castle Shows**, March 24 in Los Angeles. At one time he worked on the **Wortham** and **C. W. Parker** shows. More recently and until his retirement two years ago he was with **Santa Anita Race Track**, Arcadia, Calif. Survived by his widow, **Emma**. Burial March 28 in **Pacific Coast Showmen's Rest**, Los Angeles.

**VOSBURGH—Cafi**, 59, manager of the **Cleveland Orchestra** since 1942, March 28 in Cleveland.

**RIVERS—Alfred**, 88, veteran English actor and stage manager, March 27 in Hendon, England. He first appeared on the stage when he was six and retired at 70. Among many assignments, he managed various productions of **Wilson Barratt's** play, "The Sign of the Cross."

**RODGERS—Nathaniel (Nat) D.**, 62, long a prominent outdoor showman, March 26 in Tampa. (Details in General Outdoor section.)

**THOMPSON—A. L. (Tommy)**, purchasing agent for **Kelly-Miller Circus** and operator of his own school show, at **Eudora, Ark.** He suffered a stroke following injuries received in an auto accident last December. Survived by his widow, **Sylvia**, who will be with the circus.

**THURSTON—Alice**, 93, former balloonist and distributor of mineral water, at **Meadville, Pa.**, recently. Surviving are three sons and two daughters.

**VAUGHAN—Eddie**, 93, veteran outdoor showman, April 27 in Dallas. (Details in General Outdoor section.)

**WIZLA—Plotr**, 78, widely known baritone singer, March 23 in General Hospital, Philadelphia. At one time he was a soloist with the **Philadelphia Civic Opera Company** and the **Philadelphia LaScala Opera Company**. In 1937 he toured Europe with the **Arion Singing Society**. Survived by a sister. Burial March 26 in **Holy Redeemer Cemetery**, Philadelphia.

# MARRIAGES

**BURNS-ANDREWS—**Robert Mitchell Burns, former minstrel performer and theater electrician, and **Jeanette Andrews**, nonpro, recently in **Valdosta, Ga.**

**MAGLINICK-FREEDMAN—**Irving Maglinick, film director for **Station WICC-TV, Bridgeport, Conn.**, and **Barbara Carol Freedman**, nonpro, March 27 in Bridgeport.

**MASSEY-RHODES—**Bill Massey, concessionaire, last season with the **Mighty Page Shows**, and **Anna Rhodes**, concession operator, March 30 in **Gaffney, S. C.** They will be with the **Harrison Greater Shows** this season.

# BIRTHS

**NOLAN—**A son, **Paul**, to Mr. and Mrs. **Tony Nolan** recently in **St. Louis**. Father is staff announcer on **Station WIBV, Belleville, Ill.**

**O'HARA—**A son, **Clancy**, to Mr. and Mrs. **Jim O'Hara** recently in **Milwaukee**. Father is deejay and television performer on **Stations WOKY and WOKY-TV**, that city.

**PAYNE—**A daughter, **Barbara Lynn**, to Mr. and Mrs. **John Payne** recently in **Voth, Tex.** Father was formerly diesel electrician on **Amusement Company of America**.

**PRICE—**A son to Mr. and Mrs. **Gene Price** March 5 in **Denver**. Father is staff announcer on **Station KBTU**, that city.

**PRIMA—**A daughter, **Toni Elizabeth**, to Mr. and Mrs. **Louis Prima** recently in **New Orleans**. Father is the band leader. Mother is **Keely Smith**, singer.

**RIZZO—**A son, **Peter Barton**, to Mr. and Mrs. **Edward Rizzo** March 20 in **Bronxville, N. Y.** Father is TV copy supervisor for **Compton Advertising, Inc.**

**ROBERTS—**A son to Mr. and Mrs. **Marty Roberts** March 16 in **Good Samaritan Hospital, Cincinnati**. Father is farm editor on **Station WCKY, Cincinnati**. He is also co-emcee on the station's "Jamboree" program.

**SILVER—**A son to Mrs. and Mrs. **Jerome Silver**, February 27 in **Grand Prairie, Tex.** Father is owner-operator of the **Uptown Theater** in that city.

**TAYLOR—**A son, **Billy Jr.**, to Mr. and Mrs. **Billy Taylor** March 6 in **Jamaica, N. Y.** Father is a girl show operator and talker on the **Cetlin & Wilson Shows**. Mother is the former **Rozell**, the "girl with the flying saucers."

**WREN—**A son to Mr. and Mrs. **Everett Wren** March 14 in **Denver**. Father is production manager at **Station KBTU**, that city.



## Season Ahead Seen Bright With Promise for Industry

Public Confidence in Continued Good Economy Cited as Big Factor

• Continued from page 1

been a mounting reliance by carnivals upon their fair and celebration dates to offset their still date operations and yield them a profit.

Television is blamed by some as the villain cutting into still date grosses. They maintain "It's pretty hard to get the whole family out to a carnival lot if the man of the house wants to stay home to see the fights on TV."

But, celebrations and fairs, with their many, potent lures are much too tough opposition for TV. Attendance at celebrations and fairs has stood up like the proverbial major.

### Celebrations Increase

Fortunately, the villages, towns and cities of the country are getting older. And, a constantly rising number each year stages celebrations to make centennials. This, of course, gives added work, profitable work to carnivals.

Fortunately, too, keen competition has returned among communities for shoppers' patronage. Local business enterprises now throw more of their manpower and resources into the support of either a one-time centennial celebration or an annual celebration. All of which bolsters attendance and accordingly increases a carnival's money-earning potential.

### Fairs Loom Big

Fairs, upon which carnivals bank heavily, give every promise of pulling excellent attendance. Sturdy events, the annual expos have many factors working in their corner. Not the least of these is steadily mounting population. Soaring membership in 4-H Clubs and FFA Chapters is another. So too, is the return of keen rivalry among breeders, which is reflected in record livestock shows.

Touring tented circuses this year face good prospects. In recent years they have depended greatly

upon their advance promotion crews to build ticket sales and income from program and banner advertising sales. An intensification of this approach is indicated.

In common with other segments of the industry, amusement parks and kiddielands also face a good year. What each park or kiddieland makes of it will be up to the promotional effort of the individual installation.

### One-Stoppers on Rise

The season ahead will see the establishment of an increasing

number of outdoor amusement-recreation centers, consisting of two or more elements, such as a Kiddieland, miniature golf course, golf driving range, etc. It will also see the expansion of a number of already established centers.

These new or enlarged centers are based on long-term confidence. Their owners see good general economic conditions not only for '55 but for many years ahead. And, they're confident, too, that people will show an increasing willingness to spend money for outdoor amusements and recreation.

## Word's 'Greatest' On Ringling Opening

Spectacle, Fine Acts Make It Better Yet, Tho There's Less Stress on Newness

• Continued from page 1

The ingredients for a successful tour are there in profusion. There is the feeling that the public will love the John Ringling North production while being largely unaware that the presentation is close to a facsimile of that of last year. There is evidence that a record run might be in the offing for the 40-day showing. New selling techniques, involving more newspaper space and fewer posters, probably resulted in a record million-dollar advance sale. It follows that the demand for tickets may mushroom as they become scarcer, as happened always in the past as the circus neared the end of its run.

### Capacity Audience

The opening, staged for the benefit of the Arthritis and Rheumatism Foundation, drew possibly

the biggest and best-grossing preem audience in the history of the Big Show, with every seat in the Garden filled. The wealthy and the famous filled the most expensive pews, and for a solid hour stage, film and video personages, headed by the curvaceous Marilyn Monroe on a pink elephant, helped populate one of the principal specs. At prices inflated well above the \$6.50 top, the public still got its money's worth.

The show on opening night ran (Continued on page 80)

## Big Show TV Is Small Sample of Real Magic

• Continued from page 13

the big top going up, and North got in some statistical plugging for the show.

Aerialists Delia Canestrelli doing an upside-down walk, the Rinaldos in full free fall and Miss Mara on the trapeze followed. While the cameras caught the action, the illusion of height was often lost as it became necessary to focus on the performance to catch the tricks.

### Clown Gag Registers

Emmett Kelly emerged from a massing of clowns for a brief close-up. A clown production number, the stove gag, followed and came thru rather well. A commercial followed.

## Art Hoard Set With Kochman

NEW YORK, April 2.—Art Hoard reports that he will again be associated with the Jack Kochman units as an announcer, doubling between the automobile thrill show and the new greyhound presentation, Lucky Dogs.

Hoard is an experienced dog race announcer, a particularly difficult job because of the speed and smallness of the canines.

He did not function in a booking capacity this year, as he has for the past several seasons, remaining in Florida where he handled a hotel desk.

The full aerial ballet followed, with Pinito Del Oro, trapeze balancing; highlighted. The Del Oro turn came thru in exciting fashion, but the ballet, lacking color, seemed rather dull and hodgepodge on television. Following a commercial there was a quick viewing and naming of Side Show talent and Mlle. Toto and Gargantua II, the gorillas.

A film clip showed the blessing of the circus train as it left winter quarters. One of the best bits, the Flying Palacios, followed. The flyers were in excellent form, performing all of their difficult tricks with mid-season smoothness.

Felix Adler in a filmed commercial was followed by Unus, one-finger equilibrist. The one-finger stand was shown in close-up. Josephine Berosini was interviewed and performed on the high wire, and the Nerveless Nocks, swaypole artists, rounded out the aerial thrillers. The Nocks did a single interchange.

The 50 elephants went into a long-mount for the finale. A commercial and film clips from "The Greatest Show on Earth" concluded the program.

Altho a number of the top Ringling artists were televised, the program represented only a small portion of the Big Show's actual performance. This fact was noted.

North had the appearance and manner of an executive aligned with a more prosaic enterprise than the circus. He handled his lines well.

## Disneyland Public Bow Set for July 19; TV Preview June 29

Potent Pre-Opening Build-Up Skedded; Stresses 'Kiddieland for Adults' Pitch

ANAHEIM, Calif., April 2.—Walt Disney will unveil his lands of Yesterday, Tomorrow, Science and Fantasy at Disneyland here July 17 at an invitational premiere. Two days later the \$10,000,000 "Kiddieland for adults" will be opened to the public.

Prior to the gala opening, the nation will be treated to a preview of the fabulous park on the Disneyland television show June 29 over the ABC network. In addition to this medium, magazines are planning spreads to break concurrently with the debut. Locally, special color sections will be featured in the daily newspapers.

The news interest in Disneyland has been unprecedented by anything ever produced on the Disney Burbank lot. Publications which would ordinarily be furnished with stories on the park have sought out the material. Actually, the press department has taken a new ap-

proach in its work. The main objective is to do what it can to impress that here is not a park just for kids. It is also for adults. Disney's creation of cartoon characters enters into the project. They, too, are often more amusing to (Continued on page 74)

## Chi Home Show Tops '54 Gate After Slow Bow

CHICAGO, April 2.—Chicago's Modern Living Exposition made up an early attendance loss here this week and by the halfway point in its nine-day run had clocked 126,974 admissions, compared with 124,543 during the same period last year. The annual Navy Pier show which opened Saturday (26) and runs thru Sunday (3), was again directed by Grover McDonald and sponsored by the Chicago Metropolitan Home Builders' Association. Opening day was hurt by snow, wind and cold.

In addition to the 350 exhibitors who occupied the pier's big north wing, the show featured a flower show and Warren Hull, emcee of the CBS television show, "Strike It Rich." Hull came in for the final three days of the expo, and also made a number of guests shots on local video stanzas.

The show was heavily exploited. All four local newspapers published special sections and a score or more neighborhood and suburban gazettes tied in with the show. The Arlene Francis NBC "Home" show carried a remote pick-up on Thursday.

Over two-million cut-rate tickets were distributed thru various outlets and the Colgate-Palmolive-Peet Corporation distributed over 6,000 window cards for the show.

Publicity program was headed up by Al Sweeney, assisted by G. J. (Mokey) Cosby, Jack Ryan and Ed (Twenty Grand) Steinbock.

## Howard Divers Win Pro Crown

PANAMA CITY, C. Z., April 2.—Don Hapka and Kerry Green, divers with Sam Howard's water show, won first and second honors respectively here in the world's professional high-diving championships. The competition wound up its three-day run at the El Panama Hotel here Sunday (27). Diving took place at various heights up to 120 feet.

## Nat Rodgers, Show Op, Dies in Tampa

TAMPA, April 2.—Funeral services for Nathaniel (Nat) D. Rodgers, 62, prominent outdoor showman, who died in a local hospital Saturday afternoon (26), were held Wednesday afternoon (30) at the B. Marion Reed Funeral Home. Interment was in Showmen's Rest Cemetery.

Rodgers, who had been in poor health for several years, resided at 4010 Obispo street here.

He had been active since 1944 in framing and booking war shows and like attractions with carnivals. In recent years he had such units with the Royal American Shows, the World of Mirth Shows, the James E. Strates Shows, the Cavalcade of Amusements and the Hennies Shows.

### Varied Career

Prior to 1944 he had been successively the promoter of a flying circus, in which he had teamed up with Lincoln Beachey, Beckwith Haven and Jimmie Ward—leading stunt flyers of that era; booker of indoor talent, operator of an aviation school, part owner of a circus, a fair manager, ride operator, concessionaire, adviser to major fairs, and producer of Army camp shows.

He was one of the co-owners of the Harris & Rodgers Circus which played Shrine-sponsored dates thru the Midwest and South from 1922 thru 1927. Then he turned to booking indoor talent, including Will Rogers, in Florida cities.

### Served Big Expos

In 1931 he was named chief of amusements of Chicago's Century of Progress and remained in that post thru 1933. The following year he was co-operator of a ride, the Flying Turns, and the horoscope

and whistle concession at the Century of Progress.

He served as a member of the planning commission of the Texas Centennial, Dallas, in 1935, and in '36 was director of concessions for (Continued on page 78)

## Eddie Vaughan, 79, Vet Showman, Dies

DALLAS, April 2.—Funeral services for Eddie Vaughan, 79, long-time outdoor showman, who had served in executive capacities with circuses and carnivals, were held Wednesday (30). Interment was in Showmen's Rest of Grove Hill Memorial Cemetery here.

Vaughan died Sunday (27) in a Dallas hospital after several months' illness.

During his long career he was legal adjuster of the 101 Ranch Wild West Shows for several years, served in the same capacity and also as a press agent on the Ringling Bros.-Barnum and Bailey Circus, and was with a number of carnivals, including the Johnny J. Jones Exposition and the D. M. Murphy Shows.

Vaughan withdrew from show business in 1939, and in that year he went to work for the Texas Railroad Commission. In recent years he was editor of The Texas State Topics, a monthly news magazine.

In the late '30's, he became active in the National Democratic Party's work and attended conventions at every opportunity. He was

a close and long-time friend of Jim Farley, former Democratic national chairman.

A native of Council Bluffs, Ia., (Continued on page 78)



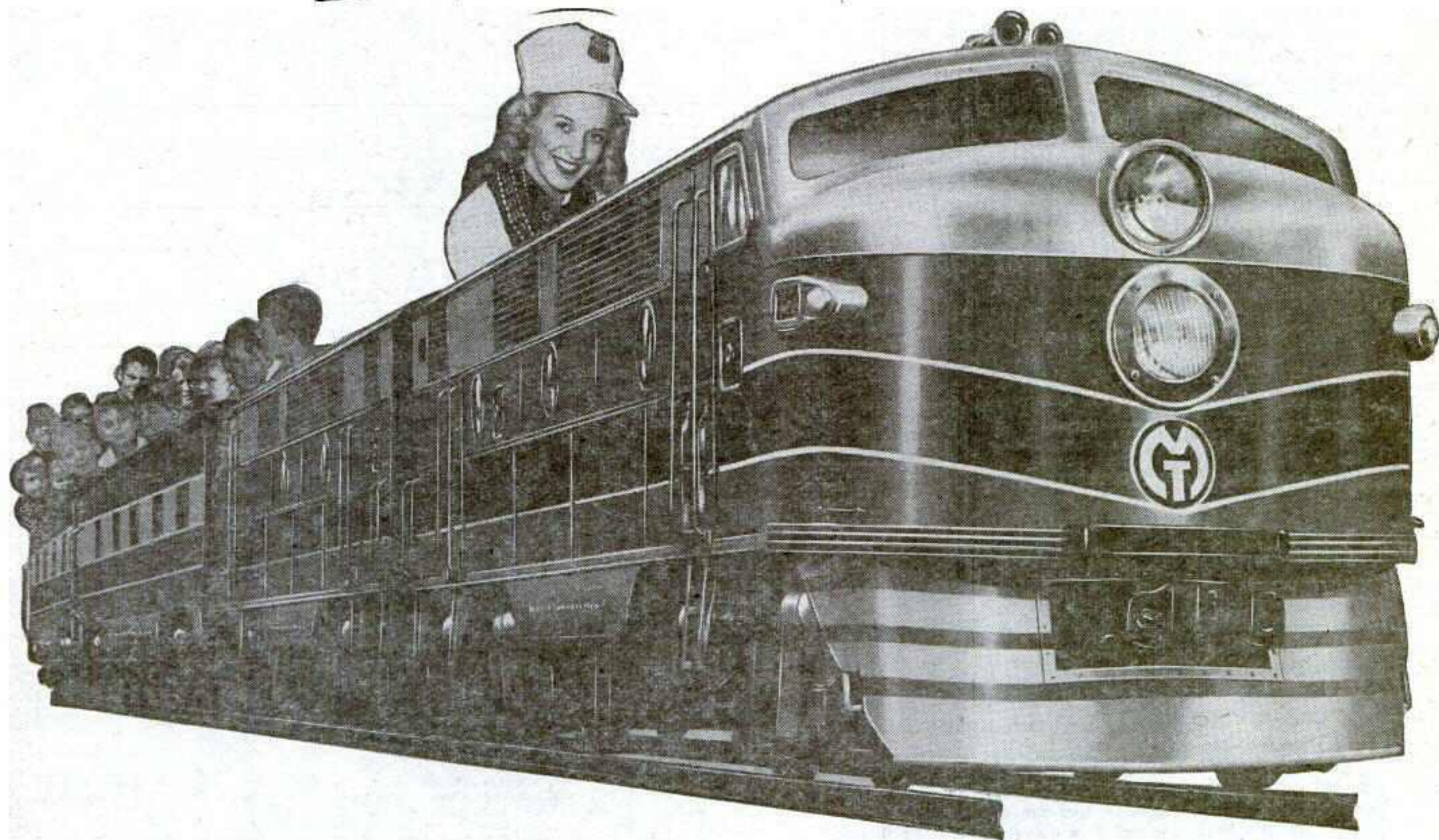
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**SPUR RIDE SALES**

# Growth of New Fun Centers Ups Total

By JIM McHUGH

**A** CONTINUING growth in the establishment of new amusement centers, designed primarily for youngsters, was reported by many of the concerns participating in The Billboard's 1955 Ride Manufacturers' Survey.

In nearly every instance manufacturers noted that their business was at least on a par with that of last year when interest was reported high and selling brisk. A large number of those reporting noted that their business was better than a year ago. No one struck a blue note, although several executives cautiously noted that a leveling off period appeared to be in the offing.

Despite the brisk activity enjoyed by most manufacturing groups in recent years, the field appears to be settled down now to a core of established concerns strategically located throughout the nation. Several dozen companies reporting in during the immediate postwar years, when equipment was at a premium primarily because of material shortages, appear to have permanently exited from the business.

**Kid Spots Grow**

The continuing demand for juvenile units is particularly noteworthy. A year and more ago careful analysts were predicting that a saturation point would soon be reached in the setting up of moppet recreation centers. Quite the contrary appears to be true since a considerable part of the production of the manufacturing group is being absorbed by just such establishments, many of them new.

Many of the small fry devices appear to be heading for fringe, or actual inclusion, operation in shopping and recreation centers which are springing up all over the country. Many such endeavors do not even add up to full-scale operations but they do provide an expanding market for the builders. Growth, too, is a potential and it is possible that many of these modest enterprises may expand into comparatively large undertakings.

Many manufacturers acknowledge the need for new major riding devices to stimulate fun center patronage. Several report that they are now planning such units, presumably to catch the post-season market.

**New Units Click**

The warm reception received by the Eli Bridge Company's Scrambler and the reported promise of the Allan Herschell Company's Twister will undoubtedly spur the efforts of competing groups. The demand for the Scrambler, which almost immediately exceeded the possible supply for the current season, will tax the capacity of the Eli plant throughout the year.

However, no matter what progress is made in this respect the kiddie units will undoubtedly continue to greatly outnumber the majors. And a lot of manufacturers like it this way because of simplified production problems and the potential of multiple sales. The big, new units are not for everyone, no matter what the need, since the price tag on the Scrambler alone is \$16,900.

Many kiddielands designed with only the small fry in mind have added major units, usually a Merry-

Go-Round and Ferris Wheel to start, in search of teen-age and adult patronage. More and more kiddielands are likely to develop in this fashion, depending mostly upon the availability of space. There is a divergence of opinion on the advisability of such development with some operators holding that kiddielands should be geared only for the sub-teen levels.

**Good Season Seen**

The buying spree that operators went on at the annual showing of riding devices and other equipment in Chicago last December re-elected a notably good season for the ride owners. The public's interest in rides appeared to be stimulated for some unknown reason, particularly in view of the fact that other operational segments of the industry, notably concessions, reported less interest and tighter spending.

Most important to the operators last year was the removal of the 20 per cent federal excise tax. This automatically increased their net operating gross by that amount, and many began the season secure in the knowledge that their total gross could fall off by as much as 20 per cent from the 1953 figures before they would personally be handling less money. The tax relief continues and many operators are hoping, as the season is now about to get underway, to equal the money handle of a year ago.

Fred L. Markey, of the Dodgem Corporation, is in an excellent position to gauge business at the operator level because of his position as secretary of the New England Association of Amusement Parks and Beaches. He reports that on the basis of business handled this year and last by his firm that the outlook for major rides is extremely good. Although his firm does not manufacture juvenile units he expressed the opinion that interest in the juvenile units is tapering off.

William de L'horbe, of the National Amusement Device Company, the most traveled of the manufacturers' representatives, opines that a terrific year lies ahead for those who have "their feet on the ground." L'horbe points to the rapid development of outdoor recreation centers as a major new market. Many of the persons involved in the operation of these endeavors have no prior experience. For this reason, L'horbe says, much of the manufacturers' effort today must be devoted to education. He says he discourages almost as many as he encourages to enter the business.

Paul Parker, of the C. W. Parker Company, reported the development of a teen-age ride and the planning of two more devices designed especially for the in-between group. He said that many major rides are just about done for, unless something new is forthcoming.

A. W. Nelson, of the Weld-Built Body Company, said that many persons who had to shy away from the building of permanent kiddielands because of the high costs involved were, nevertheless, gaining entry to the business thru the use of his truck mounted rides. He has worked out a formula designed to predetermine the feasibility of operating a truck unit in any given territory.

Despite the often ominous implications in the current international picture, none of the manufacturers answering the survey pointed to cause for concern.

## 1955 RIDE MANUFACTURERS' SURVEY

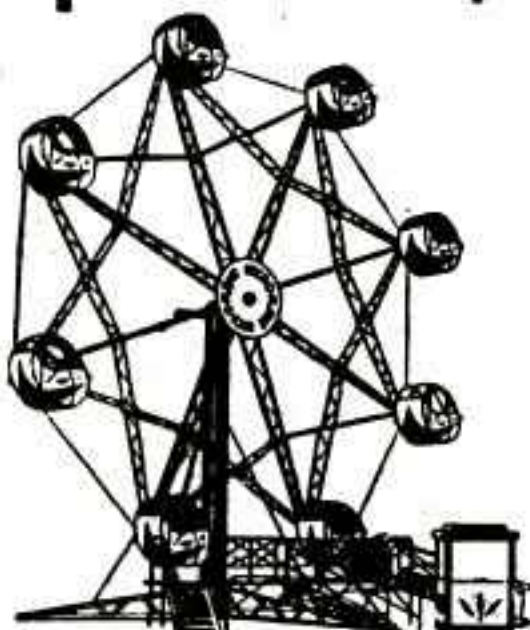
FIRM NAME	UNIT	CAPACITY	PRICE RANGE
A. B. Enterprises 228 N. University Peoria, Ill.	Atomic Spinner	32	\$1,695
	Atomic Spinner	16	1,595
	Kiddie Airplane	18	1,395
	Also ride plans and Merry-Go-Round horses		
Allan Herschell Co., Inc. 104 Oliver St. N. Tonawanda, N. Y.	Merry-Go-Round	28-38-44-68	.....
	Merry-Go-Round	24	.....
	Caterpillar	36	.....
	Moon Rocket	66	.....
	Looper	20	.....
	Twister	32	.....
	Gasoline Sports Car	2 adults	.....
	Kiddie Auto	16	.....
	Jolly Caterpillar	18	.....
	Pony Cart	20	.....
	Roller Coaster	18-24	.....
	Boat	24	.....
Jeep	20	.....	
Tank	16	.....	
Arrow Development Co., Inc. 243 Moffet Blvd. Mountain View, Calif.	Merry-Go-Rounds (Adult and Kiddie)		
	Auto		
	Boat		
	Plane		
Bisch-Rocco Amusement Co. P. O. Box 311 Argo, Ill.	Kiddie Jet	10	\$2,500
	Kiddie Street Car	20	2,500
	Flying Scooter	16	12,000
	Flying Scooter	20	17,000
	Flying Saucer	32	17,000
F. H. Bultman Co. Amusement Equip. Div. 10271 Berea Rd. Cleveland 2, O.	Miniature Trolley		
Custer Specialty Co. 139 Bradford St. Dayton, O.	Bubble Bounce	32	\$4,900
	Bubble Bounce (Adult)	32	16,000-19,000
	Rocket	32	35,000-50,000
Dodgem Corp. Lawrence, Mass.	Dodgem cars		
Dreyer Co. 4164 W. Washington St. Indianapolis, Ind.	Drive-It-Yourself cars		
Eli Bridge Co. 800-820 Case Ave. Jacksonville, Ill.	Big Eli Scrambler	24-36	\$16,900
	Baby Eli Wheel	12-18	3,925
	#5 Big Eli Wheel	24-36	8,890
	#12 Big Eli Wheel	24-36	9,200
	#16 Big Eli Wheel	32-48	12,140
Elvin Shaver Amusement Co. 2906 Holliday St. Wichita Falls, Tex.	Kiddie Ride-O-Swing	16	\$2,250
H. E. Ewart Co. 707 E. Greenleaf St. Compton, Calif.	Merry-Go-Round	3-abreast	\$14,000
	Merry-Go-Round	2-abreast	12,450
	Kiddie Merry-Go-Round	2-abreast	5,400
	Flying Horses	10	2,180
	Ferris Wheel	24	2,355-2,450
	Junior Auto Ride	10 cars	2,355
	Auto Ride	10 cars	3,950
	Airplane	10	1,995
	Rocket	10	1,895
	Chairplane	10	1,495
	Street Car	11	1,295
	Junior Cart Ride	8 carts	2,795
Cart Ride	10 carts	3,875	
Hurlbut Train	..	6,500	
Eyerly Aircraft Co. Salem, Ore.	Rock-O-Plane		
	Fly-O-Plane		
	Roll-O-Plane		
	Octopus		
	Midge-O-Racer		
Bulgy the Whale			
Garbrick Engineering Centre Hall, Pa.	Ferris Wheel		
General Playground Equip. Co. 1133 S. Courtland Ave. Kokomo, Ind.	Kiddie Rol-A-Round	8	\$290
Hampton Amusement Co. Portage DeSioux, Mo.	Tubs-O-Fun	48	\$2,750
	Hand Cars		
Hiller Eng. Corp. 219 State St. Los Altos, Calif.	Tractoride		
Hodges Amusement & Mfg. Co. 1415 W. Pruitt St. Indianapolis, Ind.	Hodges Hand Cars		
	Kiddie Wheel		
Hot Rods, Inc. 220 W. 42d St. New York, N. Y.	Hot Rods		
	Junior Hot Rods		
	Combination Kiddie		
Frank Hrubetz & Co. 2880 S. 25th St. Salem, Ore.	Round-Up		
	Spitfire		
	Hi-Ball		
Hurlbut Amusement Co. 8218 S. Greenleaf Whittier, Calif.	Miniature Train	32	\$6,500
King Amusement Co. 82 Orchard St. Mt. Clemens, Mich.	Electric Bumper Cars	1	\$395
	Rocket Train	18	6,950
	Miniature Electric Train	..	1,595
	Kiddie Airplane	10	1,490
	Kiddie Rocket	20	1,810
	Kiddie Elephant	20	1,075
	Kiddie Auto Racer	8	2,600
	Sabre-Jet Auto	16	3,250
	Over-the-Jumps	10	2,925
	Kiddie Pony Cart	16	2,960
	Kiddie Army Tank	16	2,985
	Kiddie Choo Choo	16	3,675
	Kiddie Fire Engine	32	3,025
	Kiddie Combination	20	3,385
	Kiddie Fire Chief Auto	16	2,850
	Kiddie Pony Ride	8	1,550
	Kiddie Jet Fighter	16	1,885
Kiddie Speedboat	25	1,495	
Rodeo Merry-Go-Round	10	5,795	
Kiddie Roller Coaster	..	2,850	
Midget Gasoline Racers	..	550	
W. F. Mangels Co. 2875 W. 8th St. Coney Island Brooklyn 24, N. Y.	Miniature Whip	16	\$3,900-4,475
	Kiddie Roto-Whip	16	2,350
	Speed Boat	16	2,200
	Pony Cart	16	2,500
	Carrousel	30	4,700
	Whip	16-24	On Application
Midget Circus Wagon Mfg. Co. Mountain View, Mo.	Pony drawn:		
	Stage Coach	6	\$500
	Chuck Wagon	6	285
	Prairie Schooner	12	285
	Jerry Wagon	6-8	325
	Farm Wagon	6	260
	Express Wagon	6	260
	Carts	2	87.50
Miniature Train Co. 1132 N. Cullen St. Rensselaer, Ind.	G-16 Transcontinental	108-240	\$24,120
	G-16 Limited	48-108	15,630
	G-16 Suburban	36-60	9,265
	G-16 Commuter	24-36	7,885
	G-12 Streamliner	14-34	3,285

(Continued on page 71)





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## KIDDIELAND QUESTION

### Ops Differ on Mixing Major, Small Rides

By IRWIN KIRBY

THE increasing motor-consciousness of the American public has brought with it a major boom in the riding device business, as hundreds of kiddie parks have sprung up along highways and in metropolitan areas thruout the nation. With the growth of this industry continuing impressively, one difference between the moppet operations becomes immediately apparent: Some have only children's rides, while some contain a mixture of kiddie and major units.

Do the two sizes mix well? If a kiddie park sets up a major ride, will parents of the small fry stay away from the place with their youngsters? When there are major rides in the park do they tend to become dominated by a teen-aged element which discourages the patronage of the family group for which the park was originally established?

The subject is an old one, but thru the years it has been so sharply defined that most ride people have formed definite opinions about it. The growing pains of kiddie parks are different from those of mobile operations, where ride locations can be shifted with ease from week to week. The transient operation has long been following a policy of separating kiddie rides from the larger thrill devices. Whenever possible, the carnival forms a Kiddieland with its moppet rides, keeping the section clear of any element which might be construed as having a physical danger to the youngsters.

#### Schools of Thought

By and large, the kiddie parks of permanent nature have adopted a policy of catering strictly to children, but there have been instances of major devices being set up on the grounds. The consensus of ride manufacturers and operators is twofold. Some hold that the moppet park should contain moppet rides alone, and others say that major rides can be introduced into the park in certain allowable locations. There are qualifications injected into the discussion by still others in the business.

The New York area is one of those where high-traffic locations can be had in which the adult-sized device can do successful business in competition with its moppet brethren. Fairyland in Queens, Funland in the Bronx and Kiddy City in Douglaston are three such places. Al McKee, of Fairyland, discounts the teen-age rowdiness threat, noting that the park maintains a large operating staff of responsible people who prevent any occurrences of disturbances.

Among its rides Fairyland includes a large Ferris Wheel, Tilt-a-Whirl, Rock-o-Plane, large Carousel and intermediate-sized Roller Coaster. With the exception of the Carousel and the Ferris Wheel, which is spotted near the street for flash purposes, the major units are clustered at the rear of the park. The same philosophy is evident in the layout of Kiddy City, where a Scooter building, large Carousel, intermediate Coaster, Roto-Whip, Ferris Wheel and Whip are set aside from the moppet rides. Here again, according to Manager Bob Black, adequate policing and responsible ride help prevent older patrons from getting out of hand.

#### Late Hour Patrons

McKee points out, however, that older customers constitute a separate public from the youngsters. That is, they are prominent in the late hours when parents have tucked their young ones into bed.

"In fact," he says, "it's not uncommon for them to come back later in the evening for a couple of hours at the park and arcade, leaving the children with a baby

sitter. There is very little chance for the two age groups to mingle and, consequently, this offers complete safety for the little tots."

While conceding that high-traffic locations can operate with success with a mixture of large and small rides, Willie Lewis, of Kiddieland Park in Richmond, Va., says, "I would not think of putting any other major ride in my park—other than a Ferris Wheel and Carrousel—as long as I expect to operate a kiddie place."

"I find that the parents of little children will not bring them to a kiddie park where there are teenagers because they fear they will overrun the little ones."

Lewis recognizes community differences and concedes that the mixture is all right where there is a tendency for older customers to come out only in the later hours. Also, he adds, if major rides can be sufficiently separated from the kiddie devices, this would allay the fears of worried parents.

#### Shoppers Leave Kids

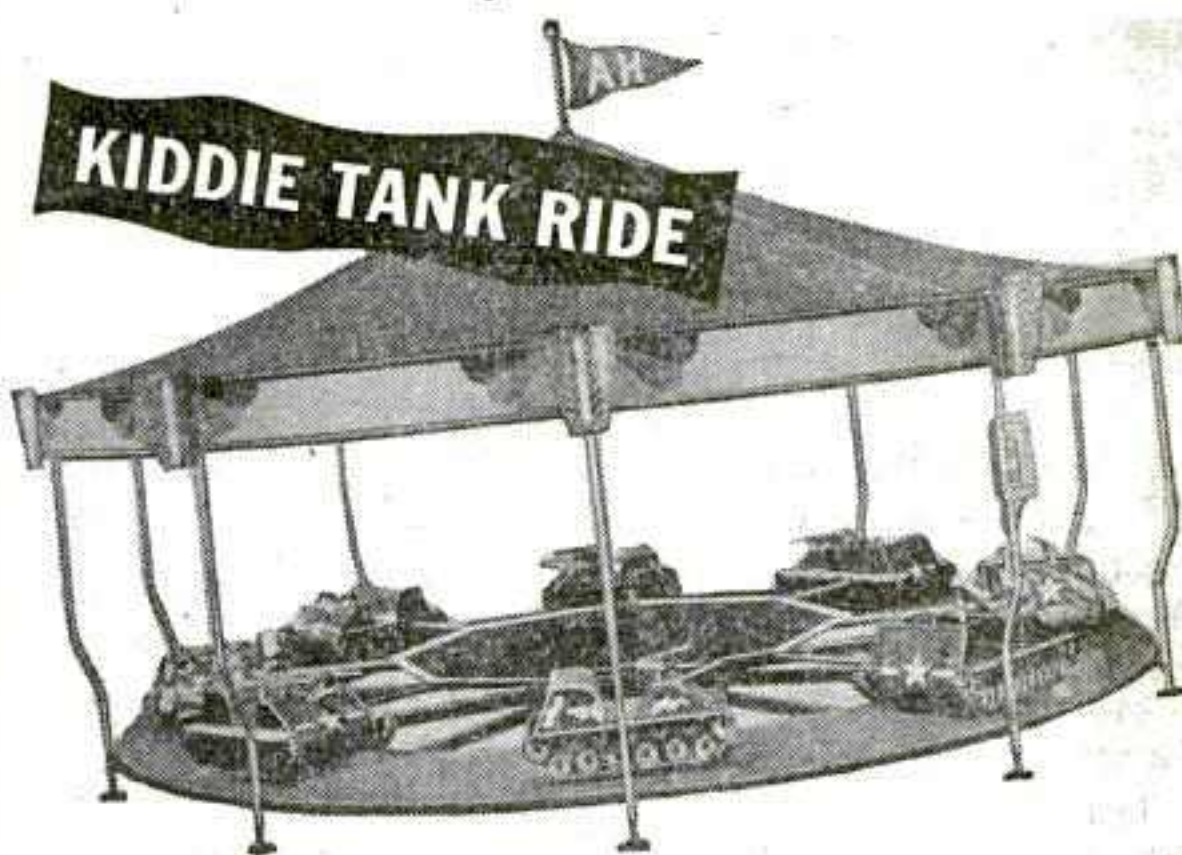
In cases where the kiddie park is adjacent to a supermarket, such as in Richmond, the composition of kiddie rides exclusively lends enough confidence for mothers to purchase combination tickets and leave the tots at the rides while they do their Saturday shopping.

Bill de L'horbe Jr., of the National Amusement Device Company, is a leading opponent of putting major rides in kiddie parks. He also makes the concession of approving the mixture in certain busy spots, but elsewhere, he holds, the kiddie park was established strictly for children.

"It is inadvisable to mix rides except for the rarest exception," according to de L'horbe, altho he adds it is acceptable to provide kiddie-type rides that will carry the adults and teen-agers along with toddlers.

#### Mangels' View

This is not always advisable, the William F. Mangels Company feels, especially in the case where parks install adjacent kiddie and large Carrouseis. In every instance in which he has noted this, Fred (Continued on page 71)



Consult these purchasers of Kiddie Tank Rides and discover the pride, pleasure and profit that comes from owning an Allan Herschell Ride

- Neponset Kiddilyland (2) Boston, Mass.
- Conklin & Garret (2) Toronto, Ont.
- Audobun Park New Orleans, La.
- Royal American Shows Tampa, Fla.
- O'Neil, Shankle & Little St. Paul, Minn.
- I. T. Shows, Inc. New York, N. Y.
- Phil Cronin Toronto, Ont., Canada
- Palace Amuse. Corp. Old Orchard Beach, Me.
- Loyse Caldwell Pampa, Texas
- Irvingdale Farms, Inc. Atlanta, Ga.
- Catskill Game Farm Catskill, N. Y.
- Ken-Penn Amuse. Co. New Kensington, Pa.
- Monarch Operating Co. Staten Island, N. Y.
- Ronnie, Inc. Revere, Mass.
- Neponset Kiddilyland Boston, Mass.
- John Tinsley Shows Greenville, S. C.
- Crafts 20 Big Shows N. Hollywood, Calif.
- Bernard & Barry Shows Toronto, Ont., Canada
- Kiddy Town Chicago, Ill.
- Donlon Enterprises Utica, N. Y.
- Gooding Amuse. Co. Columbus, Ohio
- Cedar-Schellinger Wildwood, N. J.
- Easton's Beach Co. Newport, R. I.
- Bill Lynch Shows, Ltd. Halifax, Nova Scotia
- Penn-Premier Shows Baltimore, Md.
- Atlantic Beach Casino Misquamicut, R. I.
- Harry Prince Revere Beach, Mass.
- Nantasket Amuse. Nantasket, Mass.
- M. Amazon and P. Pratico Latham, N. Y.
- Nay Aug. Amuse. Co. Scranton, Pa.
- Prarie Amusement Winnipeg, Canada
- Simon Sales New York, N. Y.
- Kiddieland of Atlantic City Pennsauken, N. J.
- Seneca Kiddieland Rochester, N. Y.
- Joytown Railroad Topsfield, Mass.
- Bargain Fair, Inc. Mentor, Ohio
- Kiddie Wonderland, Inc. Bronx, N. Y.
- James Dillon East Liverpool, Ohio
- S. & L. Enterprises Brooklyn, N. Y.
- Nunlex's Happyland Bethpage, L. I., N. Y.
- Funland, Inc. Las Vegas, Nev.
- Bay Amusement Corp. Staten Island, N. Y.
- J. Garliner Rochester, N. Y.
- Wal-Lex Playland Waltham, Mass.
- Bosco Amusements Montreal, Canada
- Art B. Thomas Shows Lennox, S. Dak.
- Earl B. Purtle N. Tonawanda, N. Y.
- James Strates Shows Elmira, N. Y.
- Earl E. Ingalls Coldwater, Mich.
- Stenton Park Philadelphia, Pa.
- Ben Hirsch Valparaiso, Ind.
- Gray Shows London, Ont., Can.
- Storytown, U.S.A. Lake George, N. Y.
- Leonard Jefferson Sandusky, Ohio
- Rosa & Alpert Brooklyn, N. Y.
- Filomena Sutherland Brooklyn, N. Y.
- O. J. Russell Vincennes, Ind.
- Darwin Molino Quincy, Mass.
- Earl Fisher Columbus, Ohio
- T. Green Amus't Co. San Diego, Calif.
- Pt. Pleasant Pav. Ocean County, N. J.
- Joseph Koshnick Stevens Point, Wis.
- L. A. Dunster Round Lake, N. Y.
- Harold Russell Palmyra, N. Y.
- Pro-Fairways St. Louis, Mo.
- Canobie Lake Rec. Co. Salem, N. H.

MERRY-GO-ROUNDS • BOAT RIDE • KIDDIE AUTO RIDE • PORTABLE ROLLER COASTER  
JOLLY CATERPILLAR • SKY FIGHTER • TANK RIDE • BUGGY RIDE • GASOLINE SPORT  
CARS • RECORD PLAYERS • MERRY-GO-ROUND RECORDS • TAPES • RIDE TIMERS  
CANVAS TOPS • SIDE WALLS AND COVERS • PARTS AND ACCESSORIES  
FOR ALLAN HERSHELL AND SPILLMAN RIDES

## ALLAN HERSHELL COMPANY, INC.

"World's largest manufacturer of amusement rides"  
NORTH TONAWANDA, NEW YORK

## BIGGER EARNINGS—GREATER PROFIT! NEW MODELS—NEW DESIGNS—NEW ACTION!

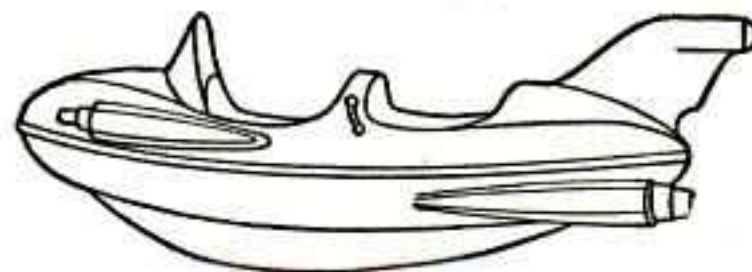
### NEW LIGHTWEIGHT—TRAILER MOUNTED KIDDIE AUTO RIDE

Reinforced fiber glass plastic cars patterned after America's leading ultra-streamlined autos reduces weight to over 700 lbs. less than similar rides. Bright, shiny, colorful two-tone finish cars complete with steering wheel, headlights and real horn weigh only 40 lbs. Complete ride assembled for operation in less than 1 hour.



Fiber glass plastic construction—2 seater, 3-passenger Jet Airplane Fighter has two stationary mounted noise-making guns with controls in cockpit, 2 jet exhaust tubes, lights. Plastic construction greatly reduces weight of rides and gives longer life to bright color finish. Planes only also available for older Smith & Smith rides.

### NEW JET FIGHTER AIRPLANE RIDE



### LARGER PROFITS WITH NEW ALL-STEEL FERRIS WHEEL

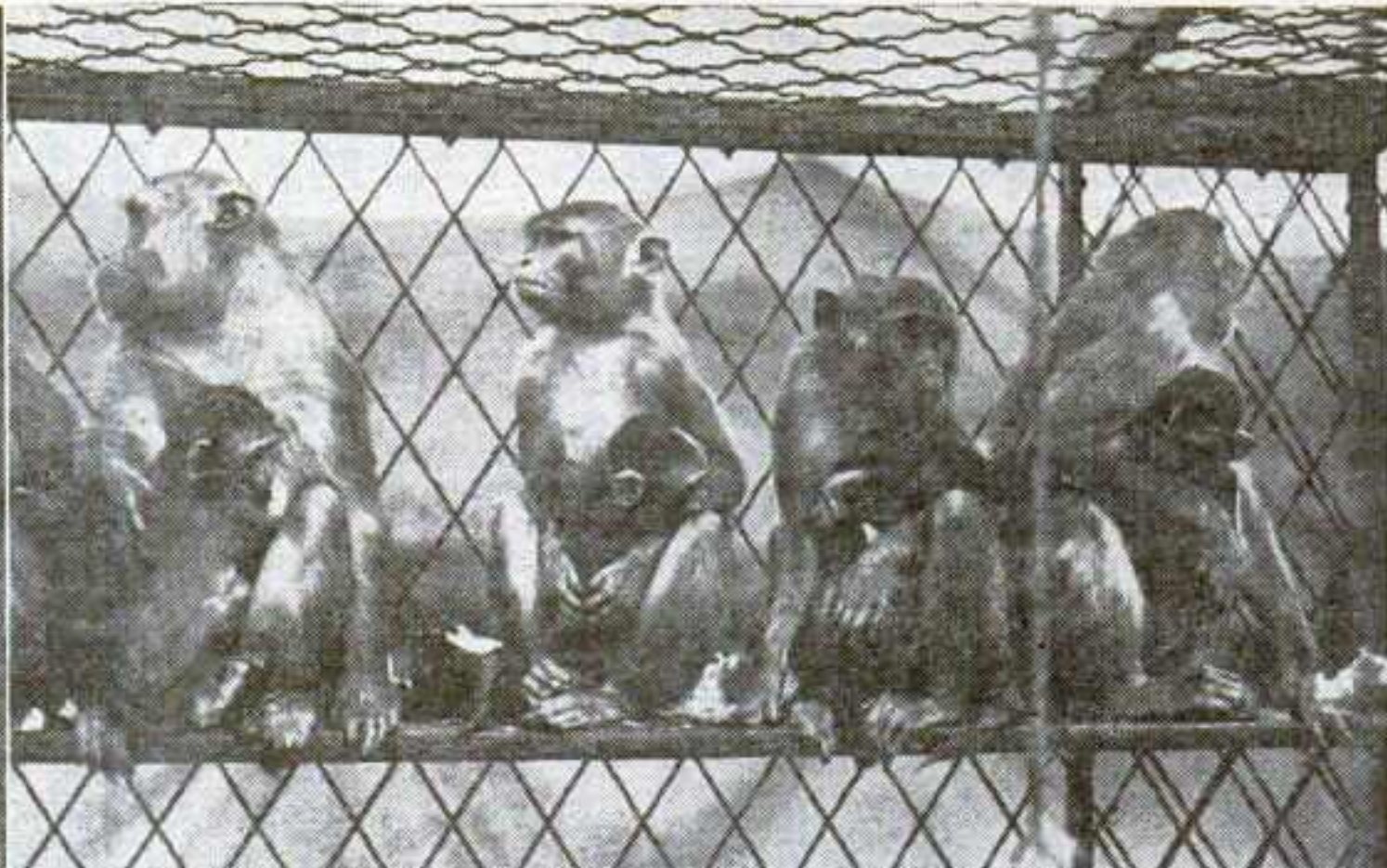
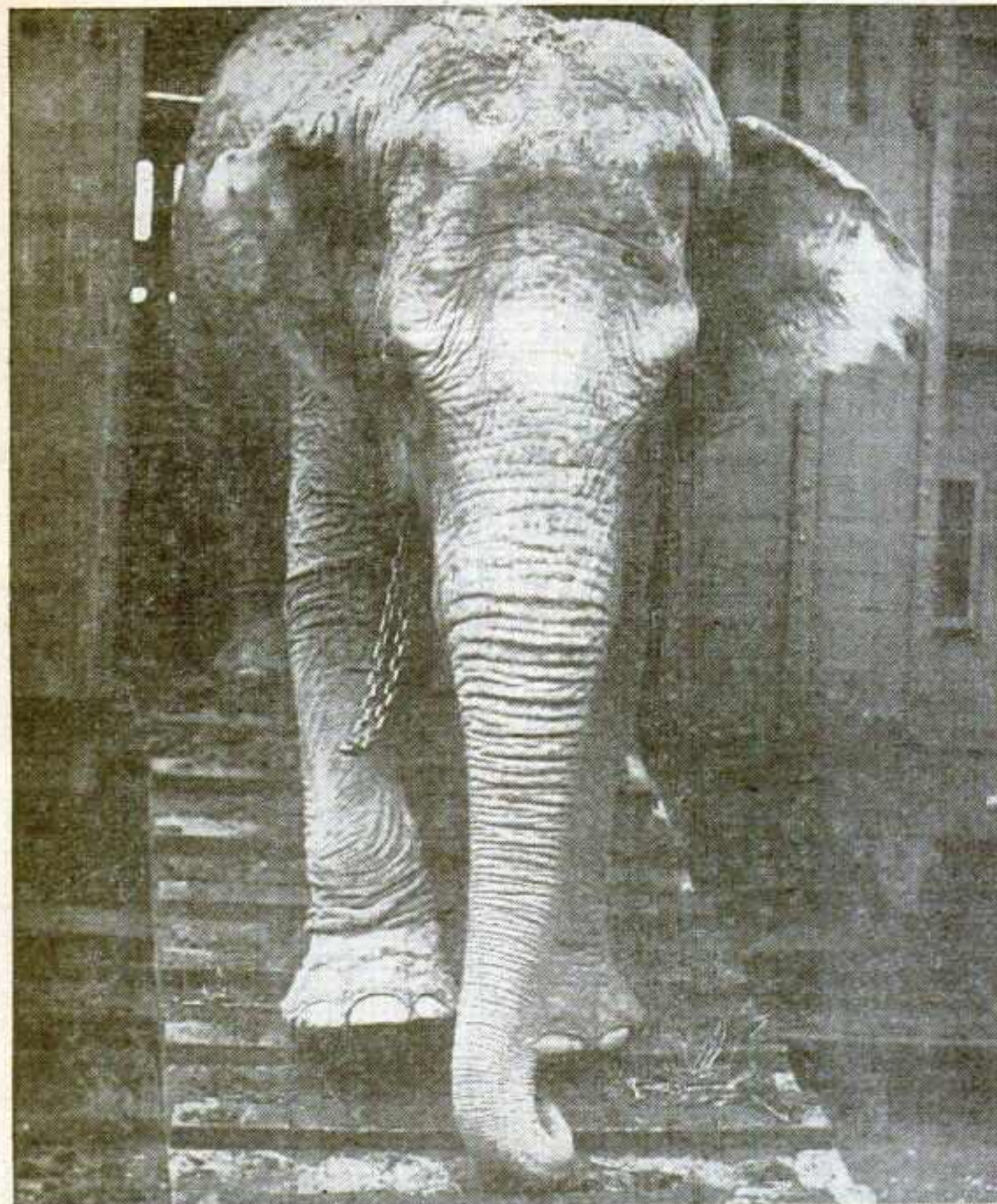
The new popular Ferris Wheel in a really portable model—quick to set up with sturdy all-steel construction. A sure money-maker.



Also Builders of Adult and Kiddie Chairplanes, Kiddie Jet Fighter Airplane and Boat Rides







**T**HE photographer who supplied circuses with most of their stock and special pictures for press books, newspaper ads, heralds, programs and other publicity, Harry Atwell, has selected the photos which are his all-time favorites and those that have been most popular with shows.

For more than 40 years he took the pictures which heralded the arrival of circuses across America and his prints have appeared in almost every newspaper in the country. Each spring the press agents came to his office in Chicago to select the shots they would use that season to publicize their circuses.

"More widely used by circus agents than any other picture I ever made" is the way Atwell describes the photo of a Hagenbeck-Wallace elephant stepping from a stock car (upper left). Dozens of shows used it later and press agents made the picture nearly synonymous with arrival of a show. Almost equally popular over the years was the 1930 view of Ringling monkeys (top), a picture which turns up in many of the circus programs that have been published since then.

Best of his spot news pictures, according to Atwell, is the view showing a tiger attacking Mabel Stark. The trainer managed to fend off the cat without serious injury, Atwell recalls.

One of his most popular clown shots was made of Felix Adler and an Indian chief posed for Atwell's favorite character study (left). For his best action picture "the circus photog" selected a view of cowhands loading a wild horse for the Tim McCoy Wild West Show. The Atwell camera caught the horse with all four hoofs in the air. For his favorite gag shot, Atwell chose a view of Emmett Kelly with a fly on his putty nose. Now retired, Atwell is a resident of Sarasota, Fla.





PRICES UNCHANGED

Food Equipment Mfrs. Introduce Record Number of New Appliances

By CHARLIE BYRNES

MANUFACTURERS of food and drink equipment, aware of the mounting consumption of refreshments at outdoor amusements, are keeping pace with the trend. This year they are introducing a record number of new appliances that will not only make for easier and more efficient operations by the concessionaire, but are designed to keep step with the broadened menu demands of the fun seekers.

Many new producers of food and drink equipment are now seeking their share of the amusement patron's dollar and as the variety of refreshments increase, so will an increase be shown in the number of manufacturers.

Prices Steady

The outlook for '55 is excellent, according to a survey conducted by The Billboard, and prices in general are being held to last year's levels. Those polled report that the demand for new equipment is well ahead of last year's slow season and many figure that billings this year will be from 5 per cent all the way up to 40 per cent ahead of last year.

S. T. Echols Sr., whose St. Louis company bearing his name, specializes in snow cone equipment, is quite optimistic about the season as a whole. It's his contention that the shaved ice with flavoring has been accepted as a standard confection and its profit margin is attractive to concessionaires. The firm is introducing its new snow case which boasts a king-sized capacity. The unit comes equipped with fluorescent lighting, decals and a plexi-glas drainboard to keep the snow on an incline and insure dry snow at all times. This drainboard is now standard equipment on all regular Echols plexi-glas cases. Also new is an off-and-on switch which is standard on all high speed shavers. Prices are unchanged from last year, Echols added.

The outlook is termed "good" by S. T. Jacobson, owner of Kripsy Kist Korn Machine Company, Chicago, and he, too, is holding to '54 prices on his line of corn poppers, caramel corn equipment, floss machines, snow ball machines and Crazy House Bungalows. The latter are all-steel bungalows, equipped with wash rooms, hot water heater, neon lights and popcorn and caramel corn equipment, cash register, scales and salted nut case that can be set up anywhere in the United States, Canada or Mexico for \$7,500 plus freight.

No Major Changes

Concession Supply Company of Toledo is making no major changes in its price structure this year with the exception of floss machines, which are slightly lower, according to B. H. Brockway, president. Reason for the decrease, he explained, is due to the amortization of engineering costs on older machines and improved designs. Brockway looks for at least a 10 per cent increase in business this year and as a result of new additions to the line, expect to have their biggest year since the good year of 1950. Firm's lines include cookers, poppers, ice-makers, dispensers, roasters, paper cups and supplies and a long list of other appliances for the food and drink trades.

New to the comprehensive line of products manufactured by Gold Medal Products Company of Cincinnati, is a low-priced ice-shaver called the Shavette. Also introduced is a portable stand for working floss inside locations, this unit called the Jiffy Flossstand. And a new all-aluminum 24-hole vending tray for working grandstands with

snow cones is being offered. Dave Evans, president of Gold Medal, sums up the season in this manner: "The money will be there, we are just going to have to work a little harder for it."

New Additions

C. R. Frank, veteran St. Louis equipment dealer, has introduced a number of new articles this year, all at levels that compare with those prevailing last season. A ready-to-use caramel dip for apples is being offered at \$3.50 per gallon with a case of six gallons for \$18. Concession umbrellas are listed at \$22.50 and a new Model 55 popcorn machine is being marketed at \$390.

The general outlook for popcorn and popcorn equipment is good and still growing, according to William Beaudot, president of ABC Popcorn Company, Chicago. For this reason he believes each season should show an increase as there's much territory yet to be explored by the popcorn industry. Prices on Beaudot's popcorn dispenser and his ready-to-eat popped corn are unchanged.

Cretors, Inc., Nashville manufacturer of popcorn machines, has lowered its prices by 10 per cent,

H. E. Chrisman Jr., vice-president, reports. Firm is concentrating its efforts on its new Raymond Loewy-designed Ambassador. The unit features fully automatic push-button seasoning pump and heated elevator wells, two accessories not available on other conventional type machines. Chrisman anticipates the best year since 1950.

Clawson Machine Company, Inc., Flagtown, N. J., has come up with a new snowball model, Clement C. Clawson, president, reports. The unit, which lists at \$125, is glass enclosed, has a hinged rear door that seals out dust, dirt and air current, has a baked-on, high gloss, hammer-tone

enamel exterior and interior and measures 22 inches wide, 14 1/2 inches deep and 26 1/2 inches high. Clawson's summation of the coming season is that it's definitely on the up-grade following the leveling off in 1954.

Enthusiastic Outlook

Star Manufacturing Company, St. Louis, makers of food serving equipment and popcorn machines, is enthusiastic about the season ahead and rightly so. William Moran, sales manager, disclosed that business thus far was approximately 40 per cent ahead of last year. Relatively unchanged prices prevail on the two new model pop-

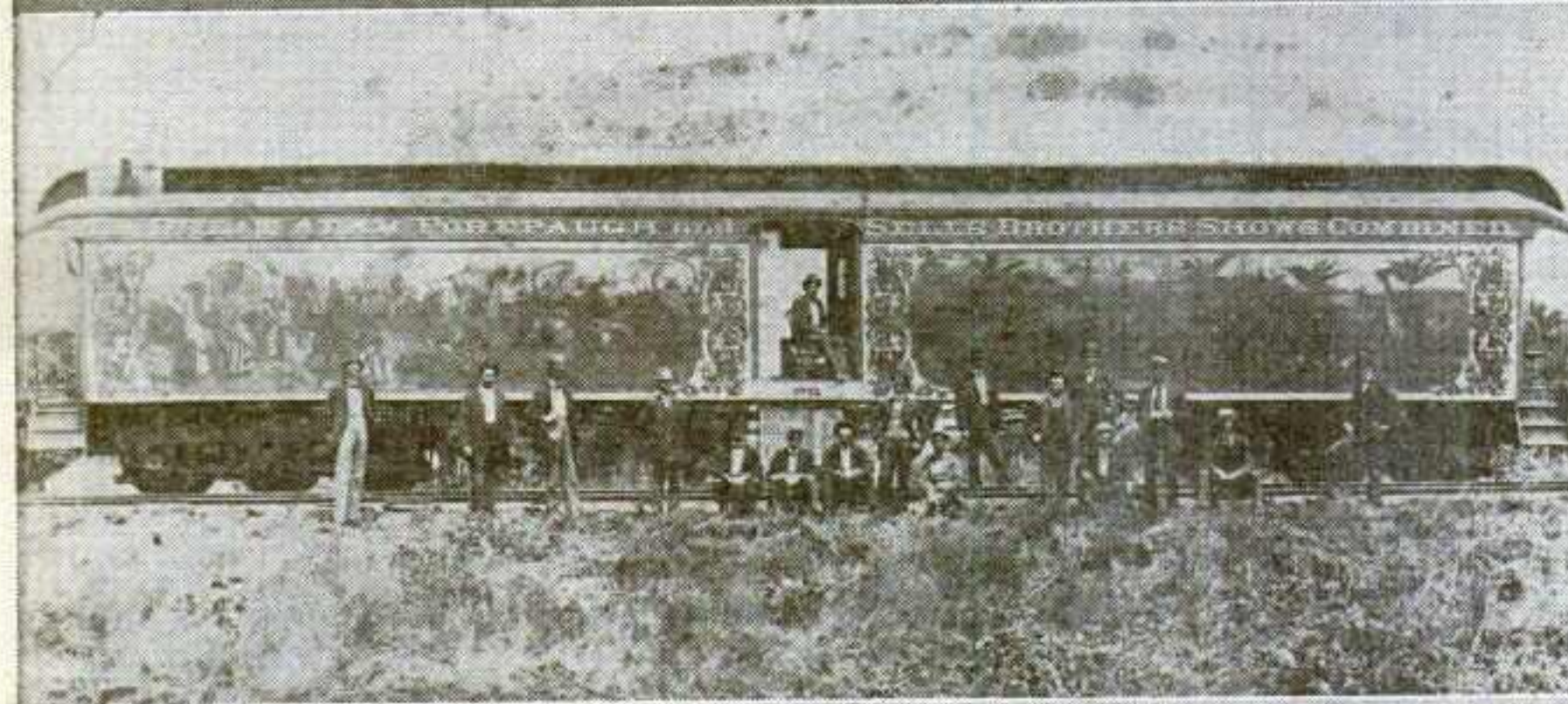
(Continued on page 75)

SUCCESS STORY!!! Scientific's Sensational BING-O-RENO

TWO LEADING CARNIVAL OWNERS GIVE FACTUAL FIGURES ON THE EARNING POWER OF THE ... TILT-A-WHIRL

GOODING AMUSEMENT CO. INC. TILT-A-WHIRL advertisement featuring testimonials from Royal American Shows and Gooding Amusement Company, Inc. Includes details about the ride's performance and contact information for Sellner Mfg. Co.



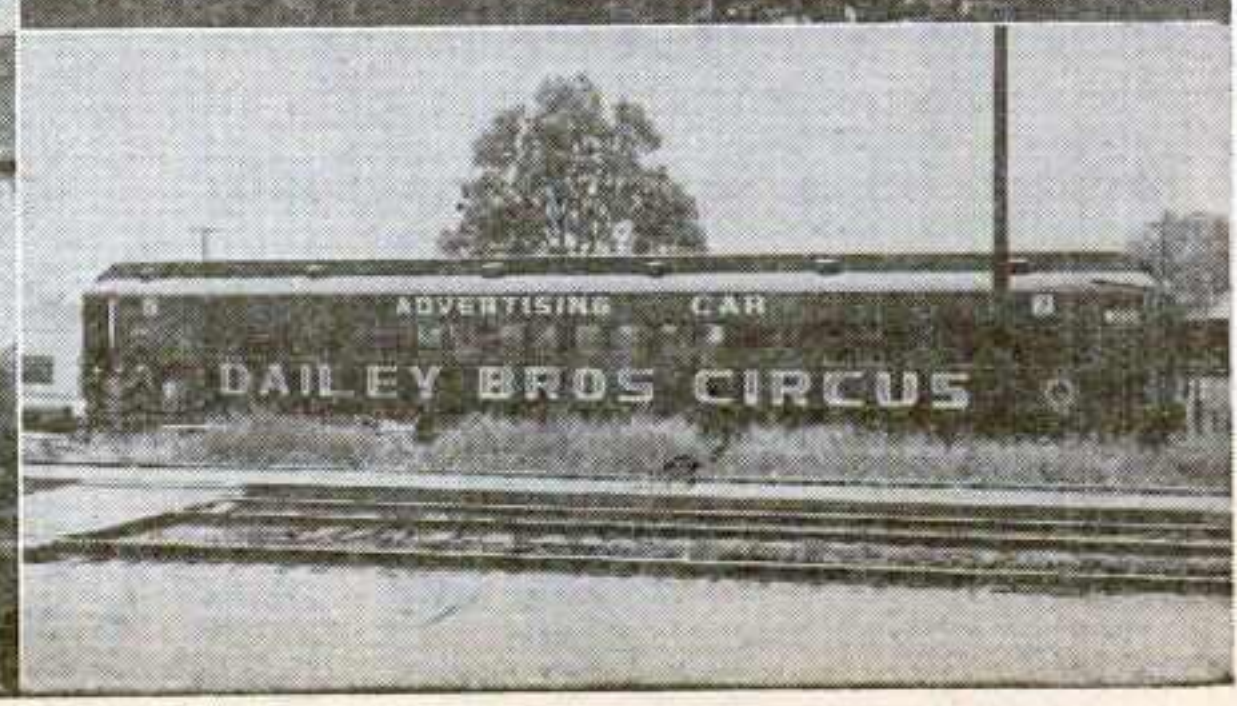
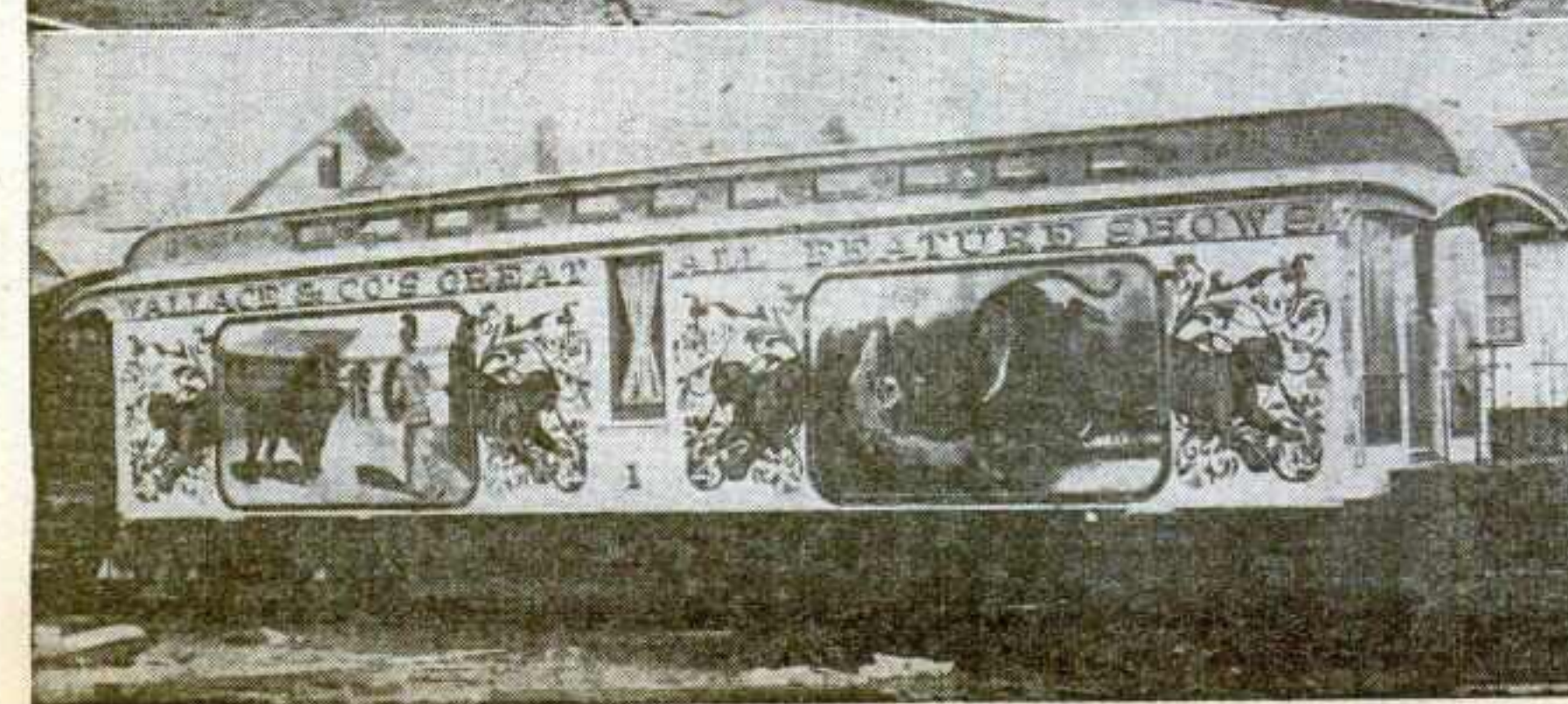
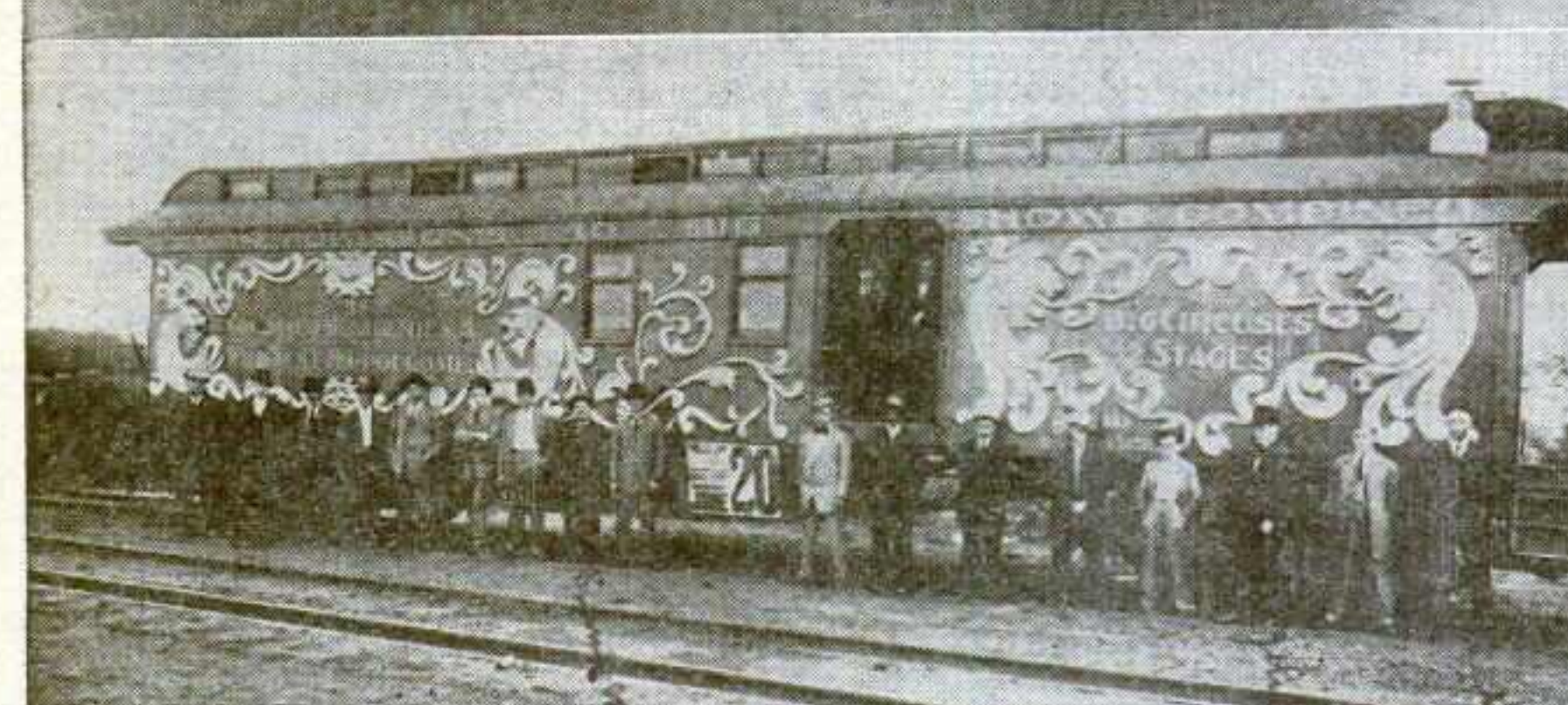
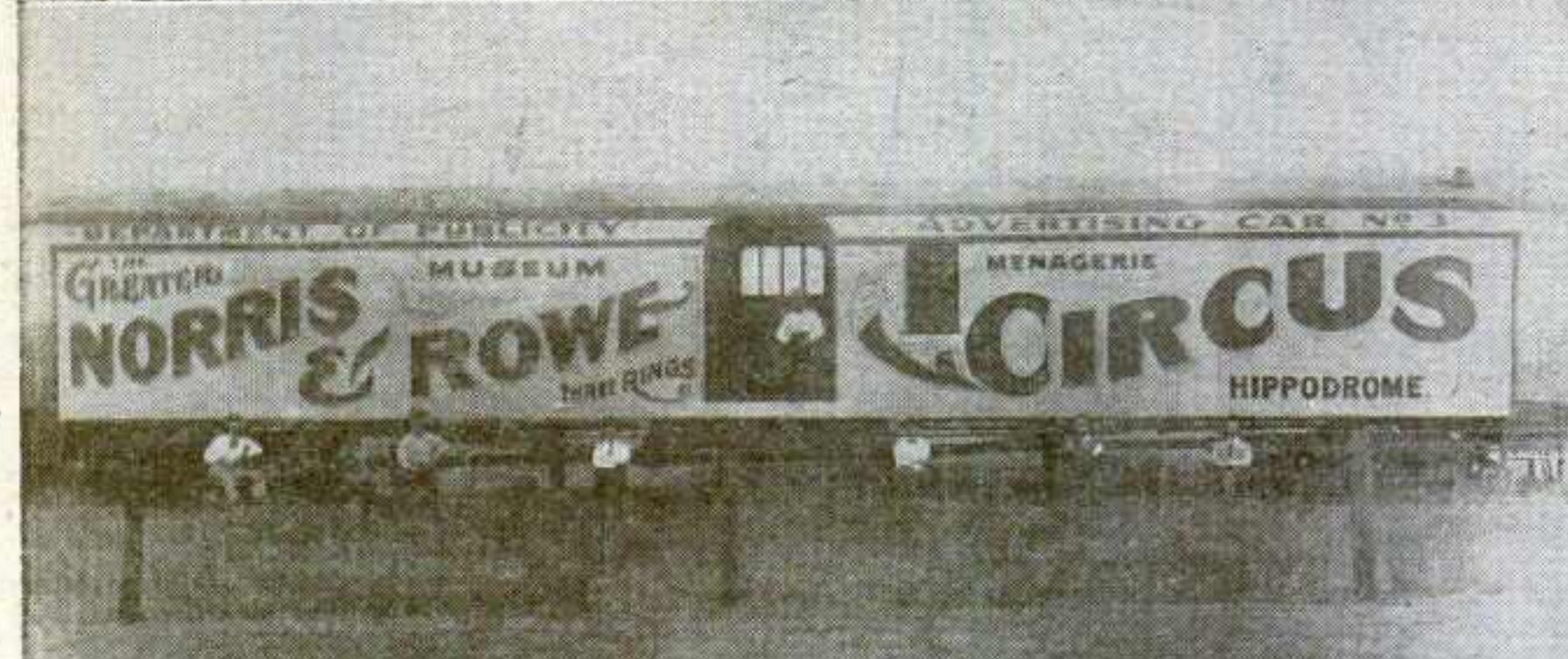


**T**HIS season, for the first time since circuses began moving by rail, there is no railroad advance car on the road. Last of the proud heritage of Number One cars was that of Ringling Bros. and Barnum & Bailey Circus (above) which this year has been sidetracked at quarters while the advance crew is fully motorized.

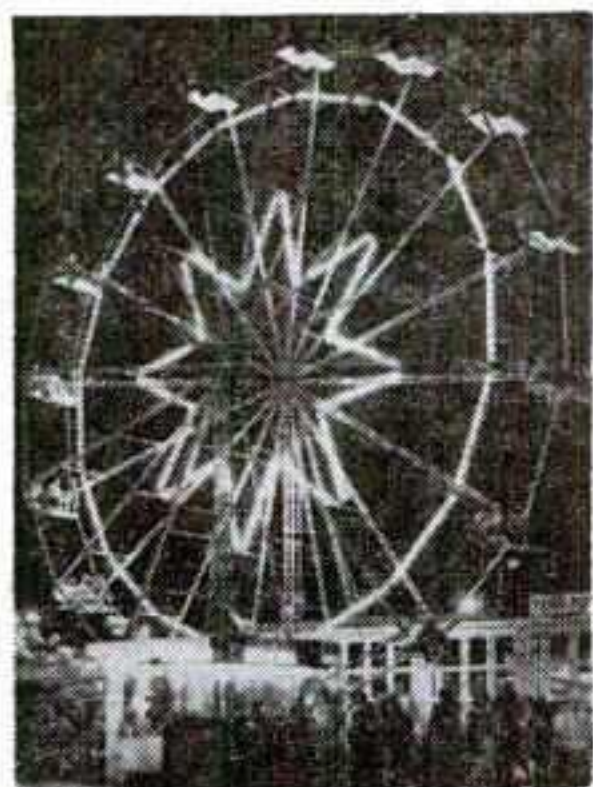
Among the bill cars were (reading downward) those of Adam Forepaugh & Sells Bros.' Circus, Norris & Rowe Circus, John Robinson's 10 Big Shows, Great Wallace Shows and the Dailey Bros.' Circus. Most pictures are from the P. M. McClintock Collection.

Any time a showman owned a decent-sized expanse of wood or metal he covered it with his title and elaborate decorations, even wood carvings like those on the Robinson car. And any time the billing crews aboard these cars spotted a blank wall, they were sure to decorate it with circus paper, as did the billers who posed beside their handiwork for the Sautelle & Welch Circus of 50 years ago (below).

Shows used from one to four advance cars to help spread lithos, cards, daubs, banners and heralds far and wide.







**KID ZOOS: PROS, CONS**

**They Can Make Money; Hard Work Is Required**

**T**HE kiddie zoo has become more popular with the passing years, as have other children's amusement elements. But this type of operation is handicapped somewhat by the concept that it is a nice thing to have going for you when you retire. Experienced zoo men and animal dealers have been trying to promote the knowledge that while zoos can be money-makers, and often are, there is hard and steady work involved.

It takes more, they say, than a mere desire to promote a living. The feeling must be tempered with a sound sense of business judgment, love of children, and consideration for the animals from which the owner derives his livelihood. It is the shoestring and amateurish operation which fades in the long run, sometimes not without having given rise to ill-will by the public toward the children's zoo.

There are countless success elements inherent in all profitable moppet animal operations. For one, there must be enough property used wisely so as to promote the feeling that the place is a sprawling example of nature in which the youngster can wander as he observes the animals. After all, the wise owner knows, the child has

little chance to see anything other than household pets thru most of the year. Combined with this knowledge is the practice of using enclosures for decorative rather than functional purposes. While there are animals kept therein, others of the same species are allowed to roam freely thru the zoo to be fed and fondled by the moppet visitors.

**Problem of Surfacing**

An amateurish plunging into the zoo business can result in an unsightly operation and therefor an unprofitable one, a condition which usually can be circumvented by consulting someone with the proper background. For example, there is one case on record in the East where a kiddie park decided to add a zoo, and simply laid it out on the blacktopped ride area. By placing animal compounds on that hard, warm and non-porous surface, the owners were heading into a situation where the ground would become stained and smelly.

In another coastal area a businessman layed out a zoo behind a rectangular fence and merely applied two coats of paint a year, once at the opening of the season and another at mid-year. The salty ocean breezes played havoc

*(Continued on page 98)*

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 There is a size to fit your requirements

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**No. 5 for the Midway**  
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**No. 16 BIG ELI for Large Parks**

If your Power Equipment needs replacement — Get a Model B125 ELI Power Unit. There is reliable, economical Power. Dependable Power means profitable operation.

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 Reliable Builders for 56 Years  
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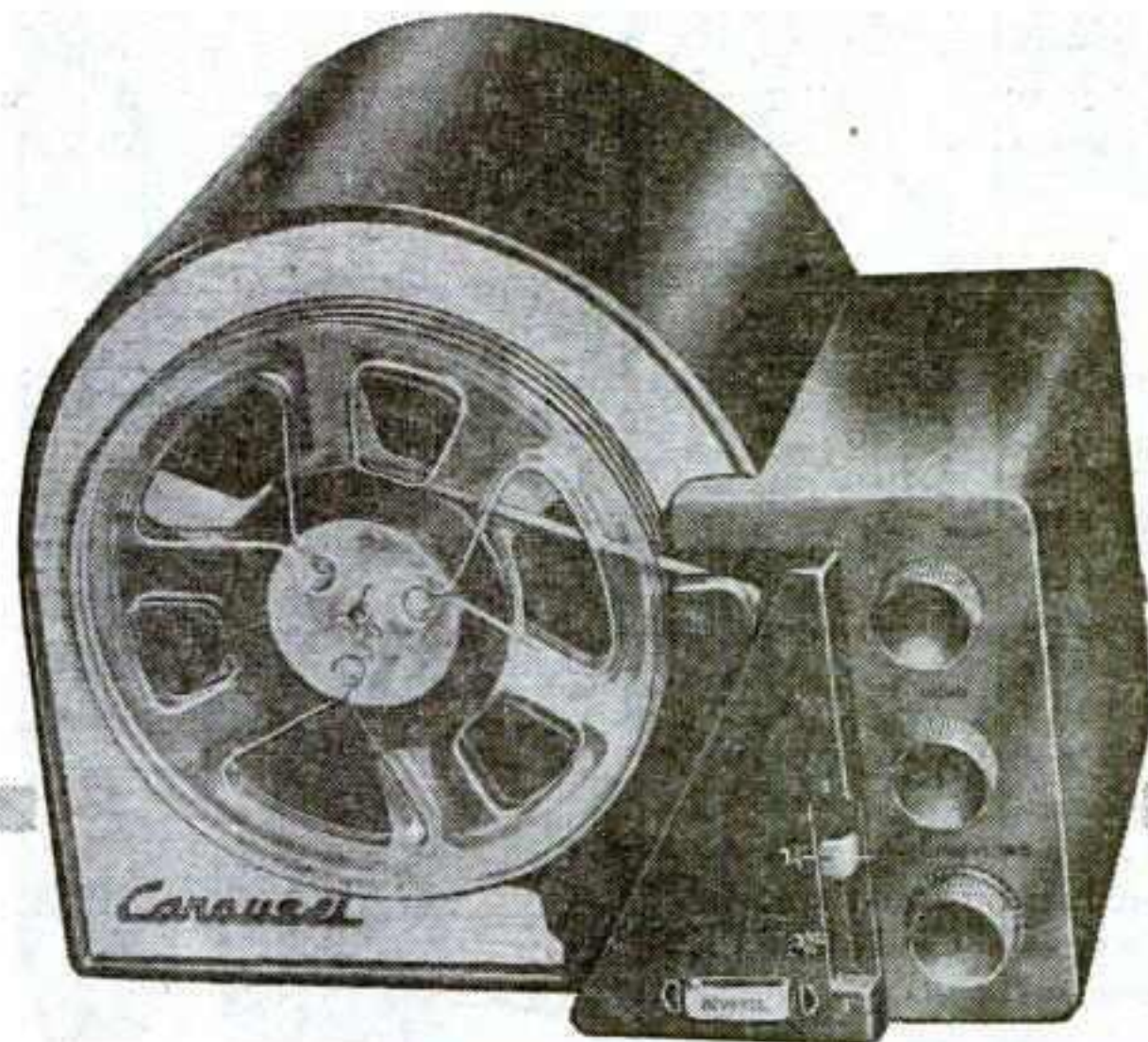
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**Model 330**

**THE WORLD'S ONLY CONTINUOUS-PLAY TAPE RECORDER . . .**

**Nothing Like It Anywhere . . . at Any Price!**



**W**INN proudly presents a radically new concept in tape recorder styling and performance . . . the fabulous CAROUSEL . . . tomorrow's recorder . . . today! The CAROUSEL combines functional simplicity with long-playing capacity. **PLAYS 6 CONTINUOUS HOURS—without repetition, without changing.** Each thrilling moment enriched by dynamic, full-frequency response that is high fidelity at its intimate best.

Truly the value leader in back-ground music and long-playing application, plus all tape recorder uses, too!

**\$239.95** Slightly higher west of Rockies.

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- Accommodates full 10 1/2" professional reels without special adapters
- High-Speed, Differential 2-Way Wind
- All Triode Amplifier for True, High Fidelity Performance

**PRE-RECORDED LIFETIME TAPE AVAILABLE**

Let us re-record your present tape on the world-famous guaranteed

**REEVES SOUNDCRAFT LIFETIME TAPE . . .**

OR . . . Send for our list of 60 Pre-Recorded LIFETIME TAPES offering a wide and varied selection of all the favorite Merry-Go-Round music done on the original Wurlitzer #165 organ.

Available in all speeds: 3 3/4, 7 1/2 or 15 inches per second. Various size reels: 7 in. 1200 ft.; 10 1/2 in. 2400 ft., or 14 in. 4800 ft.



# 1955 Fair Dates

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## RETAIN THIS LIST

Corrections and additions to this list will appear in the Fair Department of each issue of The Billboard. The next complete list of Fair Dates will be published in the issue of The Billboard to be dated June 25.

### Alabama

Athens—Limestone Negro Agr. Fair Assn. Sept. 26-Oct. 1. O. Smith.  
 Birmingham—Alabama State Fair. Oct. 3-8. R. H. McIntosh.  
 Dothan—Houston Co. Tri State Fair Assn. Oct. 24-29. Mrs. L. J. Lunsford.  
 Florence—No. Alabama State Fair. Sept. 19-24. C. H. Jackson.  
 Huntsville—Madison Co. Fair & Tenn. Valley Expo. Sept. 26-Oct. 1. Marie Dickson.  
 Lexington—Lexington Fair Assn. Sept. 29-Oct. 1. Jeannette Newton.  
 Luverne—Crenshaw Co. Fair Assn. Oct. 31-Nov. 5. W. J. Bell.  
 Montgomery—So. Ala. Fair Assn. Oct. 19-15. Bill Lynn.

### Arizona

Colbrook—Navajo Co. Fair Com. Sept. 17-19. J. H. Miller.  
 Phoenix—Arizona State Fair. Nov. 4-13. Geo. W. Blake.  
 Prescott—Yavapai Co. Fair Assn. Sept. 16-18. Alvin Allen.  
 Yuma—Yuma Co. Fair Assn. April 13-17. J. P. Ellington.

### Arkansas

Arkadelphia—Clark Co. Fair & Livestock Assn. Sept. 22-24. Geo. S. Dews.  
 Blytheville—N. E. Ark. Dist. Fair Assn. Sept. 20-25. R. E. Blaylock.  
 Camden—Ouachita Co. Livestock & Fair Assn. Sept. 12-17. Floyd Daniel.  
 Clarksville—Johnson Co. Fair Assn. Sept. 21-24. Everette Stewart.  
 Conway—Faulkner Co. Fair Assn. Sept. 28-Oct. 1. James V. Hicks.  
 Danville—Yall Co. Free Fair Assn. Sept. 28-Oct. 1. Mrs. Dewal May.  
 DeWitt—Ark. Co. Livestock Show Assn. Oct. 12-15. Harold Kendall.  
 El Dorado—Union Co. Livestock & Poultry Assn. Sept. 19-24. Guy O. Dunn.  
 Ft. Smith—Ark.-Okla. Livestock Expo. & Dist. Free Fair. Sept. 10-16. Pat Condren.  
 Heber Springs—Cleburne Co. Fair Assn. Sept. 22-24. James T. Edwards.  
 Hope—3d Dist. Livestock Show. Sept. 26-Oct. 2. Robert Shivers.  
 Little Rock—Ark. Livestock Show. Oct. 3-8. Clyde E. Byrd.  
 Marvell—Phillips Co. Fair Assn. Sept. 20-24. Ike Van Meter.  
 Monticello—Drew Co. Livestock Show and Fair Assn. Sept. 14-17. Jack Shelton.  
 Nashville—Howard Co. Fair Assn. Sept. 22-24. Hilton Gant.  
 Newport—Jackson Co. Fair & Livestock Show Assn. Sept. 19-24. Mollie Hinkle.  
 Ozark—Franklin Co. Fair Assn. Sept. 30. Ralph Johnson.  
 Perryville—Perry Co. Fair & Livestock Show. Sept. 29-Oct. 1. Glenn Wallace.  
 Pine Bluff—So. Ark. Livestock Show. Sept. 20-24. George Hestand.  
 Pochontas—Randolph Co. Fair Assn. Sept. 8-10. A. C. DeClerk.  
 Russellville—Pope Co. Fair Assn. Sept. 21-23. Robert F. Hines.  
 Star City—Lincoln Co. Fair Assn. Sept. 15-17. Clyde E. Fish.  
 Wynne—Cross Co. Fair Assn. Sept. 19-24. Boots Roberts.

### California

Anderson—Shasta Co. 27th Dist. Agr. Fair. Aug. 25-28. Joseph J. Spear.  
 Angela Camp—Calaveras Co. Fair. May 20-22. Carl T. Mills.  
 Antioch—Contra Costa Co. Fair. Aug. 4-7. Norman D. Sundborg.  
 Arcata—Arcata Jr. Fair. Aug. 7. Ralph H. Barnes. Bayside.  
 Auburn—20th Dist. Fair. Sept. 16-18. R. W. Towers.  
 Bakersfield—Kern Co. Fair. Sept. 26-Oct. 2. William A. Straub.  
 Bishop—Eastern Sierra Tri-Co. Fair. Sept. 2-5. O. F. (Tad) Davis.  
 Boonville—Mendocino Co. Fair & Apple Show. Sept. 23-25. H. J. June.  
 Calistoga—Calistoga Fair Assn. July 2-4. Roy F. Schoepf.  
 Cedarville—Modoc Co. Fair. Aug. 26-28. Roland J. Christiansen.  
 Chico—Silver Dollar Fair. May 19-22. Edmund Warrener.  
 Chowchilla—Chowchilla Junior Fair. May 4-8. Edward H. Glendennen.  
 Colusa—Colusa Co. Harvest Festival. June 9-12. Robert M. King.  
 Crescent City—Del Norte Co. Fair. Aug. 26-28. C. W. Glover.  
 Del Mar—Southern California Expo. & San Diego Co. Fair. June 24-July 4. Paul T. Mannen.  
 Dixon—Dixon May Fair. May 13-15. Bob McClure.  
 Eureka—Redwood Acres Fair. June 22-26. Ralph H. Barnes.  
 Ferndale—Humboldt Co. Fair. Aug. 15-21. Dr. Joseph N. D. Hindley.  
 Fresno—21st. Dist. Agr. Assn. Sept. 30-Oct. 3. T. A. Dodge.  
 Grass Valley—Nevada Co. Dist. Fair. Aug. 25-28. Joseph E. Whitaker.  
 Gridley—Golden Feather Fair. Aug. 25-28. Joe Whitaker.  
 Hanford—Kings Co. Fair. Oct. 13-16. Jim King.  
 Hayfork—Trinity Co. Fair. Aug. 19-21. J. D. Berry.  
 Hemet—46th Dist. Agr. Assn. Riverside Co. Farmers Fair. Aug. 17-21. Harry Hoffmann.  
 King City—Salinas Valley Fair. May 19-23. L. H. Burns.  
 Lakeport—49th Dist. Agr. Assn. Sept. 2-4. C. P. Lewis.  
 Lancaster—Antelope Valley Fair & Alfalfa Festival. Sept. 8-11. A. G. Marquardt.  
 Los Angeles—48th Dist. Agr. Assn. Great Western Livestock Show. Nov. 26-Dec. 1. Los Angeles — S. Calif. Science Fair (Fourth). April 23-29. Gretchen Sibley. A. M. Mathews.  
 Los Banos—Merced Co. Spring Fair & Livestock Show. April 27-May 1. Sam Spina.  
 McArthur — Inter-Mountain Fair of Shasta Co. Sept. 3-5. George Ingram.  
 Madera—21-A Dist. Agr. Assn. Sept. 22-25. Marshall Finstad.  
 Mariposa—Mariposa Co. Fair. Sept. 3-5. Dale K. Campbell.  
 Merced—Merced Co. Fair. Aug. 24-28. W. C. Woxberg.  
 Monterey—Monterey Co. Fair. Aug. 25-28. George T. Wise.  
 Napa—Napa Dist. Fair. Aug. 11-14. Lowell Edington.  
 Northridge—51st Dist. Agr. Assn. Sept. 1-5. Max P. Schonfeld.  
 Orland—Glenn Co. Fair. Sept. 14-16. R. E. Walker.  
 Paso Robles—San Luis Obispo Co. Fair. Aug. 17-20. Lawrence W. Lewis.

Petaluma—Fourth Dist. Fair. July 14-17. Dolph Young.  
 Placerville—El Dorado Co. Fair. Aug. 19-21. Guy W. Davenport.  
 Pleasanton—Alameda Co. Fair. June 24-July 7. Wray L. Bergstrom.  
 Plymouth—Amador Co. Fair. Aug. 26-28. Goula M. Wait.  
 Pomona—Los Angeles Co. Fair. Sept. 16-Oct. 2. C. B. Afflerbaugh.  
 Quincy—Plumas Co. Fair. Aug. 11-14. Tulsa E. Scott.  
 Red Bluff—30th Dist. Agr. Assn. Aug. 4-7. Joseph A. Soares.  
 Roseville—Placer Co. Fair. Aug. 11-14.  
 Sacramento — Sacramento Co. Fair. July 7-10. Robert M. Baker.  
 Sacramento — California State Fair & Expo. Sept. 1-11. Dudley T. Fortin.  
 San Francisco — Grand Natl. Livestock Expo. Oct. 28-Nov. 6. Nye Wilson.  
 San Jose—Santa Clara Co. Fair. Sept. 12-18. Russell E. Pettit.  
 San Mateo—San Mateo Co. Fair & Floral Fiesta. Aug. 5-13. William M. Wilson.  
 Santa Ana—Orange Co. Fair. Aug. 9-14. R. M. C. Fullenwider.  
 Santa Barbara—Santa Barbara National Horse Show & Fair. July 12-17. Edward G. Van Cleve.  
 Santa Maria—Santa Barbara Co. Fair. July 27-31. Reldon Dunlap.

Sonoma—Mother Lode Fair. Aug. 4-7. Cecil B. Mathews.  
 Stockton—San Joaquin Fair Assn. Aug. 19-23. E. G. Vollmann.  
 Susanville—Lassen Co. Fair & Livestock Show. Aug. 16-21. A. A. Jensen.  
 Tulare—Tulare Co. Fair. Sept. 20-25. A. J. Elliott.  
 Tulare—Tulare-Butte Valley Fair. Sept. 4-8. William C. Whitaker.  
 Turlock—Stanislaus Dist. Fair. Aug. 8-13. C. A. Rigbee.  
 Ukiah—13th Dist. Fair. Aug. 25-28. F. Pierce Stipp.  
 Vallejo—Solano Co. Fair. July 8-16. Terry E. Rowe.  
 Ventura — Ventura Co. Fair. Oct. 5-9. L. E. Ver Husen.  
 Victorville—San Bernardino Co. Fair. Aug. 24-28. Oren Robertson.  
 Watsonville—Santa Cruz Co. Fair. Sept. 22-26. E. P. Johnson.  
 Woodland—Yolo Co. Fair Assn. Aug. 18-21. Stuart B. Waite.  
 Yreka—Siskiyou Co. Fair. Aug. 19-21. Edward B. Mathews.  
 Yuba City—Yuba-Sutter Fair. July 27-31. Roy L. Welch.

### Colorado

Akron—Washington Co. Fair Assn. Aug. 11-13. Brandt Wenig.  
 Brighton—Adams Co. Fair Assn. Aug. 11-14. James Green.  
 Calhan—El Paso Co. Fair Assn. Aug. 19-21. A. C. Gaddy.  
 Castle Rock—Douglas Co. Fair Assn. Sept. 9-11. Charles E. Kirk.  
 Cheyenne Wells—Cheyenne Co. Fair Assn. Sept. 1-3. Byron Hudson.  
 Durango—La Plata Co. Fair Assn. Sept. 23-25. Emil Arndt.  
 Hayden—Routt Co. Fair & Rodeo. Aug. 18-20. Geo. A. Simonton.  
 Holyoke—Phillips Co. Fair Assn. Aug. 15-17. R. E. Ensminger.  
 Hugo—Lincoln Co. Free Fair & Rodeo. Aug. 19-21. Bob Igon.  
 Julesburg—Sedgwick Co. Fair Assn. Aug. 18-20. Carl J. Hoffman.  
 Kiowa—Ebert Co. Fair & Horse Show Assn. Aug. 15-17. Frances I. Jessup. Eibert.  
 Lamar—Frowers Co. Free Fair. Aug. 11-13. Allan H. Pett.  
 Littleton—Arapahoe Co. Fair Assn. Aug. 10-13. Forrest F. Hammes.

Loveland—Larimer Co. Fair & Rodeo. Aug. 15-17. E. Robert Palmer.  
 Meeker—Rio Blanco Co. Fair Assn. Sept. 2-3. James H. White.  
 Montrose—Montrose Co. Fair Assn. Aug. 16-18. Elmer Orr.  
 Pagosa Springs—Archuleta Co. Fair & 4-H Show. Sept. 3-4. Ruben Connelley.  
 Panola—Delta Co. Fair Assn. Sept. 6-9. J. Dewell.  
 Pueblo—Colorado State Fair. Aug. 23-28. William H. Kittle.  
 Rocky Ford—Arkansas Valley Fair & Watermelon Day. Aug. 30-Sept. 1. Ted L. Chensault.  
 Springfield—Baca Co. Fair Assn. Aug. 19-20. Claude Bosley.  
 Yuma—Yuma Co. Fair Assn. Aug. 8-10. Wm. H. Chandler.

### Connecticut

Berlin—Berlin Fair Assn. Sept. 30-Oct. 2. William Poppel, Kensington.  
 Bethlehem—Bethlehem Fair Soc. Sept. 10-11. Ann Skelte.  
 Bozrah—Bozrah Fair Assn. Aug. 27.  
 Bridgewater—Bridgewater Dist. Fair. Aug. 19-21. Mrs. Winifred Stuart.  
 Brooklyn—Windham Co. Agr. Soc. Aug. 26-28. Mrs. Eleanor H. Strunk.  
 Cheshire—Cheshire Fair Assn. Sept. 24. William Myers.  
 Chester—Chester Fair Assn. Aug. 27-28. Wm. G. Stark.  
 Columbia—Columbia Dist. Fair. Aug. 26-28. Ward Rosebrooks.  
 Danbury—The Great Danbury State Fair. Oct. 1-9. John W. Leahy.  
 Durham—Durham Fair Assn. Sept. 23-25. Mrs. Edward M. Russell.  
 Ellington—Union Agr. Soc. Sept. 27-28. D. Everett Neelans.  
 Goshen—Goshen Fair Assn. Sept. 3-5. Lester McLaughlin.  
 Guilford—Guilford Fair Assn. Sept. 16-17. Marie E. Griswold.  
 Kaddam Neck—Haddam Neck Fair Assn. Sept. 5. Leonard Selden, East Hampton.  
 Hamburg—Hamburg Fair Assn. Aug. 20. Harold Maynard, Lyme.  
 Hamden—Hamden Grange Fair. Sept. 17. Mrs. Kenneth Vowinkle.  
 Hazardville—Hazardville Fair Assn. Sept. 27-28. D. Everett Neelans.  
 Harwinton—Harwinton Agr. Soc. Oct. 1-2. Merle H. Plaskett.  
 Ledyard—Ledyard Dist. Fair. Sept. 10. Frank E. Eastman.

Marlborough—Marlborough Grange Fair. Aug. 27. Mrs. Gladys E. Dancause, East Hampton.  
 Meriden—Meriden Grange Assn. Sept. 16-17. Mrs. Bertha B. Tinkham.  
 North Haven—North Haven Co. 4-H Fair Assn. Aug. 12-14. Miss Carol Joyce, Wallingford.  
 North Haven—North Haven Fair & Expo. Sept. 8-11. Miss Gertrude N. Miller.  
 Norwich—Norwich Fair Assn. Aug. 12-13.  
 Norwich—Norwich Grange Fair. Sept. 9-10.  
 Old Lyme—Old Lyme Co. Fair & Horse Show. Aug. 6. N. R. Sheffield.  
 Pachaug—Pachaug Grange Fair Assn. Aug. 13. Joseph Whalen, Jewett City.  
 Preston City—Preston City Fair. Aug. 20. Mrs. John C. Peckham.  
 Portland—Portland Agr. Fair Assn. Sept. 17-18. Karl S. Newsum.  
 Riverton—Union Agr. Soc. Oct. 8-9. Grace D. Seymour, Winsted.  
 Seymour—Seymour Grange Fair. Sept. 16. John Martin.  
 So. Glastonbury—Glastonbury Grange Fair Assn. Oct. 8. Harry W. Hall.  
 Southington—Southington Dist. Fair. Sept. 9-10. Joseph Bell.  
 Stafford Springs—Stafford Fair Assn. Oct. 6-9. Louise L. Benton.  
 Terryville—Terryville Co. Fair Assn. Sept. 17-18. Frank Dzielinski.  
 Wallingford — Wallingford Grange Assn. Sept. 17. Flora E. Hough.  
 Woodstock—Woodstock Fair Assn. Sept. 3-5. Donald B. Williams, Putnam.  
 Wapping—Wapping Dist. Fair. Sept. 10. Mrs. Oressa Barber.  
 Warren—Litchfield Co. 4-H Fair Assn. Aug. 26-27. Donna Bedford, Thomaston.  
 Winchester—Winchester Fair Assn. Aug. 20-21.

### Delaware

Harrington—Kent & Sussex Co. Fair Assn. July 25-30. T. B. Holloway.

### Florida

De Funiak Springs—Walton Co. Fair Assn. Nov. 9-13. H. O. Harrison.  
 Live Oak—Suwannee Co. Fair Assn. Oct. 17-22. Paul Crews.  
 Panama City—Bay Co. Fair Assn. Oct. 17-22. D. S. Suggs Sr.  
 Pensacola—Pensacola Interstate Fair Assn. Oct. 17-23. John E. Frenkel.  
 Quincy—Gadsden Co. Tob. Festival & Fair Assn. Oct. 13-15. Fred P. Brinkman.



**They're here—the most modern trucks on the road—ready to tackle your toughest hauling and delivery jobs! Ready to perform faster, better and with new cost-cutting economy! Look at the many new light- and medium-duty advances ready to work for you right now!**

**New Work Styling**—a new approach to truck design! Here are the first light- and medium-duty trucks with their own individual styling to fit the job. New panel truck design is especially fresh and functional!

**New "high-voltage" engines** — with a new 12-volt electrical system and many more advances. Count on quicker, surer cold-weather starting—and finer going.

**New Flite-Ride Cabs**—with a new Sweep-Sight windshield (a wider, safer view!) . . . new concealed Safety Step running board . . . and broader, softer seats in a more durably constructed cab.

# MOST MODERN TRUCKS



Tallahassee—North Florida Fair Assn. Oct. 25-29. Lloyd Rhoden. Tampa—Florida State Fair & Gasparilla Assn. Feb. 1956. J. C. Huskisson.

Georgia

Athens—Athens Agri. Fair Assn. Oct. 17-22. F. H. Williams. Atlanta—Southeastern Fair. Sept. 28-Oct. 8. E. Lee Carter. Augusta—Exchange Club Fall Fair. Oct. 24-29. W. T. Ashmore Jr. Bainbridge—Decatur Co. Fair Assn. Oct. 17-22. T. E. Rich. Cartersville—Bartow Co. American Legion Fair. Sept. 19-24. Victor H. Waldrop. Columbus—Chattahoochee Valley Expo. Oct. 10-15. F. L. Jenkins. Cordele—Central Georgia Fair. Oct. 24-29. Emory Herring. Dalton—North Georgia Fair Assn. Sept. 26-Oct. 1. Burt Scoggins. Elberton—Elberton Fair Assn. Oct. 10-15. I. V. Hulme. Griffin—Spalding Co. Assn. Oct. 3-8. O. H. Weaver. Habersham—Habersham Community Fair. Oct. 10-15. C. P. Scruggs. Hartwell—Hart Co. Agri. Fair. Oct. 10-15. Lee Carter. Macon—Georgia State Fair. Oct. 17-22. E. Ross Jordan. Manchester—Tri County Fair Assn. Sept. 26-Oct. 2. Welby Griffith. Milledgeville—Macon Co. Fair Assn. Oct. 10-15. Clarence H. Hair. Savannah—Savannah Exchange Club Fair Assn. Coastal Empire Fair. Oct. 31-Nov. 7. Meredith E. Thompson. Swainsboro—Emanuel Co. Fair Assn. Oct. 10-15. Earl Varner. Thomaston—West Central Georgia Fair Assn. Oct. 10-15. James E. Hays.

Idaho

Blackfoot—Eastern Idaho State Fair. Sept. 13-17. Mrs. Ruth C. Harikopt. Boise—Western Idaho State Fair. Aug. 23-27. Ambrose W. Johnson. Burley—Cassia Co. Fair & Rodeo. Aug. 18-20. Truman Bradley. Grace—Caribou Co. Fair Assn. Aug. 11-13. Kay Whitehead. Homedale—Owyhee Co. Fair Assn. Aug. 18-20. Harold McJunkin. Lewiston—Lewiston Roundup Assn. Sept. 9-11. Joe M. Skok.

Malad City—Oneida Co. Fair & Rodeo. Sept. 8-10. Ray Andersen. Orofino—Clearwater Co. Fair Assn. Sept. 15-18. Michel Casetto. Ririe—Jefferson Co. Fair. Sept. 2-3. Carl M. Shaner.

Illinois

Albion—Edwards Co. Fair. Aug. 7-12. Loy L. Thread. Aledo—Mercer Co. Fair. July 26-29. C. O. Ford. Altamont—Effingham Co. Fair. Aug. 7-12. Royce F. Majors. Anna—Union Co. Fair. Aug. 22-26. Robert Brown. Arthur—Moultrie-Douglas Co. Fair & Agri. Assn. July 19-23. H. E. Hood. Augustus—Hancock Co. Fair. July 21-24. L. Wayne Robison. Belleville—St. Clair Co. Fair. July 31-Aug. 6. Geo. Gerken. Belvidere—Northern Illinois Fair Assn. Aug. 12-14. Mrs. Frieda Spencer. Benton—Franklin Co. Fair. July 25-29. R. Earl Doty. Bloomington—McLean Co. Fair. Aug. 8-11. Roy Barclay. Bridgeport—Lawrence Co. Fair. Aug. 22-26. Grover C. Gross. Brownstown—Payette Co. Fair. July 4-9. Harold Hartwick. Cambridge—Henry Co. Fair Assn. Aug. 9-12. Mrs. Russell Boberg. Carlinville—Macoupin Co. Fair. July 19-23. Mrs. Joe Tostberg. Carlyle—Clinton Co. Fair. July 19-23. Edmond Haslet. Carmi—White Co. Fair. Aug. 14-19. Ben Berfield. Carrollton—Greene Co. Fair. July 10-15. Nellie Witt. Cerro Gordo—Platt Co. Fair. July 14-16. Earl Kepler. Charleston—Coles Co. Fair. Aug. 1-6. Robt. Blackford. Chicago—International Live Stock Expo. Nov. 25-Dec. 3. Wm. C. Ogilvie. Chicago—International Dairy Show. Oct. 8-15. Wm. E. Ogilvie. Danville—Vermilion Co. Fair. Aug. 1-5. Harvey Pearson. Decatur—Macon Co. Fair. July 31-Aug. 5. B. L. McNabb. DuQuoin—DuQuoin State Fair Assn. Aug. 28-Sept. 5. D. M. Hayes. Elizabeth—Community Fair Assn. Aug. 10-12. Raymond J. Strauss.

Fairbury—Fairbury Fair. Aug. 23-27. R. J. Maurer. Fairfield—The New Wayne Co. Agri. Fair. July 4-9. Murrell J. Loy. Farmer City—Farmer City Fair Assn. July 31-Aug. 5. E. S. Wightman. Flora—Clay Co. Fair. July 25-29. Joe Wyman. Freeport—Stephenson Co. Fair. Aug. 24-27. Roy Hefty. Georgetown—Georgetown Agri. Fair Assn. Aug. 15-21. Richard Nellid. Greenville—Bond Co. Fair Assn. Aug. 22-26. T. T. Dewey. Greenup—Cumberland Co. Fair Assn. Aug. 21-27. W. E. Freeman. Griggsville—Griggsville Fair Assn. June 30-July 4. J. R. Skinner. Hampton—Rock Island Co. Fair Assn. Aug. 24-27. Wayne Feaster. Havana—Mason Co. Fair Assn. Aug. 3-4. William Renoud. Henry—Marshall-Putnam Co. Fair Assn. Aug. 30-Sept. 2. R. H. Monier. Highland—Madison Co. Fair Assn. Aug. 3-7. J. H. Wilson. Jacksonville—Morgan Co. Agri. Fair Assn. Aug. 1-4. Ross Crowcroft. Jerseyville—Jersey Co. Fair Assn. July 4-9. Dr. A. VanWalleghen. Kankakee—Kankakee Fair Assn. Aug. 9-14. Roy Robinson. Knoxville—Knox Co. Fair Assn. Aug. 1-6. Ray Swanson. Lewistown—Fulton Co. Fair Assn. July 26-30. Chester Boone. Lincoln—Logan Co. Fair Assn. Aug. 6-11. Wilbur E. Layman. Marion—Williamson Co. Fair Assn. Aug. 8-13. Sam Dunaway. Marshall—Clark Co. Fair Assn. Aug. 8-13. Fred Huffington. Martinsville—Martinsville Fair Assn. July 17-23. H. T. Bennett. Mazon—Grundy Co. Fair Assn. Sept. 1-5. W. F. Carter. McLeansboro—Hamilton Co. Fair Assn. July 4-8. H. (Red) Mead. Melvin—Ford Co. Fair Assn. Sept. 6-10. Louis A. Freehill. Mendota—Tri-Co. Fair Assn. Sept. 3-5. E. A. Lorack. Mendon—Adams Co. Fair Assn. Aug. 6-10. I. M. Brumback. Metropolis—Massac Co. Fair Assn. Sept. 5-10. Powell T. Powell.

Milford—Iroquois Co. Agri. & 4-H Club Fair. Aug. 2-5. Duane Crist. Milledgeville—Carroll Co. Fair Assn. Aug. 14-17. Mrs. Esther Boyd. Monee—Will Co. Fair Assn. July 27-29. Jack Rooney. Morrison—Whiteside Co. Fair Assn. Aug. 17-20. V. M. Dearing. Mt. Carmel—Wabash Co. Fair Assn. July 24-30. E. Guy Pixley. Mt. Sterling—Brown Co. Fair Assn. Aug. 2-5. T. G. Jackson. Nashville—Washington Co. Fair Assn. Aug. 1-5. Wilbur D. Smith. New Berlin—Sangamon Co. Fair Assn. July 27-30. Chas. M. Reimer. Newton—Jasper Co. Fair Assn. July 11-15. C. L. Batman. Obion—Crawford Co. Fair Assn. Aug. 29-Sept. 2. O. B. Price. Odell—Livingston Co. Fair Assn. Aug. 30-Sept. 1. Ruth Johnston. Olney—Richland Co. Fair Assn. Aug. 1-5. Arol Preston. Oregon—Ogle Co. Fair Assn. Sept. 3-5. E. D. Landers. Ottawa—LaSalle Co. Jr. Fair Assn. Aug. 9-11. Lawrence Whalen. Pana—Pana Tri-County Fair. Sept. 1-5. Wayne L. Hunter. Paris—Edgar Co. Fair Assn. July 24-31. Ora E. Rafferty. Peoria—Peoria Co. Fair Assn. July 20-24. R. Y. Bartholomew. Peccatonics—Winnebago Co. Fair Assn. Aug. 18-21. Wallace Belshaw. Peotone—Peotone Fair Assn. Aug. 26-28. Robert Loltz. Petersburg—Menard Co. Fair Assn. Aug. 22-26. G. Sam Watkins. Pinckneyville—Perry Co. Agri. So. July 11-15. Mrs. J. H. Stumpe. Pleasant Hill—Pike Co. Fair Assn. Aug. 22-26. J. L. Laugharn. Pontiac—Livingston Co. Agri. Fair Assn. Aug. 2-4. Guy K. Gee. Princeton—Bureau Co. Fair Assn. Aug. 23-26. Wayne Sluts. Roseville—Warren Co. Agri. Fair Assn. Aug. 9-12. John Felt. Rushville—Schuyler Co. Fair & Livestock Show Assn. July 1-4. Harvey Settles. Salem—Marion Co. Agri. Fair Assn. July 10-16. Reba Millican. Sandwich—Sandwich Co. Agri. Assn. Sept. 7-11. C. R. Brady. Shawneetown—Gallatin Co. Fair Assn. Sept. 12-16. Charles I. Oldham.

Sparta—Randolph Co. Fair Assn. July 11-15. W. J. Brown. Springfield—Illinois State Fair. Aug. 12-21. Strother G. Jones. Stronghurst—Henderson Co. Fair Assn. July 27-29. Earl Brokaw. Sullivan—Moultrie Co. Fair Assn. Aug. 5-6. Paul M. Krows. Taylorville—Christian Co. Fair Assn. July 17-21. H. L. Card. Urbana—Champaign Co. Fair Assn. July 25-30. Kenneth Martin. Vienna—Johnson Co. Fair Assn. July 19-22. E. M. Gorden. Virginia—Cass Co. Fair Assn. Aug. 25-27. John Graves. Warren—Warren Fair Assn. Aug. 18-21. J. W. Richardson. Waterloo—Monroe Co. Fair Assn. Aug. 25-27. Edgar Amrine. Wauconda—Lake Co. Fair Assn. July 28-31. L. A. Nordhausen. Woodstock—McHenry Co. Fair Assn. Aug. 4-7. Mrs. J. C. Heisler.

Indiana

Angola—Steuben Co. 4-H Festival. Aug. 8-11. Roscoe Deller. Argos—Marshall Co. 4-H Fair Assn. Aug. 9-12. Otto H. Gates. Akron—Akron Agri. Fair Assn. Sept. 14-17. Ivan Boylan. Alexandria—Madison Co. 4-H Club Assn. Aug. 9-12. Fred A. Wright. Anderson—Anderson Free Fair Assn. July 4-9. William J. Hutton. Auburn—DeKalb Co. Free Fall Fair Assn. Sept. 27-Oct. 2. Harry L. Provines. Aurora—Aurora Farmers' Fair Assn. Sept. 30-Oct. 2. Robert Evans. Bedford—Lawrence Co. Festival. Aug. 8-10. W. C. Heck, Jr. Bicknell—Knox Co. Farm Fair Assn. Aug. 8-13. Erwin D. Scott. Bloomington—Monroe Co. Fair Assn. Aug. 9-12. Justin Graves. Bluffton—Bluffton Free Street Fair & Agri. Assn. Sept. 20-24. Robert C. Venis. Boonville—Big Boonville Fair Assn. July 31-Aug. 5. Albert C. Derr. Boswell—Benton Co. Fair Assn. Aug. 22-25. Lendal Lowman. Bourbon—Bourbon Fair Assn. Sept. 14-17. H. J. Dillingham. Brazil—Clay Co. 4-H Fair Assn. Aug. 16-19. R. D. McHargue. Brooksville—Franklin Co. 4-H Agri. Assn., Inc. Aug. 2-5. Mrs. Hazel Fritz. Brownstown—Jackson Co. Free Fair Assn. Aug. 7-13. Richard Elliott. Cannelton—Perry Co. 4-H Fair. Aug. 10-12. Hazel Gayer. Cayuga—Vermillion Co. Fair Assn. July 20-23. Allen H. Helt. Centerville—Wayne Co. 4-H Club Fair. July 31-Aug. 5. Mrs. Herbert Sheffer. Columbia City—4-H Clubs, Inc. Aug. 25-27. Rose C. Kerch. Columbus—Bartholomew Co. Fair Assn. July 17-22. F. M. Overstreet. Connersville—Payette Co. Free Fair Assn. Aug. 14-19. G. Ross Dorsett. Converse—Miami Co. Agri. Assn. Aug. 9-12. Gerald L. Knox. Corydon—Harrison Co. Agri. Soc. Aug. 22-27. John Ward Walker. Covington—Fountain Co. 4-H Club Fair. Aug. 2-5. Mrs. Dallas Livingston. Crown Point—Lake Co. Central States Fair. Aug. 20-27. Donald S. Powers. Danville—Hendricks Co. 4-H & Agri. Fair Assn. Aug. 2-3. Edgar Reitzel. Denver—Denver Community Assn. Aug. 29-Sept. 3. Mrs. Earl Hagan. Ellettsville—Monroe Co. Fall Festival Assn. Sept. 15-17. Mrs. Bernice Hudson. Elora—Davies Co. Fair, Inc. Aug. 1-6. Kermit Williams. Evansville—Tri-State Agri. & Indl. Expo. Sept. 17-22. C. J. Becker. Flora—Carroll Co. 4-H Exhibit Assn. Aug. 1-6. Harold R. Berry. Frankfort—Clinton Co. Fair, Inc. Aug. 21-27. Aaron Ostler. Franklin—Johnson Co. Free Fair. July 12-17. Millard R. Montgomery. Franklin—Johnson Co. 4-H & Agri. Fair Assn. July 30-Aug. 5. L. B. McAtee. Fort Wayne—Allen Co. 4-H Clubs, Inc. Aug. 9-12. Mrs. Esther Solomon. Ft. Wayne—Ft. Wayne Free Fair. July 10-17. Pete Anderson. Goshen—Elphart Co. Fair, Inc. 8-13. Dart K. Bemenderfer. Greencastle—Putnam Co. Fair & 4-H Club Assn. Aug. 1-6. Thomas R. Hendricks. Greenfield—Hancock Co. 4-H Club Agri. Assn. Aug. 8-12. Mr. Charles Heller. Greensburg—Decatur Co. 4-H Agri. Fair Assn. Aug. 9-12. Ben Licking. Greentown—Greentown Lion's 4-H Assn. Aug. 2-6. Harold Schauf. Hamlet—Starke Co. 4-H Club Fair. Aug. 10-13. Tom Bell, Knox. Hartford City—Blackford Co. 4-H & Open Fair. Aug. 1-6. Glenn Schwarzkopf. Huntington—Dubois Co. Fair Assn. Aug. 8-13. Kermit R. Ruttkar. Huntington—VFW Homecoming & Street Fair. Aug. 1-6. Warren Heeter. Indianapolis—Indiana State Fair. Aug. 31-Sept. 9. Kenneth F. Blackwell. Indianapolis—Marion Co. Fair Assn. Aug. 8-13. M. W. Raburn. Jasonville—Tri-County Fair Assn. July 19-23. Ray Richert. Kendallville—Eastern Indiana Agri. Assn. Aug. 15-20. Clinton S. Rimmel. Kentland—Newton Co. Fair Assn. Aug. 30-Sept. 2. John Connell. Lafayette—Tippecanoe Co. 4-H Exhibit Assn. Aug. 15-19. Mrs. Sarah J. Norris, Buck Creek. LaGrange—LaGrange Co. Corn School, Inc. Sept. 14-17. Walter Emmerit. LaGrange—LaGrange Co. 4-H Club Assn. Aug. 9-11. Floyd Perkins. La Porte—La Porte Co. Agri. Assn. Aug. 15-20. Robert M. Morse. Lawrenceburg—Dearborn Co. Fair, Inc. July 24-30. Harold Carlton. Logansport—Cass Co. Fair Assn. July 24-30. Wm. (Babe) Thomas Jr. Lyons—Lyons Community Club Fair Assn. Aug. 23-27. Dwight Johnson. Marion—Grant County 4-H Club Fair Assn. Aug. 15-20. Guy T. Harris. Martinsville—Morgan Co. Fair & 4-H Assn. Aug. 15-19. W. J. Hardy. Mount Vernon—Posey Co. Agri. Improvement Center, Inc. July 26-29. Harley Kauffman, Jr. Muncie—Delaware Co. Agri. & Mech. Soc. July 31-Aug. 6. Ray Brookman. New Albany—Floyd Co. 4-H Club Assn. Aug. 10-12. Glen Barkes. New Bethel—Marion Co. Fair Assn. Aug. 8-13. M. W. Raburn. New Castle—Henry Co. 4-H Club Exhibit. Aug. 8-12. W. G. Smith. North Vernon—Jennings Co. Agri. Fair Assn. July 10-16. Charles Wiley. Oakland City—Oakland City Community 4-H Com. Fair. July 25-30. Sam B. Williams. Osgood—Ripley Co. Agri. Assn. July 24-30. Rollin Grum. Paoli—Orange Co. Fair Assn. Aug. 10-14. Charles Sager. Peru—Miami Co. 4-H Club & Livestock Show Assn. Aug. 2-6. Gene Kerrick. Petersburg—Pike Co. Fair & 4-H Club Exhibit. July 19-23. E. P. Dugan. Portland—Jay Co. Fair Assn. Aug. 7-12. Mrs. Edna Elliott. Princeton—Gibson Co. Hort. & Agri. Soc. Aug. 13-21. Floyd Strickland. Rensselaer—Jasper Co. Fair Assn. Aug. 15-20. Phil Wood. Reynolds—White Co. Agri. Assn. Aug. 9-13. Kathryn Harmon. Rising Sun—Ohio Co. Farmers Fair Assn. July 11-16. Wilford H. Hall. Rochester—Fulton Co. 4-H Fair Assn. Aug. 2-6. S. M. Deeb.

Advertisement for NEW CHEVROLET Task-Force TRUCKS. The text is large and bold, with 'NEW' at the top, 'CHEVROLET' in a large serif font, 'Task-Force' in a stylized script font, and 'TRUCKS' in a large bold font at the bottom.

New frames—many times more durable, and of 34-inch standard width to accommodate special body installations. These new frames have completely parallel side members and greater strength and rigidity.

New suspension—both front and rear, provides a smoother, more stable ride—a ride that's more comfortable for the driver and far easier on the load.

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New Overdrive, Truck Hydra-Matic—Overdrive now available as an extra-cost option on 1/2-ton models! Truck Hydra-Matic on 1/2-, 3/4- and 1-ton jobs!

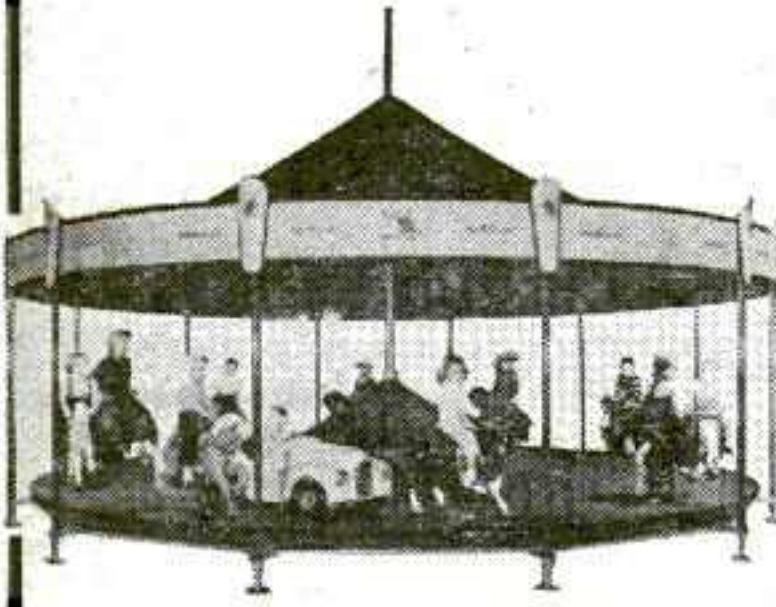
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- Kiddie Buggy Ride
- Pony Trot
- Fun Houses
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- Comet, Jr. (small coaster)
- Old Mills
- Mill Chutes
- Laughing Mirrors
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Rockport—Spencer Co. Fair Assn. July 25-30. Schumacher.  
 Rockville—Parke Co. Fair Assn. Aug. 8-13. Howard L. Bereman.  
 Rushville—Rush Co. Agrl. Assn. Aug. 1-5. E. E. Privett.  
 Salem—Farmers-Merchants Fair Assn. Aug. 15-20. Zaring Hudson.  
 Scottsburg—Scott Co. Agrl. Soc. Aug. 1-5. J. T. West.  
 Shelbyville—Shelby Co. Fair Assn. Aug. 6-12. Charles D. Campbell.  
 South Bend—St. Joseph Co. 4-H Club Fair. 3-6. Oscar Valentine.  
 Spencer—Owen Co. Fair Assn. Aug. 8-13. Mrs. Horace Dirlaw, Bowling Green.  
 Sullivan—Sullivan Co. 4-H Club Fair Assn. Aug. 3-6. Mrs. Merle Terrell.  
 Sunman—Sunman American Legion Fair. July 19-23. D. Lattire.  
 Terre Haute—Wabash Valley Fair Assn. Aug. 13-21. E. J. Acree.  
 Tipton—Tipton Co. 4-H Fair. Aug. 9-11. Dora Lagg.  
 Valparaiso—Porter Co. Agrl. Soc. Aug. 2-6. Tom Womax.  
 Veedsburg—Fountain Co. 4-H Club Fair. Aug. 1-4. Mrs. Dallas Livingston, Hillsboro.  
 Wabash—Wabash Co. Agrl. Fair Assn. Aug. 15-20. Dale J. Miller.  
 Warsaw—Kosciusko Co. Fair Assn. Aug. 8-13. Henry Butler.  
 Williamsport—Warren Co. Fair Assn. Aug. 8-12. Mrs. Robert Haniford.  
 Winslow—Pulaski Co. 4-H Community Fair. Aug. 8-13. Mrs. Virgil Dixon.  
 Winchester—Randolph Co. 4-H Club Show. Aug. 9-12. Mrs. Robert J. Curry.  
 Worthington—Greene Co. Fair Assn. July 26-30. Robert Pryor.

**Iowa**  
 Adel—Dallas Co. Fair Assn. Aug. 17-20. J. Dwight Brown.  
 Afton—Union Co. Fair Assn. Aug. 16-18. John A. Leininger.  
 Albia—Monroe Co. P. B. Sire Assn. Aug. 1-4. Clarence E. Babcock.  
 Algona—Kossuth Co. Agrl. Assn. Aug. 17-20. L. W. Nitchals.  
 Allison—Butler Co. Fair Assn. Aug. 4-7. Charles J. Miller.  
 Alta—Buena Vista Co. Agrl. Soc. Aug. 8-11. G. A. Soderquist.  
 Atlantic—Cass Co. 4-H & P.F.A. Fair Assn. Aug. 15-19. Gerald Kay.  
 Audubon—Audubon Co. Fair Assn. Sept. 12-16. D. C. Perley.  
 Avoca—Pottawattamie Co. Fair Assn. Aug. 9-12. H. E. True.

Bedford—Taylor Co. Fair Assn. July 25-31. Guy H. Miller.  
 Bloomfield—Davis Co. Agrl. Soc. Aug. 16-19. Clayton Morland.  
 Boone—Boone Co. 4-H Fair Assn. Aug. 15-18. T. M. Nelson.  
 Britt—Hancock Co. Fair Assn. Aug. 16-19. Mitchell Bock, Klemme.  
 Burlington—Burlington-Hawkeye Fair Assn. Aug. 8-13. James H. Bright.  
 Cedar Rapids—All-Iowa Fair. Aug. 14-21. Andrew C. Hanson.  
 Centerville—Appanoose Co. Fair Assn. Aug. 9-12. John M. Elliot.  
 Central City—Linn Co. Fair Assn. Aug. 5-7. T. W. Lewis.  
 Chairton—Lucas Co. 4-H Achievement Show. Aug. 16-18. Raymond E. Meyer, Russell.  
 Cherokee—Pilot Rock Plowing Match. Aug. 15-17. Albert R. Griffith.  
 Clarinda—Page Co. Agrl. Fair Assn. Aug. 3-6. Ole Wibholm.  
 Colfax—Jasper Co. 4-H & P.F.A. Fair Assn. Aug. 15-18. Mrs. Fred Jensma, Monroe.  
 Columbus Jct.—Louisa Co. Fair Assn. Aug. 15-18. H. W. Pedersen.  
 Coon Rapids—Four County Fair Assn. Aug. 17-20. M. D. Peterson.  
 Corning—Adams Co. Fair Assn. July 31-Aug. 4. Robert Gauthier.  
 Corydon—Wayne Co. Fair Assn. Aug. 22-24. Von Prugh.  
 Council Bluffs—West Pottawattamie Co. Fair Assn. Aug. 18-21. Ed Fischer, Neola.  
 Cresco—Howard Co. Fair Assn. Aug. 25-28. Ralph Fitzgerald.  
 Davenport—Mississippi Valley Fair. Aug. 18-21. Frank Harris.  
 Decorah—Winnebago Co. Fair Assn. Aug. 18-21. Leon R. Brown, Cresco.  
 Denison—Crawford Co. Fair Assn. Aug. 15-18. Bryan Weberg.  
 Derby—Derby Dist. Fair. Aug. 16-18. Raymond E. Meyer.  
 Des Moines—Iowa State Fair. Aug. 27-Sept. 5. L. B. Cunningham.  
 Des Moines—Polk Co. 4-H Fair Assn. Aug. 2-4. Ron Aronson.  
 DeWitt—Clinton Co. Club Show. Aug. 8-12. Norman J. Goodwin.  
 Donnellson—Lee Co. Fair Assn. Aug. 1-8. J. R. Doherty.  
 Dubuque—Dubuque Co. Fair Assn. Aug. 16-18. Robt. B. Miller.  
 Eagle Grove—Eagle Grove Dist. Jr. Fair Assn. Aug. 22-24. Gerhard Hansen.  
 Eldon—Wapello Co. Agrl. Fair Assn. Aug. 22-25. L. W. Hall.  
 Eldora—Hardin Co. Agrl. Soc. Aug. 16-19. Wilson H. Hadley.  
 Elkader—Elkader Fair Assn. Aug. 12-15. E. F. Seifert.  
 Estherville—Emmet Co. Fair. Aug. 15-18. Robert G. Beckley.  
 Fairfield—Jefferson Co. Jr. Agrl. Show. Aug. 15-18. Henry McCleary, Packwood.  
 Fort Dodge—Webster Co. 4-H Fair Assn. Aug. 9-11. Marvin Stanek.  
 Greenfield—Adair Co. Fair Assn. Aug. 22-25. Wm. C. Bennett.  
 Grinnell—Poweshiek Co. 4-H & P.F.A. Fair Assn. Aug. 8-11. Roger Sandage, Brooklyn.  
 Grundy Center—Grundy Co. Fair Assn. Aug. 3-6. Henry B. Wiesley.  
 Guthrie Center—Guthrie Co. Fair Assn. Sept. 6-9. G. W. Prince.  
 Hampton—Franklin Co. Fair Assn. Aug. 20-23. Kenneth Showalter.  
 Harlar—Shelby Co. Fair Assn. Aug. 23-26. H. Lew Malcolm.  
 Humboldt—Humboldt Co. Fair Assn. Aug. 22-25. Jean M. Kieve.  
 Ida Grove—Ida Co. Agrl. Soc. Aug. 14-17. Richard F. Branco.  
 Independence—Buchanan Co. Fair & Livestock Assn. Aug. 9-12. W. J. Campbell.  
 Indianola—Warren Co. Fair Assn. Aug. 1-4. Glen Felton.  
 Iowa City—Johnson Co. 4-H Fair. Aug. 8-12. H. J. Montgomery.  
 Jefferson—Greene Co. Fair Assn. Aug. 1-4. R. K. Richardson.  
 Keosauqua—Van Buren Co. Fair Assn. Aug. 9-12. A. J. Secor.  
 Knoxville—Marion Co. Fair Assn. Aug. 9-7. M. A. Trabert.  
 Le Mars—Plymouth Co. Fair Assn. Aug. 23-24. Arlie A. Pierson.  
 Leon—Decatur Co. 4-H & F. F. A. Fair Assn. Aug. 1-4. Harold Flanigan.  
 Lorimer—Union Co. Fair Assn. Aug. 10-13. John A. Leininger.  
 Malvern—Mills Co. Fair Assn. Aug. 8-10. Dennis Downing, Pacific Junction.  
 Manchester—Delaware Co. Fair Assn. Aug. 2-5. Truman Ingels.  
 Manson—Calhoun Co. Fair Assn. July 29-31. Wm. Partlow.  
 Maquoketa—Jackson Co. Fair Assn. Aug. 4-7. L. S. Lein.  
 Marengo—Iowa Co. Fair Assn. Aug. 8-13. Sally Bellamy, Marengo.  
 Marshalltown—Central Iowa Fair. Aug. 20-23. Leonard L. Grimes.  
 Mason City—North Iowa Fair Assn. Aug. 9-14. Millard C. Lawson.  
 Mo. Valley—Harrison Co. Fair Assn. Aug. 18-20. Mrs. Kathryn Risney.  
 Monticello—Great Jones Co. Fair. Aug. 23-27. Claude Appleby.

Moville—Woodbury Co. Fair Assn. Sept. 7-10. Wayne W. Luse.  
 Mt. Airy—Ringgold Co. Fair Assn. Aug. 18-20. Stuart W. Hoover.  
 Mt. Pleasant—Henry Co. Agrl. Assn. July 25-30. W. H. Bainer.  
 Nashua—Big Four Fair Assn. Aug. 11-14. Norton Bloom.  
 Neola—West Pottawattamie Co. Fair Assn. Aug. 16-20. Ed Fischer.  
 Nevada—Story Co. 4-H Fair Assn. Aug. 15-18. Glenn Randau, RFD 2, Ames.  
 Northwood—Worth Co. Fair Assn. Aug. 14-17. A. T. Grosland.  
 Onawa—Monona Co. Fair Assn. Aug. 22-25. Charles Ross.  
 Ossage—Mitchell Co. Agrl. Soc. Aug. 18-21. Fred B. Hanson.  
 Osceola—Clarke Co. 4-H Fair Assn. Aug. 16-19. Richard Ford.  
 Oskaloosa—Southern Iowa Fair. Aug. 8-13. Clyde A. Hanna.  
 Pocahontas—Pocahontas Co. 4-H Club Fair Assn. Aug. 8-11. Carolyn Ives, Rolfe.  
 Postville—Big Four Fair Assn. Sept. 2-5. Charles Hoth.  
 Primghar—O'Brien Co. Fair Assn. Aug. 16-18. John A. Longstreet.  
 Rock Rapids—Greater Lyon Co. Fair Assn. Aug. 10-13. Emerson Dykhouse.  
 Rockwell City—Calhoun Co. Expo. Aug. 5-7. Wayne D. Gidel.  
 Sac City—Sac Co. Fair Assn. Aug. 22-25. LeRoy L. Kruskop.  
 Sibley—Osceola Co. Livestock Show. Aug. 29-31. Jake Burstad, Jr.  
 Sioux Center—Sioux Co. Youth Fair. Aug. 9-11. Maurice F. Eldridge, Orange City.  
 Spencer—Clay Co. Fair Assn. Sept. 12-17. Wm. Woods.  
 Spirit Lake—Dickinson Co. Agrl. Soc. Aug. 17-19. E. Hendricks.  
 Thompsons—Winnebago Co. Jr. Show. Aug. 15-17. Dean Nerdig.  
 Tipton—Cedar Co. Fair Assn. Aug. 9-12. Eugene R. Moore.  
 Traer—Tama Co. Fair Assn. Aug. 16-20. Wm. Tams.  
 Vinton—Benton Co. Fair Assn. Aug. 1-4. K. B. Spaulding.  
 Washington—Washington Co. Fair Assn. Aug. 8-11. Thomas Robb.  
 Waterloo—Natl. Dairy Cattle Congress. Oct. 1-8. E. S. Estel.  
 Waukon—Allamakee Co. Fair Assn. Aug. 11-14. E. M. Phipps.  
 Waterloo—Bremer Co. 4-H Fair Assn. Aug. 8-10. L. V. Ormiston.  
 Webster City—Hamilton Co. Fair Assn. Aug. 3-7. R. B. Douglas.  
 West Liberty—West Liberty Fair. Aug. 22-25. Robert F. Barclay.  
 West Union—Payette Co. Fair Assn. Aug. 23-26. E. T. Alcorn.  
 What Cheer—Keokuk Co. Assn. Aug. 12-15. Everett Hensley.  
 Winterset—Madison Co. Fair Assn. Aug. 15-18. Earl Graves.

**Kansas**

Abilene—Cent. Kan. Free Fair Assn. Aug. 22-26. C. S. Peck.  
 Alma—Wabaunsee Co. Fair Assn. Aug. 17-20. Norman Winkler.  
 Anthony—Anthony Fair Assn. July 20-23. J. L. Robinson.  
 Auburn—Auburn Grange Fair. Oct. 7-8. Mrs. Irene Brobst.  
 Belleville—Republic Co. Cent. Kan. Fair. Aug. 28-Sept. 2. Carl H. Beyer.  
 Beloit—Mitchell Co. Fair Assn. Aug. 30-Sept. 2. Dean D. Haddock.  
 Big Springs—Douglas Co. Livestock & Agrl. Fair Assn. Aug. 23-26. Max Bahnmair.  
 Blue Rapids—Marshall Co. Stock Show & Fair Assn. Aug. 23-26. Mrs. R. D. Riegle.  
 Burlington—Coffey Co. Free Fair Assn. Aug. 30-Sept. 2. Park J. Shepp.  
 Caldwell—Sumner Co. Fair Assn. Sept. 8-10. Chester C. Helsler.  
 Canton—McPherson Co. Fair Assn. Aug. 18-20. L. C. Hamilton.  
 Cheney—Sedgwick Co. Fair Assn. Aug. 18-20. Frank A. Rynker.  
 Clay Center—Clay Co. Fair Assn. Sept. 6-9. Ernest Tolin.  
 Coffeyville—Montgomery Co. Fair Assn. Sept. 1-5. Lawrence M. Smith.  
 Colby—Thomas Co. Fair Assn. Aug. 9-12. J. B. Kuska.  
 Columbus—Cherokee Co. Am. Legion Fair. Aug. 22-27. Joe W. Cook.  
 Council Grove—Morris Co. Fair Assn. Aug. 17-19. Warner Harris.  
 Dighton—Lane Co. Free Fair. Aug. 3-5. E. A. Bryant.  
 Dodge City—Ford Co. Great Southwest Fair. Aug. 28-31. Gil Myers.  
 Effingham—Atchison Co. Fair Assn. Aug. 23-26. R. D. Morgan.  
 El Dorado—Butler Co. Fair Assn. Aug. 16-19. Floyd A. Bacon.  
 Ellis—Ellis Co. Jr. Free Fair. Aug. 24-27. Robert King.  
 Erie—Neosho Co. Fair Assn. Aug. 30-Sept. 2. Ivan Green.  
 Fort Scott—Bourbon Co. Fair Assn. Aug. 23-26. James F. Batten.  
 Garden City—Finney Co. Free Fair. Aug. 24-26. Hoy B. Eiting.  
 Gardner—Johnson Co. Free Fair Assn. Sept. 1-3. Marion Bacon.  
 Garnett—Anderson Co. Fair Assn. Aug. 31-Sept. 2. Fred L. Coleman.  
 Girard—Crawford Co. Fair Assn. Aug. 8-11. Marvin Green.

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Goodland Center—Sherman Co. Northwest Kan. Fair. Aug. 18-19. H. R. Shimeall.  
 Hardtner—Barber Co. Fair Assn. Aug. 24-26. Kenneth Wolgamott.  
 Harper—Harper Co. Fair Assn. Aug. 25-27. R. H. Zimmerman.  
 Herington—Tri-Co. Fair Assn. Aug. 10-13. Rex B. Ross.  
 Hill City—Graham Co. Fair Assn. Aug. 10-13. Ralph Bethell.  
 Horton—Tri-Co. Fair Assn. Aug. 31-Sept. 2. Jules A. Bourquin.  
 Howard—Elk Co.—Howard Fair Assn. Aug. 10-12. Noel Mullendore.  
 Hoxie—Sheridan Co. Fair Assn. Aug. 10-13. Mrs. Jake Sames.  
 Hutchinson—Kansas State Fair. Sept. 17-22. Virgil Miller.  
 Iola—Allen Co. Fair Assn. Aug. 22-27. Ralph E. Smith.  
 Kincaid—Kincaid Farmers Fair. Sept. 15-17. J. Q. Adams, Jr.  
 Kingman—Kingman Co. Fair Assn. Aug. 22-24. A. T. Heywood.  
 Lane—Franklin Co.—Lane Fair Assn. Aug. 22-23. C. R. Boffrey.  
 Liberal—Five State Fair Assn. Aug. 31-Sept. 8. Chas. E. Kulow.  
 Lindsborg—McPherson Co.—Lindsborg Dist. Fair. Sept. 27-28. S. E. Dahisten.  
 Longton—Elk Co. Fair Assn. Sept. 8-10. Bert Speer.  
 Manhattan—Riley Co. Fair Assn. Aug. 22-24. John Melaner.  
 Mineral—Mineral Dist. Free Fair Assn. Aug. 17-20. Joe Carlson.  
 Mound City—Linn Co. Fair Assn. Aug. 17-20. John H. Morse.  
 Ness City—Ness Co. Fair Assn. Aug. 11-13. Clyde Strobel.  
 Newton—Harvey Co. Fair Assn. Aug. 23-26. Jack R. Turman.  
 Norton—Norton Co. Agrl. Assn. Aug. 8-12. Jean W. Kissell.  
 Oberlin—Decatur Co. Fair Assn. Aug. 1-3. R. J. Brown.  
 Osage City—Osage Co. Fair Assn. Aug. 31-Sept. 2. Floyd T. Hepworth.  
 Osborne—Osborne Co. Rural Fair Assn. Aug. 16-19. C. L. Casebolt.  
 Oswego—Labette Co. Fair Assn. Aug. 1-3. J. D. McClure.  
 Ottawa—Franklin Co. Agrl. Soc. Aug. 18-20. Edwin Snyder.  
 Overbrook—Overbrook Osage Co. Fair Assn. Aug. 25-27. Emery E. Pager.  
 Richmond—Richmond Free Fair Assn. Aug. 24-26. John H. Roeckers.  
 Rush Center—Rush Co. Agrl. & Fair Assn. Aug. 8-10. Harold Rife.  
 Russell—Russell Co. 4-H Fair. Aug. 16-18. Earl M. Rogg.  
 St. Francis—Cheyenne Co. Fair Assn. Aug. 23-26. Harold D. Shull.  
 Salina—Saline Co. Fair Assn. Aug. 30-Sept. 2. Albert Frehshe.  
 Scott City—Scott Co. Free Fair. Aug. 25-27. Delmar Huck.  
 Smith Center—Smith Co. Fair Assn. Aug. 23-26. Jack Ayres.  
 South Haven—Sumner Co.—South Haven Fair. Aug. 31-Sept. 2. K. K. Kilmer.  
 Stafford—Stafford Co. Fair Assn. Aug. 11-13. Arthur B. Harzmann.  
 Stockton—Rooks Co. Free Fair Assn. Aug. 23-26. George F. Ostmeyer.  
 Sylvan Grove—Lincoln Co.—Sylvan Grove Free Fair. Aug. 23-26. A. L. Naylor.  
 Thayer—Thayer Picnic & Fair Assn. Sept. 7-9. H. M. Minnich.  
 Topeka—Kansas Free Fair. Sept. 10-18. Maurice Pager.  
 Tribune—Greeley Co. Fair. Aug. 11-13. Charles Potucek Jr.  
 Ulysses—Grant Co. Free Fair. Aug. 18-20. Marshall F. Walker.  
 WaKeeney—Trego Co. Free Fair Assn. Aug. 16-19. Lew H. Galloway.  
 Wakefield—Wakefield Free Fair Assn. Sept. 28-30. Dale Newell.  
 Washington—Washington Co. Fair Assn. Sept. 8-10. C. A. Schumacher.

Wellsville—Wellsville Picnic Fair Assn. Sept. 8-9. J. H. Cramer.  
 West Mineral—Cherokee Co. Free Fair. Aug. 17-20. Joe Carlson.  
 Wetmore—Nemaha Co. Free Fair Assn. Aug. 11-13. Raymond McDaniel.  
 Winfield—Crowley Co. Fair Assn. Aug. 30-Sept. 2. Noble Bradbury.  
 Yates Center—Woodson Co. Fair Assn. Aug. 15-19. Mrs. Mary Reid.  
**Kentucky**  
 Alexandria—Alexandria Fair. Sept. 3-5. J. W. Shaw. Newport.  
 Barbourville—Knox Co. Fair Assn. Aug. 24-27.  
 Beattyville—Lee Co. Fair Assn. Sept. 22-24. Lee Tyler.  
 Booneville—Owsley Co. Fair Assn. Sept. 15-17.  
 Brodhead—Brodhead Fair Assn. Aug. 15-20. D. A. Robbins.  
 Burkesville—Cumberland Co. Fair Assn. Aug. 17-20.  
 Burlington—Boone Co. 4-H & Utopia Fair Assn. Aug. 4-6. Mrs. Vernon Pope.  
 Calhoun—McLean Co. Fair Assn. Sept. 22-24. J. Estil Clark.  
 Campbellsville—Taylor Co. Fair Assn. Aug. 9-13. Mark B. Chandler Jr.  
 Campton—Wolf Co. Fair Assn. Sept. 7-10. Hays Pigman.  
 Carrollton—Carroll Co. Fair Assn. Aug. 10-13.  
 Central City—Muhlenberg Co. Fair Assn. July 27-30. Mack Houston.  
 Columbia—Adair Co. Fair Assn. July 27-30.  
 Falmouth—Falmouth Fair Assn. Aug. 15-21. Mrs. Nelson Breeze.  
 Franklin—Simpson Co. Fair Assn. Sept. 28-Oct. 1. Woodrow Coots.  
 Germantown—Germantown Fair Assn. Aug. 10-13. R. K. Asbury. Augusta.  
 Glasgow—Barren Co. Amer. Legion Fair Assn. July 20-23. Sam Sears.  
 Greensburg—Green Co. Fair Assn. Aug. 24-27.  
 Greenup—Greenup Co. Fair Assn. Sept. 28-Oct. 1.  
 Hardinsburg—Breckinridge Co. Fair Assn. Sept. 29-Oct. 1.  
 Harrodsburg—Mercer Co. Fair & Horse Show. July 25-30. John H. James Jr.  
 Hartford—Ohio Co. Fair Assn. Sept. 8-10. J. R. Russell.  
 Hickman—Fulton Co. Fair Assn. Aug. 17-20.  
 Hodgenville—Larue Co. Fair Assn. Aug. 17-20. Melvin Braden.  
 Independence—Kenton Co. Fair Assn. Aug. 10.  
 Jeffersonton—Jefferson Co. Fair Assn. Aug. 11-13.  
 La Grange—Oldham Co. Fair Assn. Aug. 24-27.  
 Lawrenceburg—Lawrenceburg Fair Assn. July 18-23.  
 Leitchfield—Grayson Co. Fair Assn. Sept. 1-5.  
 London—Laurel Co. Fair Assn. Aug. 31-Sept. 3. Ellie Asher.  
 Louisville—Kentucky State Fair. Sept. 9-17. J. Dan Baldwin.  
 New Castle—Henry Co. Fair Assn. Aug. 16-20.  
 Newport—Campbell Co. Fair Assn. Sept. 3-5.  
 Owenton—Owen Co. Fair Assn. July 13-16.  
 Bay E. Williams.  
 Owingville—Bath Co. Agrl. Fair Assn. Aug. 17-20. Joe R. Thompson.  
 Paducah—McCracken Co. West Ky. Fair & Races. July 4-7. Mrs. Ruth L. Fawkes.  
 Providence—Webster Co. Fair Assn. Aug. 16-20. T. D. Rayburn.  
 Russell Springs—Russell Co. Fair Assn. Aug. 3-6. L. E. Wilson. Jamestown.  
 Russellville—Logan Co. Fair. Aug. 8-13. Jack Stengel.  
 Sandy Hook—Elliott Co. Agrl. & School Fair. Sept. 29-Oct. 1. Emery Horton.  
 Little Sandy.  
 Scottsville—Allen Co. Fair Assn. July 21-23. James Lonas.

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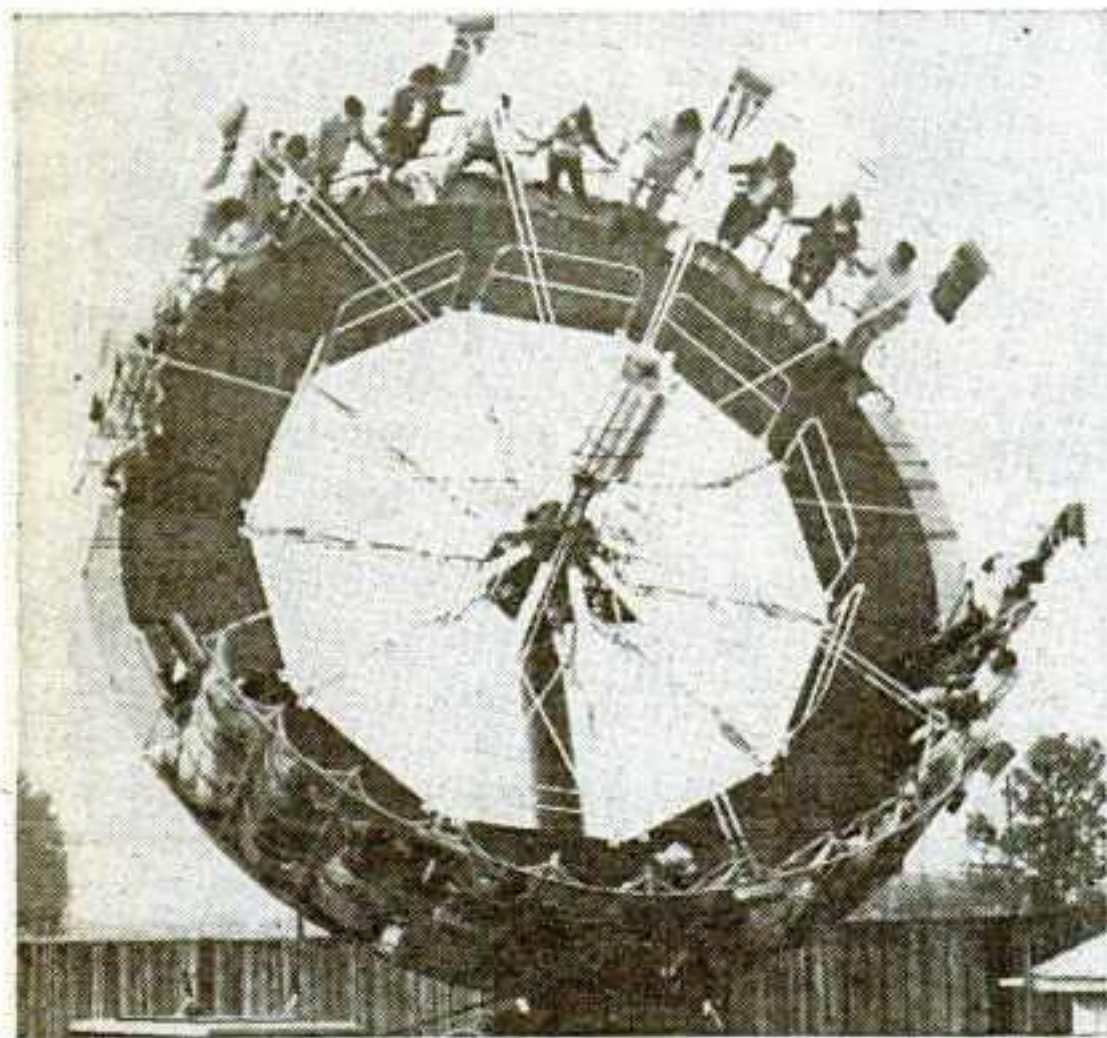
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Springfield—Washington Co. Fair Assn. June 23-25.  
Stanford—Lincoln Co. 4-H & FPA Fair Assn. Aug. 5-6. Mary Louise Adams.  
Sturgis—Union Co. Fair Assn. July 18-23.  
Williamstown—Grant Co. Fair Assn. July 27-30.

**Louisiana**

Abbeville—La. Dairy Festival & Fair Assn. Oct. 14-15. Roy R. Theriot.  
Amite—Tangipahoa Parish Fair Assn. Oct. 6-10. L. Barbee Ponder.  
Bastrop—Morehouse Parish Fair & Cotton Festival. Sept. 28-Oct. 1. John M. Smith.  
Baton Rouge—East Baton Rouge Parish Fair Assn. Jan. 26-28, 1956. C. L. Flowers.  
Buras—Plaquemines Parish Orange Festival & Fair. Dec. 17-18.  
Clinton—East Feliciana Parish Fair Assn. Oct. 19-22. A. R. Cain.  
Coushatta—Red River Parish Fair Assn. Sept. 21-24. C. O. Webb.  
Covington—St. Tammany Parish Fair Assn. Oct. 7-10. John Leveson.  
DeRidder—Beauregard Parish Fair Assn. Oct. 4-8. George McGregor.  
Donaldsonville—South La. State Fair, Inc. Oct. 8-9. Adolphe Netter.  
Erath—Vermillion Parish Agril. Fair Assn. Oct. 6-8. Clem Bourgeois Jr.  
Eunice—Southwest La. Fair Assn. Oct. 12-16. Mrs. Wilma Bedell.  
Farmerville—Union Parish Fair & North La. Corn Show. Oct. 5-8. S. D. Reech.  
Ferriday—Concordia Parish Fair. Oct. 12-15. Verne Richey.  
Franklinton—Washington Parish Fair Assn. Oct. 12-15. Frank Heyward.  
Haynesville—Clairborne Parish Fair & N. W. La. Dairy Festival. Oct. 2-7. W. J. Sherman.  
Jena—LaSalle Parish Fair Assn. Sept. 19-24. H. D. Gaddis.  
Jennings—Jeff-Davis Parish Fair & Oil Expo. Oct. 26-29. N. T. Avant.  
Jonesboro—Jackson Parish Agril. & Livestock Fair Assn. Sept. 26-Oct. 1. W. W. McDonald Jr.  
Kentwood—Pla. Parish Fair & Agril. Festival. Oct. 19. C. Alton Morris.  
Lafayette—South La. Mid-Winter Fair Assn. Jan. 1956. T. J. Arceneaux.  
Livingston—Livingston Parish Fair Assn. Oct. 12-15. Marvin Curtis.  
Lutcher—St. James Parish Free Fair Assn. April 22-25. E. L. Roussel.  
Marksville—La. Livestock & Pasture Festival. Oct. 7-9. Kermit J. Ducote.  
Minden—Bossier-Webster Fair & Forest Festival. Oct. 11-15. Brodie Pugh.  
Morgan City—La. Shrimp Festival & Fair Assn. Sept. 3-4. Elizabeth G. Russo.  
Natchitoches—Natchitoches Parish Fair Assn. Sept. 28-Oct. 1. Louis Ryder, Clouterville.  
New Iberia—La. Sugar Cane Festival & Fair Assn. Sept. 22-25. Mrs. Frank Oubre.  
New Orleans—Mid-Winter Fair & Poultry Assn. Oct. 14-16. Mr. Francis C. Smith.  
New Orleans—State Negro Fair & Festival of La. April 28-May 1. Jackson V. Acox.  
New Roads—Pointe Coupee Parish Fair Assn. Oct. 14-16. Sterling Deville.  
Oak Grove—West Carroll Parish Fair Assn. Oct. 8-12. J. Wayland Smith.  
Oberlin—Allen Parish Fair Assn. Sept. 29-Oct. 1. G. C. Meaux.

Olla—North Central La. Fair Assn. Oct. 10-14. H. Vinard.  
Opelousas—La. Yambillee, Inc. Oct. 4-6. Billy M. Smith.  
Plaquemine—Iberville Free Fair Assn. Sept. 16-19. J. Gerald Berret.  
Port Allen—West Baton Rouge Parish Fair Assn. Sept. 16-19. L. C. Marioneaux.  
Prairieville—Ascension Parish Negro Fair Assn. Sept. 30-Oct. 2. Peter Stephens.  
Ringgold—Bienville Parish Fair Assn. Oct. 5-8. John T. Noles.  
Ruston—Lincoln Parish Fair Assn. Oct. 10-11. C. M. Mathewes.  
Ruston—North La. State Fair Assn. Oct. 12-16. C. M. Mathewes.  
Shreveport—La. State Fair. Oct. 22-30. J. T. Monsour.  
Shreveport—Caddo Parish Fair & Jr. Livestock Show. Oct. 20-21. E. W. Gassie.  
Sulphur—Calcasieu-Cameron Fair Assn. Oct. 20-25. Mrs. Harold Owens.  
Vivian—Vivian Fair Assn. Oct. 6-8. Raymond T. West.  
Tallulah—La. Delta Fair Assn. Oct. 17-21. J. M. Gilfoil.  
Thibodaux—Lafourche Parish Fair Assn. Sept. 16-23. Sabin P. Blanchard.  
West Monroe—Ouachita Valley Fair Assn. Oct. 10-15. John Birdsong.  
Winnfield—Winn Parish Fair Assn. Oct. 11-15. W. C. Cummings.  
Winnaboro—Catahoula, Franklin & Richland Tri-Parish Fair Assn. Oct. 5-8. George Sherman.

**Maine**

Acton—York Co. Agril. Assn. Sept. 1-3. Leon E. Crediford.  
Bangor—Bangor Fair Assn. Aug. 1-6.  
Blue Hill—Hancock Co. Agril. Soc. Sept. 3-5. Phil O'Brien.  
Cherryfield—West Washington Agril. Soc., Inc. Aug. 30-Sept. 1. C. H. Small.  
Cumberland—Cumberland Fair Assn. Sept. 26-Oct. 1.  
Dover—Piscataquis Valley Fair Assn. Aug. 27. C. G. Cushman.  
Farmington—Farmington Fair Assn. Sept. 19-24.  
Fryeburg—Fryeburg Fair Assn. Oct. 3-8.  
Guilford—Guilford Fair Assn. Sept. 10. Leroy Knowlton.  
Lewiston—Lewiston Fair Assn. July 25-30.  
Litchfield Farmers Club, Inc. Sept. 9-10.  
Charles H. Harvey, Gardiner.  
Machias—Washington Co. Agril. Fair Assn. Sept. 16-20. Herald J. Beckett.  
Mannmouth—Cochewegan Agril. Assn. Sept. 23-24. Clarence H. Maxim.  
New Gloucester—New Gloucester Fair Assn. Oct. 17-22.  
North Waterford—World's Fair Assn., Inc. Sept. 30-Oct. 1. Wilbur L. Button.  
Norway—Oxford Co. Agril. Soc. Sept. 12-17. Leroy C. Luce.  
Pittston—East Pittston Fair Assn. Aug. 12-13. Mrs. Melba Crocker, Gardiner.  
Presque Isle—Presque Isle Fair Assn. Aug. 8-13.  
Skowhegan—Skowhegan State Fair. Aug. 13-20. Roy E. Symons.  
Topsham—Topsham Fair Assn. Oct. 10-15.  
Union—Union Fair Assn. Aug. 23-27.  
West Cumberland—Cumberland Farmers' Club. Sept. 26-Oct. 1. Harold P. Small.  
Windsor—So Kennebec Agril. Soc. Aug. 31-Sept. 5. E. R. Hayes.

**Maryland**

Annapolis—Anne Arundel Co. Fair Assn. Sept. 28-Oct. 1. F. M. Ridout.  
Bel Air—Hartford Co. Fair Assn. Aug. 16-20. Charles Kunkel.  
Bryan's Road—Charles Co. Farmers' Assn. Fair. Sept. 23-25. I. P. Evans.  
Cambridge—Talbot & Dorchester Co. 4-H Show. July 31. Harry Beggs.  
Centerville—Eastern Shore Spring 4-H Club Show. April 30. William Sutton.  
Centerville—Queen Anne's Co. 4-H Fair Assn. July 23. B. Wayne Kelly.  
Cumberland—Cumberland Fair Assn. Aug. 22-27. Frank A. Wolfhope.  
Elkton—Cecil Co. Breeders' Fair. Sept. 10. William Shelton.  
Frederick—Great Frederick Fair. Oct. 4-8. Guy K. Motter.  
Gaithersburg—Montgomery Co. Fair Assn. Aug. 23-27. Roscoe N. Whipp. Rockville.  
Hagerstown—Great Hagerstown Fair. Sept. 19-24. M. H. Beard.  
LaPlata—Charles Co. Fair Assn. Sept. 30-Oct. 2. Odon Turner.  
Leonardtown—St. Mary's Co. Farmers & Homemakers Assn. Sept. 30-Oct. 2. Alice Marshall, Morgansza.  
Lexington Park—St. Mary Co. Farmers & Homemakers' Fair. Sept. 30-Oct. 2. James Forrest.  
McDonogh—McDonogh School Fair. May 7. R. N. Willis.  
Prince Frederick—Calvert Co. Fair Assn. Oct. 5-7. Robert M. Hall.  
Sparks—Sparks High School Jr. Farm Fair. Aug. 27. Leib McDonald.  
Timonium—Eastern National Livestock Show. Nov. 12-18. Jos. M. Vial.  
Timonium—Maryland State Fair & Agril. Assn. Aug. 31-Sept. 10. Richard N. Willis.  
Upper Marlboro—Southern Md. Agril. Fair Assn. Oct. 14-17. Mrs. Helen Welch.  
Westminster—Carroll Co. 4-H Fair Assn. July 19-21. L. C. Burns.  
Woodbine—Howard Co. Fair Assn. Aug. 17-20. William H. Hill.

**Massachusetts**

Blackstone—East Blackstone Fair Assn. Sept. 9-11. Jesse E. Deacon.  
Blandford—Union Agril. & Hort. Soc. Sept. 4-5. Lee Wyman.  
Brookton—Brookton Agril. Soc. Sept. 10-17. C. J. Larson.  
Cummington—Hillside Agril. Soc. Aug. 26-28. Leston Parker, Swift River.  
Great Barrington—Barrington Fair Assn. Sept. 11-18. Edward J. Carroll.  
Greenfield—Franklin Co. Agril. Soc. Sept. 11-14. Richard H. Campbell.  
Lakeville—Middleboro Agril. Soc. July 31-Aug. 6. Thomas Sna.  
Littleville—Littleville Com. Fair Assn. Oct. 1-2. Leon J. Kalso, Chester.  
Marshfield—Marshfield Agril. & Hort. Soc. Aug. 7-13. Granville M. Thayer, North Pembroke.  
Marston Mills—Barnstable Co. Agril. Soc. Aug. 11-13. Charles J. Meyer, Centerville.  
Middlefield—Highland Agril. Soc. Sept. 2-4. Jesse H. Pease, Chester.  
Northampton—Hampshire, Franklin & Hampden Agril. Soc. Sept. 4-10. John L. Banner.  
Spencer—Spencer Agril. Assn. Sept. 3-5. Hon. Philip A. Quinn.  
Sterling—Sterling Cattle Show & Old Home Day. Sept. 10. Mrs. Clifton H. Godfrey, Lancaster.  
Topsfield—Essex Agril. Soc. Sept. 4-10. Paul Corson.  
Weymouth—Mass. State Fair. Aug. 13-20. Milton Danziger.  
West Springfield—Eastern States Expo. Sept. 17-25. Jack Reynolds.  
West Tibbury—Martha's Vineyard Agril. Soc. Aug. 18-20. Mrs. Everett D. Whiting.

**Michigan**

Adrian—Lenawee Co. Fair Assn. Sept. 19-24. H. H. Hungerford.  
Allegan—Allegan Co. Fair Assn. Sept. 11-17. J. H. Snow.  
Armada—Armada Agril. Soc. Aug. 25-28. Roy Conner.  
Atlanta—Montmorency Co. 4-H Fair Assn. Aug. 30-Sept. 2. Mrs. Helen B. Davis.

Bad Axe—Huron Co. Agril. Fair Assn. Aug. 9-13. Raymond L. Brabo, Kinde.  
Barrington—Barrington Community Fair Assn. Oct. 5-6. Forrest N. Armock.  
Bay City—Bay Co. Free Fair. Aug. 8-13. Byron Ruhstorfer, Kawkawlin.  
Berrien Springs—Berrien Co. Youth Fair Assn. Aug. 17-21. Mrs. Lucie Siekman, Buchanan.  
Big Rapids—Mecosta Co. Agril. Fair Assn. Aug. 23-27. Norman Mason.  
Cadillac—Northern Dist. Free Fair. Sept. 5-9. Arvid E. Swanson.  
Caro—Tuscola Co. Fair Assn. Aug. 22-27. Carl P. Mantey.  
Centerville—St. Joseph Co. Fair Assn. Sept. 19-24. Lester R. Schrader.  
Charlotte—Eaton Co. 4-H Assn. Aug. 30-Sept. 3. Sidney Phillips.  
Cheboygan—Northern Mich. Fair Assn. Aug. 16-20. Geo. D. Judd.  
Chelsea—Chelsea Community Fair. Aug. 17-20. Wallace Wood.  
Coldwater—Branch Co. 4-H Fair Assn. Sept. 13-17. Mrs. Luella Hamilton.  
Corunna—Shiawassee Co. Free Fair. Aug. 15-20. Blair Woodman.  
Croswell—Croswell Free Fair. Aug. 30-Sept. 3. E. G. Baer.  
Detroit—Michigan State Fair. Sept. 2-11. Donald L. Swanson.  
Eagle—Eagle Township Fair Assn. Sept. 8-10. Charles Higbee.  
Escanaba—Upper Peninsula State Fair. Aug. 23-28. Ray La Porte.  
Fowlerville—Fowlerville Agril. Soc. Aug. 2-6. W. Bruce Campbell.  
Gladwin—Gladwin Co. Jr. Fair Assn. Aug. 2-4. Olive Nearing.  
Greenville—Montcalm Co. Fair Assn. Aug. 24-27. Helen Ward, Coral.  
Hastings—Barry Co. Agril. Soc. Aug. 2-6. Forrest L. Johnson.  
Hesperia—Hesperia Free Fair. Sept. 1-3. Elmer E. Arndt.  
Hillsdale—Hillsdale Co. Agril. Soc. Sept. 25-Oct. 1. H. B. Kelley.  
Hudsonville—Hudsonville Community Fair. Aug. 24-26. Robert Van Noord.  
Imlay City—Eastern Mich. Fair Assn. Aug. 2-6. Kenneth D. Ruby.  
Ionia—Ionia Free Fair. Aug. 8-13. Rose Sarlow.  
Iron River—Iron Co. Fair Assn. Aug. 30-Sept. 1. V. C. Vaughan.  
Jackson—Jackson Co. Fair Assn. Aug. 26-Sept. 2. Ilone Storms.  
Kalamazoo—Kalamazoo Co. Agril. Soc. Aug. 22-27. Edward McNamara, Richland.  
Lake Odessa—Lake Odessa Civic & Agril. Improvement Assn. July 2-4. Duane Gray.  
Ludington—Western Michigan Fair Assn. Aug. 31-Sept. 3. Peter Christensen.  
Marne—Berlin Fair Assn. Aug. 29-Sept. 3. H. M. Oseward, Coopersville.  
Marshall—Calhoun Co. Fair Assn. Aug. 22-27. Don C. Sweeney, Albion.  
Mason—Ingham Co. Fair Assn. Aug. 15-20. Harry A. Splinty.  
Midland—Midland Co. Fair Assn. Aug. 16-20. D. Parish.  
Mt. Clemens—Exchange Club Expo. & Fair. May 28-June 5. Don Lind.  
Onkama—Manistee Co. Agril. Soc. Sept. 7-10. Volney Reynolds.  
Potoskey—Emmet Co. Fair Assn. Aug. 22-28. Winfield S. Hinds.  
Pinconning—Pinconning Community Fair Assn. Sept. 9-10. Henry Uhlmann.  
Ravenna—Ravenna Homecoming & 4-H Fair Assn. Aug. 18-20. Samuel McNitt.  
Saginaw—Saginaw Co. Agril. Soc. Sept. 11-17. Clarence H. Harnden.  
Sandusky—Sanilac Co. 4-H Fair Assn. Aug. 16-20. Keith C. Sowerby.  
Standish—Arenac Co. Agril. Soc. Aug. 16-20. Paul Pennoek.  
Traverse City—Northwestern Mich. Fair Assn. Aug. 30-Sept. 3. Arnell Engstrom.

**Minnesota**

Ada—Norman Co. Fair Assn. July 7-10. G. M. Thompson.  
Aitkin—Aitkin Co. Agril. Soc. Aug. 15-17. F. C. Kaplan.  
Albert Lea—Prebourn Co. Fair Assn. Aug. 22-25. Herman D. Jensen.  
Alexandria—Douglas Co. Agril. Assn. Aug. 22-25. C. W. McDonald.  
Anoka—Anoka Co. Soc. Aug. 12-14. Henry C. Hammer.  
Appleton—Swift Co. Fair Assn. Aug. 25-28. J. G. Anderson.  
Arlington—Sibley Co. Fair Assn. Aug. 11-14. Louis Kill.  
Austin—Mower Co. Fair Assn. Aug. 9-14. P. J. Holand.  
Bagley—Clearwater Co. Agril. Soc. Aug. 18-21. Mrs. Margaret Davids.  
Barnesville—Clay Co. Fair & Agril. Assn. July 7-9. Theo. Holum.  
Barnum—Carlton Co. Agril. & Ind. Assn. Aug. 18-20. Claude R. Posten.  
Baudette—Lake of the Woods Co. Fair Assn. Aug. 24-26. Lloyd L. Wonsler.  
Bayport—Washington Co. Fair Assn. Aug. 12-14. Fred S. Lammers.  
Bemidji—Beltrami Co. Agril. Assn. Aug. 11-13. G. E. Guyans.  
Bird Island—Renville Co. Agril. Soc. Aug. 22-24. Harold Baumgartner.  
Brainerd—Crow Wing Co. Fair Assn. Aug. 10-13. B. C. Wilkins.  
Breckenridge—Wilkin Co. Fair Assn. July 29-31. William E. McCullough.  
Caledonia—Houston Co. Fair Assn. Aug. 24-27. Merle O. Almo.  
Cambridge—Isanti Co. Agril. Soc. Aug. 25-27. Elgin Gunderson.  
Canby—Yellow Medicine Co. Fair Assn. Aug. 11-14. Darrold Snortum.  
Cannon Falls—Cannon Valley Fair Assn. July 1-4. R. J. Goodwin.  
Clinton—Bigstone Co. Agril. Soc. Aug. 12-14. Robert L. Wells.  
Detroit Lakes—Becker Co. Agril. Soc. & Fair Assn. Aug. 24-27. A. L. Boze.  
Elk River—Sherburne Co. Agril. Soc. Aug. 4-6. E. E. Bluge.  
Faribault—Rice Co. Fair & 4-H Club Expo. Aug. 4-7. Frank Duncan.  
Fairmont—Martin Co. Free Fair. Aug. 10-14. John S. Livermore.  
Farmington—Dakota Co. Fair Assn. Aug. 10-13. E. W. Ahlberg.  
Fergus Falls—Otter Tail Co. Agril. Soc. & Fair Assn. Aug. 24-27. Knute Hanson.  
Fertile—Polk Co. Agril. Fair. July 3-5. Reynold T. Erickson.  
Fosston—East Polk Co. Fair Assn. June 30-July 2. Lester E. Nord.  
Garden City—Garden City Fair Assn. Aug. 15-17. Daniel James.  
Glenwood—Pope Co. Agril. Soc. Sept. 16-18. Gustav M. Gandrud.  
Grand Marais—Cook Co. Agril. Soc. Aug. 24-26. Mrs. Gerald L. Olson.  
Grand Rapids—Itasca Co. Fair Assn. Aug. 18-21. Francis Mullins.  
Hallock—Kittson Co. Agril. Assn. July 1-4. Calvin R. Bouvette.  
Herman—Grant Co. Agril. Soc. Aug. 25-28. Dean Brenner.  
Hibbing—St. Louis Co. Fair Assn. Aug. 4-7. Sulo J. Ojakangas.  
Hopkins—Hennepin Co. Agril. Soc. July 29-31. Mike W. Zipoy.  
Howard Lake—Wright Co. Agril. Soc. Aug. 11-14. Paul L. Eddy.  
Hutchinson—McLeod Co. Agril. Assn. Sept. 10-14. Everett Olson.  
Jackson—Jackson Co. Fair Assn. Aug. 18-21. Anton G. Geiger.  
Jordan—Scott Co. Good Seed Assn. Aug. 12-14. Edw. F. Smith, Belle Plaine.  
Kasson—Dodge Co. Free Fair. Aug. 4-7. Harold J. Lyndard.

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Based on the famous University model WLC Theater System used so successfully and extensively in deluxe stadium and outdoor theater installations, auditoriums, expositions, concert halls and other important applications where only the highest quality equipment is acceptable—University engineers now bring you a smaller, compact version—the BLC—for general application in public address work. The BLC is the New standard for both voice and music, indoors and outdoors. The BLC is now yours, at the low low price of

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# University LOUDSPEAKERS INC.

80 SOUTH KENSICO AVENUE WHITE PLAINS, N. Y.



Le Center—Le Suer Co. Fair Assn. Aug. 8-10. R. D. Evans.  
 Litchfield—Meeker Co. Agrl. Soc. Aug. 18-18. L. C. Wogenson.  
 Little Falls—Morrison Co. Agrl. Soc. Aug. 12-14. D. T. Sargeant.  
 Littlefork—Littlefork Fair Assn. Aug. 26-28. Mrs. Harold Running.  
 Long Prairie—Todd Co. Fair Assn. Aug. 9-11. Logan O. Scow.  
 Luverne—Rock Co. Agrl. Soc. Aug. 9-11. George A. Golla.  
 Madison—La qui Parle Co. Fair Assn. Sept. 8-11. H. W. Swenson.  
 Mahanomen—Mahnomen Co. Agrl. Soc. July 22-24. Jerry Bisek.  
 Mankato—Tri Co. Fair & Blue Earth Co. Agrl. Assn. Sept. 20-21. Ben J. Jones.  
 Marshall—Lyon Co. Agrl. Soc. Aug. 25-28. Albert V. Nelson.  
 Montivedeo—Chippewa Co. Fair Assn. Aug. 18-21. S. Syverson.  
 Mora—Kanabec Co. Agrl. Soc. Aug. 15-17. Victor Elfstrom.  
 Morris—Stevens Co. Fair Assn. Aug. 19-21. Ralph Smith.  
 Motley—Morrison Co. Agrl. Assn. Aug. 5-7. Gordon Russell.  
 New Ulm—Brown Co. Agrl. Soc. Aug. 18-21. E. J. Herriges.  
 Northome—Koochiching Co. Agrl. Assn. Aug. 22-24. Betty Bogulst.  
 Owatonna—Steele Co. Free Fair. Aug. 16-21. Stan Muckle.  
 Park Rapids—Shell Prairie Agrl. Assn. Aug. 15-17. B. E. Breuer, Osage.  
 Perham—East Otter Tail Fair Assn. July 27-31. C. B. Weber.  
 Pillager—Cass Co. Agrl. Soc. Aug. 18-20. E. J. Stark.  
 Pine City—Pine Co. Fair Assn. Aug. 8-10. E. J. Wamhoff.  
 Pine River—Pine River Fair Assn. Aug. 22-24. Wayne Hafl.  
 Pipestone—Pipestone Co. Agrl. Soc. Aug. 22-24. R. S. Owens.  
 Preston—Fillmore Co. Agrl. Soc. Aug. 25-29. Ernest Wubbels.  
 Princeton—Mille Lacs Co. Fair Assn. Aug. 1-3. L. R. Gamradt.  
 Proctor at Duluth—St. Louis Co. Com. Fair Assn. Aug. 4-7. Roy W. Larson, Duluth.  
 Red Lake Falls—Red Lake Co. Agrl. Soc. Aug. 1-3. Glen N. Fellman.  
 Redwood Falls—Redwood Co. Agrl. Soc. Sept. 8-11. E. J. Henderson.  
 Rochester—Olmsted Co. Agrl. Soc. Aug. 16-14. Christy O. Bricht.  
 Roseau—Roseau Co. Fair Assn. July 19-21. Charles Christianson.  
 Rush City—Chicago Co. Agrl. Soc. Aug. 18-20. Geo. W. Larson.  
 St. Charles—Winona Co. Agrl. & Indl. Assn. Sept. 21-23. L. C. Ward.  
 Sauk Centre—Stearns Co. Agrl. Soc. Sept. 8-11. Jerry Daniel.  
 Sauk Rapids—Benton Co. Fair Assn. Aug. 19-21. C. H. Varner.  
 Shakopee—Shakopee Fair Assn. Aug. 18-20. R. T. Schumacher.  
 Slayton—Murray Co. Fair Assn. Aug. 18-20. Orville E. Grieme.  
 St. James—Watsonwan Co. Fair Assn. Aug. 11-14. Richard M. Nieland.  
 St. Paul—Ramsey Co. Agrl. Soc. Aug. 4-7. Mrs. Flora K. Luedke.  
 St. Paul—Minnesota State Fair Assn. Aug. 27-Sept. 5. D. K. Baldwin.  
 St. Peter—Nicollet Co. Fair Assn. Aug. 25-28. Dr. Roy A. Dean.  
 Thief River Falls—Pennington Co. Agrl. Soc. July 11-14. J. M. Roche.  
 Two Harbors—Lake Co. Agrl. Soc. Aug. 30-Sept. 2. Torstein Grinager.  
 Tyler—Lincoln Co. Fair Assn. Aug. 18-21. Donald M. Nelson.  
 Wabasha—Wabasha Co. Agrl. Free Fair. July 29-31. Matt Metz.  
 Waconia—Carver Co. Fair Assn. Aug. 18-21. L. E. Schreiber.  
 Wadena—Wadena Co. Fair Assn. Aug. 17-20. Don Brown.  
 Warren—Marshall Co. Agrl. Assn. Aug. 25-28. Kenneth S. Nelson.  
 Waseca—Waseca Co. Fair Assn. Aug. 4-7. Leon J. B. Sexton.  
 Wheaton—Traverse Co. Agrl. Soc. Sept. 8-11. A. W. Vye.  
 Willmar—Kandiyohi Co. Fair Assn. Sept. 14-17. Albert E. Thompson.  
 Windom—Cottonwood Co. Agrl. Soc. Aug. 22-24. H. J. Veenen.  
 Worthington—Nobles Co. Fair Assn. Aug. 22-24. L. A. Hons.  
 Zumbrota—Goodhue Co. Agrl. Soc. Aug. 4-7. A. E. Collinge Jr.

Mississippi

Jackson—Miss. A.&I. State Fair. Oct. 10-15. J. M. Dean.  
 Laurel—South Miss. Fair Assn. Sept. 26-Oct. 1. R. B. Jeffries.  
 Liberty—Amite Co. Fair & Livestock Show. Oct. 24-29. Clinton McChee.  
 Meridian—Meridian Fair & Dairy Show. Oct. 3-8. W. R. Cannady.  
 New Albany—Union Co. Fair Assn. Sept. 19-24. L. C. Wilson.  
 Ripley—Tippah Co. Fair & Livestock Assn. Sept. 12-17. Wm. M. Bost.  
 Starkville—Oktibbeha Fair Assn. Oct. 3-8. O. F. Parker.  
 Tupelo—Miss.-Ala. Fair & Dairy Show. Oct. 4-8. J. M. Savery.

Yazoo City—Yazoo Co. Fair Assn. Oct. 2-7. J. N. Ballard.

Missouri

Appleton City—Appleton City Fair & Stock Show. Aug. 29-Sept. 1. C. D. Peeler.  
 Ava—Douglas Co. Fair. Sept. 8-10. E. H. Cooper.  
 Belle—Belle Fair, Inc. Aug. 4-6. J. L. Birdsong.  
 Bethany—Northwest Mo. State Fair. Sept. 4-10. L. M. Maple.  
 Brunswick—Brunswick Fall Festival. Sept. 16-17. Carl Shubert.  
 Buffalo—Dallas Co. Fair. July 27-30. Roswell L. Wayne.  
 Butler—Butler Fair. Sept. 9-16. A. F. Hilgedick.  
 California—Monteau Co. Fair. Aug. 10-13. Harold Kindie.  
 Canton—Lewis Co. 4-H Show. July 22-23. Jesse Franks.  
 Canton—Canton Fall Festival. Aug. 25-27. Robert E. Stow.  
 Cape Girardeau—Southeast Mo. Dist. Fair. Sept. 12-17. H. W. Keller.  
 Carrollton—Carroll Co. Fall Festival. Sept. 22-23. Eva Chaney.  
 Carruthersville—American Legion Fair. Oct. 5-9. Harry E. Malloure.  
 Clinton—Henry Co. A.&M. Soc. Aug. 7-13. Mrs. C. W. Gaines.  
 Cole Camp—Cole Camp Fair. Sept. 8-10. John W. Ragland.  
 Columbia—Boone Co. Fair. Aug. 11-14. G. A. John.  
 Dexter—Stoddard Co. Fair. Sept. 20-24. W. L. Arnold.  
 Eagleville—Eagleville Fall Festival. Aug. 3-5. Paul N. Stevenson.  
 Eldon—Eldon Community Fair. Aug. 3-6. Donn Harrison Jr.  
 Farmington—St. Francois Co. Fair. Sept. 8-10. Joe Grandhomme.  
 Fayette—Howard Co. Fair. Sept. 7-9. J. C. Omer.  
 Fulton—Callaway Co. Fair. July 27-30. Osa N. Tennyson.  
 Galt—Galt Community Fair. Sept. 8-10. G. O. Maxwell.  
 Green Ridge—Green Ridge Jr. Fair. Sept. 24. W. H. Alsbaugh.  
 Hannibal—Hannibal Fall Celebration. Aug. 29-Sept. 3. F. T. Russell.  
 Hermitage—Hickory Co. Free Fair. Sept. 8-10. James B. Hardy.  
 Hillsboro—Hillsboro Horse Show & Festival. July 29-31. Roscoe Davis.  
 Holden—Holden Free Fall Fiesta. Sept. 28-30. M. L. Canaday.  
 Houston—Old Settlers' Reunion & Co. Fair. Aug. 10-13. Linville C. Hardin.  
 Humansville—Humansville Fall Festival. Sept. 9-10. Carl Beaty.  
 Hume—Hume Fair. Sept. 1-2. Earl B. Franklin.  
 Huntsville—Huntsville Fall Fair & Festival. Sept. 9-10. J. D. Bagby.  
 Jefferson City—Cole Co. Fair. July 20-23. David Harrison.  
 Kahoka—Clark Co. Agrl. & Mech. Assn. July 26-29. Gilbert Sargent.  
 Kansas City—American Royal Live Stock & Horse Show. Oct. 12-22. C. M. Woodard.  
 Kirksville—Northwest Mo. Fair. Aug. 9-12. N. C. Allen.  
 Lamar—Lamar's Farm & Industrial Expo. Sept. 15-17. Bud Moore.  
 Laredo—Laredo Community Fair. Sept. 1-3. M. P. Brick.  
 Lees Summit—Jackson Co. Fair & Horse Show. Aug. 6-13. Geo. Rhodes Jr.  
 Lexington—Lexington Fall Festival. Aug. 1-6. Mrs. D. E. Fenner.  
 Linn—Osage Co. Fair. July 28-30. Francis Knollmeyer.  
 Lucerne—Lucerne Stock Show. Aug. 25-27. K. K. Blanchard.  
 Mansfield—Osark Summit Expo. Aug. 1-6. Gus Rushing.  
 Marshfield—Webster Co. Fair. Aug. 31-Sept. 3. Ellis O. Jackson.  
 Marthasville—Marthasville Fall Festival. Aug. 26-28. W. Rottman.  
 Maryville—Nodaway Co. Fair Assn. Aug. 17-20. Dr. W. L. Landfater.  
 Memphis—Scotland Co. Fair. Aug. 9-12. Arden W. Eager.  
 Mendon—Northwestern Fall Festival. Sept. 8-10. Mrs. Pearl Jacobs.  
 Mexico—Audrain Co. Fair Assn. Aug. 2-5. Col. James H. Higgs.  
 Montgomery City—Montgomery Co. Fair. July 28-30. E. F. Kamer.  
 Neosho—Southwest Mo. Harvest Fair. Sept. 21-24. D. E. Shartel Jr.  
 Newton—Tri-Co. 4-H Show. Sept. 1-3. James Hendren.  
 Norborne—Norborne Farmyard Fair. Sept. 14-15. Pauline Kruse.  
 Odessa—Lafayette Co. Fair & 4-H Fair. Aug. 1-6. Robert E. Brown.  
 Odessa—Lafayette Co. 4-H Fair. Aug. 1-3. Mrs. Erwin Apprill.  
 Oregon—Holt Co. Annual Autumn Festival. Sept. 8-10. Mrs. J. R. Eiser.  
 Owensville—Gasconade Co. Fair. Aug. 18-20. Oscar Halleman.  
 Paris—Free Fall Festival & Livestock Show. Aug. 11-13. Ray B. Threikeld.  
 Pilot Grove—Pilot Grove Community Fair. Aug. 5-6. Clarence H. Ries.  
 Platte City—Platte Co. A&M Soc. Sept. 27-31. J. Frank Sexton.  
 Pollock—Pollock 4-H Club Achievement Day. Aug. 6. J. H. Streeter.  
 Prairie Home—Prairie Home Fair. Aug. 2-4. Robert M. Kirkpatrick.  
 Princeton—Mercer Co. Fair. Aug. 8-10. Edwin C. Schwitzky.  
 Richmond—Ray Co. Free Fair. Sept. 6-8. H. C. Knickerbocker.  
 Rolla—Central Mo. Regional Fair. Sept. 5-10. J. R. Smith.  
 Safe—Safe Community Fair. Aug. 18-20. Sidney Copeland.  
 St. Charles—St. Charles Co. Fair. Sept. 7-11. V. Kapfer.  
 Savannah—Andrew Co. American Legion Fair. Aug. 10-14. Francis E. Turner.  
 Sedalia—Missouri State Fair. Aug. 20-28. Ross C. Ewing.  
 Shelbyville—Shelby Co. Fair. July 26-29. A. T. Buckman.  
 Springfield—Ozark Empire Dist. Fair. Aug. 13-19. Glen B. Boyd.  
 Stover—Stover Fall Festival. Sept. 15-17. Forrest Rowland.  
 Tipton—Tri-Co. A&M Soc. July 27-30. Toby Lademann.  
 Trenton—North Cent. Mo. Fair. Aug. 13-19. Leland McMullen.  
 Versailles—Morgan Co. Fair. Aug. 31-Sept. 3. James R. Scrivner.  
 Warrenton—Warren Co. Fair. Aug. 4-6. Marvin Stokrod.  
 Washington—Washington Fair. Aug. 11-14. Reynolds Hamlin.  
 West Plains—Howell Co. Fair Assn. Sept. 7-10. Mrs. Ann Alsworth.  
 Winigan—Annual 4-H Fair. Sept. 10. Deanna Borron.

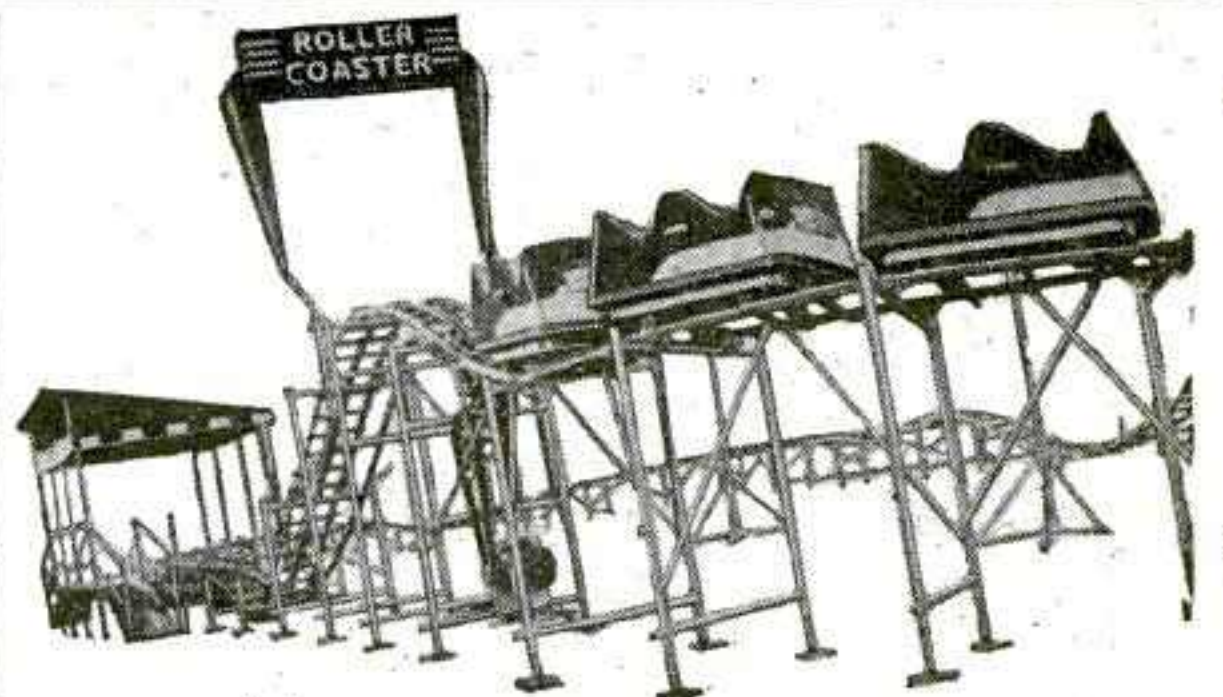
Montana

Baker—Fallon Co. Fair Assn. Sept. 3-5. E. R. Hoff.  
 Billings—Midland Empire Fair & Rodeo. Aug. 8-13. Robert G. Finke.  
 Deer Lodge—Powell & Deer Lodge Co. Fair Assn. Aug. 19-21. Tony Sneiderger.  
 Dodson—Phillips Co. Fair & Rodeo. Aug. 6-7. William B. Black.  
 Forsyth—Rosebud Co. Fair Assn. Aug. 16-18. Harley Roath.  
 Fort Benton—Choteau Co. Fair Assn. Aug. 29-31. W. J. Shirley.  
 Glasgow—Valley Co. Fair Assn. Aug. 25-27. Francis Loomer.

Glendive—Dawson Co. Fair Assn. Aug. 22-24. Howard M. Willson.  
 Great Falls—N. Mont. State Fair. Aug. 1-8. Leo C. Dailey.  
 Hamilton—Ravalli Co. Fair Assn. Sept. 1-3. Glenn Chaffin.  
 Havre—Hill Co. Fair Assn. Aug. 11-13. Earl J. Bronson.  
 Kalispell—Northwest Mont. Fair Assn. Sept. 8-10. Russell E. Marsh.  
 Lewistown—Cent. Mont. Fair & Rodeo. July 28-30. James Schultz.  
 Libby—Western Lincoln Co. Fair Assn. Sept. 3-5. Mrs. Elmer Stanley.  
 Miles City—Eastern Mont. Fair Assn. Aug. 26-28. J. H. Bohling.  
 Missoula—Missoula Co. Fair Assn. Aug. 18-20. George Patterson.  
 Plains—Sanders Co. Fair Assn. Aug. 26-28. Garth P. Howser.  
 Scobey—Daniels Co. Fair Assn. Aug. 12-14. Chet Soiberg.  
 Shelby—Marias Fair & Rodeo. July 21-24. Clifford D. Coover.  
 Sidney—Richland Co. Fair Assn. Sept. 1-3. Don Nutter.  
 Terry—Prairie Co. Fair Assn. Aug. 19-21. Ford Martin.  
 Twin Bridges—Madison Co. Fair Assn. Aug. 19-21.

Nebraska

Albion—Boone Co. Fair Assn. Sept. 13-16. Tom Johnson.  
 Arlington—Washington Co. Fair Assn. Aug. 24-26. H. C. McClellan.  
 Arthur—Arthur Co. Fair Assn. Sept. 1-3. W. H. Dorris.  
 Auburn—Nemaha Co. Fair & Livestock Assn. Aug. 15-18. G. E. Codington.  
 Aurora—Hamilton Co. Agrl. Soc. Aug. 29-Sept. 2. H. E. Toof.  
 Bartlett—Wheeler Co. Fair Assn. Aug. 26-28. Ernest R. Collins, Spalding.  
 Bassett—Rock Co. Fair Assn. Aug. 5-7. Earl Anderson.  
 Beatrice—Gage Co. Fair Assn. Aug. 22-25. Eldon F. Goble.  
 Beaver City—Purnas Co. Fair Assn. Aug. 22-24. Earl Lester, Edison.  
 Benkelman—Dundy Co. Fair Assn. Aug. 11-14. Lloyd Boswell.  
 Biaden—Webster Co. Fair Assn. Aug. 8-10. Mrs. Byron Boyd.  
 Bloomfield—Knox Co. Fair Assn. Aug. 28-30. P. E. Stepp.  
 Broken Bow—Custer Co. Fair Assn. Aug. 23-26. M. L. Gould.  
 Burwell—Garfield Co. Fair Assn. Aug. 10-13. H. D. De Lashmutt.  
 Central City—Merrick Co. Fair Assn. Aug. 18-20. Dick Lippincott.  
 Chambers—Holt Co. Fair Assn. Aug. 16-19. Edwin A. Wink.  
 Chappell—Deuel Co. Fair Assn. Aug. 15-17. Albert Williams.  
 Clay Center—Clay Co. Fair Assn. Aug. 25-28. Lisle Hanna.  
 Columbus—Platte Co. Agrl. Soc. Aug. 30-Sept. 2. W. L. Boettcher.  
 Concord—Dixon Co. Agrl. Soc. Aug. 24-26. Roy E. Johnson.  
 Crete—Saline Co. Agrl. Assn. Aug. 18-21. Kenneth Moneyppenny, Dorchester.  
 Culbertson—Hitchcock Co. Fair Assn. Aug. 18-21. Ervin Coyle, McCook.  
 David City—Butler Co. Fair Assn. Aug. 29-31. Julian C. Byers.  
 Deshler—Thayer Co. Fair Assn. Aug. 18-20. M. E. Beckler.  
 Dunning—Blaine Co. Fair Assn. Sept. 1-4. Vernon Johnson.  
 Elwood—Gosper Co. Fair Assn. Aug. 17-19. M. R. Morgan.  
 Eustis—Eustis Agrl. Soc. & Corn Show. Aug. 23-25. Ted Current.  
 Fairbury—Jefferson Co. Fair Assn. Aug. 2-5. S. M. Cressman.  
 Franklin—Franklin Co. Fair Assn. Aug. 21-24. Kenneth Kingsley.  
 Fremont—Dodge Co. 4-H Agrl. Soc. Aug. 10-12. Robert L. Voss.  
 Fullerton—Nance Co. Fair Assn. Aug. 15-18. E. M. Black.  
 Geneva—Fillmore Co. Fair Assn. Aug. 17-19. R. W. Hamilton.



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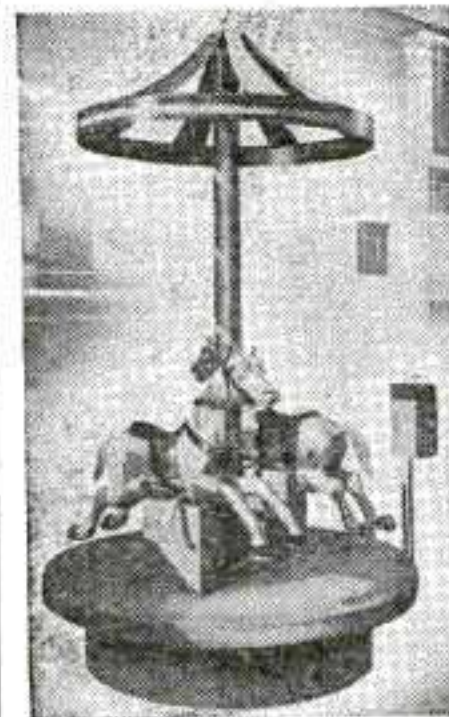
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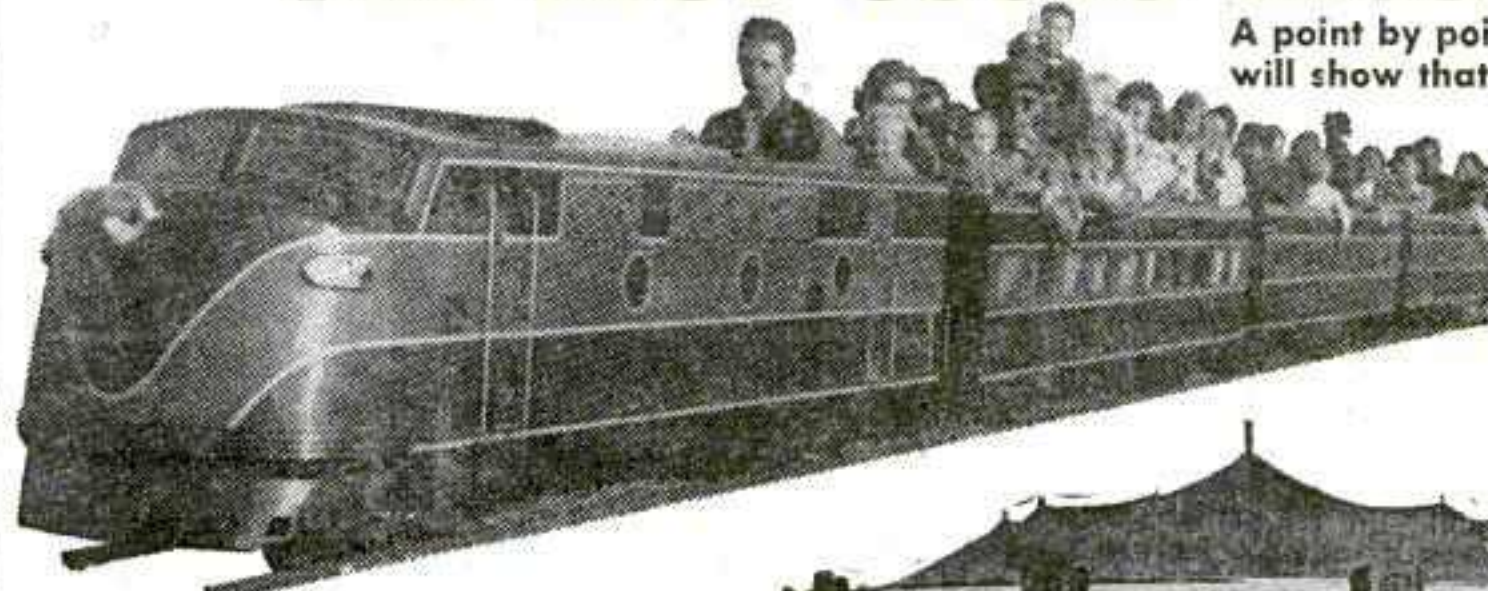
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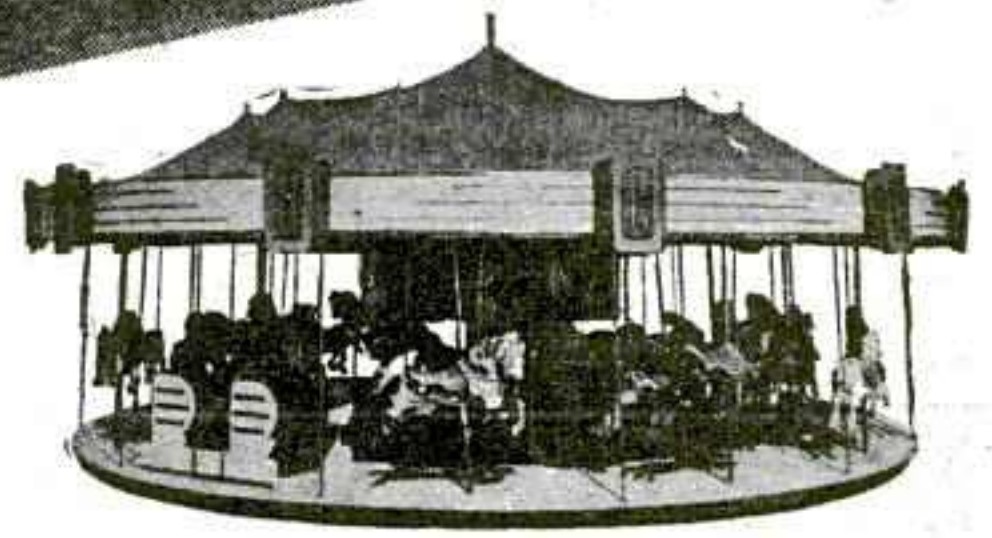
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Sept. 1-3. Jame Patterson. Lexington-Dawson Co. Agrl. Soc. Aug. 30-Sept. 2. Monte Kiffin. Lincoln-Lancaster Co. Fair Assn. Sept. 3-9. Clarence Patterson. Lincoln-Nebraska State Fair & Expo. Sept. 3-9. Edwin Schultz. Loup City-Sherman Co. Agrl. Soc. Aug. 13-16. Clark B. Reynolds. Madison-Madison Co. Fair Assn. Aug. 23-25. Earl J. Moyer. McCook-Red Willow Co. Fair Assn. Aug. 9-12. Don Thompson. Minden-Kearney Co. Fair Assn. Aug. 22-24. Mervin Peterson. Mitchell-Scotts Bluff Co. Agrl. Soc. Sept. 6-9. W. W. Hickman. Nelson-Nuckolls Co. Fair Assn. Aug. 3-5. H. McAdams. Neligh-Antelope Co. Fair Assn. Aug. 26-28. Clinton Stonebraker. Norden-Keya Paha Co. Fair Assn. Sept. 8-10. Leonard McCormick. North Platte-Lincoln Co. Fair Assn. Aug. 21-25. H. B. Manners. Oakland-Burt Co. Agrl. Soc. Aug. 24-26. Orrin Kohlmeier, Craig. Ogallala-Keith Co. Agrl. Soc. Aug. 15-17. Roy G. Nelson. Ord-Vailey Co. Fair Assn. Aug. 30-Sept. 1. Stanley Nolte. Orleans-Harlan Co. Fair Assn. Aug. 17-20. James H. Mitchell. Osceola-Polk Co. Fair Assn. Aug. 4-7. Harold Kilgman. Pawnee City-Pawnee Co. Fair Assn. Aug. 31-Sept. 2. Max Martain. Pierce-Pierce Co. Agrl. Soc. Aug. 25-28. Herman Scheer. St. Paul-Howard Co. Agrl. Soc. Aug. 30-Sept. 2. H. E. Elstermeier. Scribner-Dodge Co. Fair Assn. Sept. 14-16. Otto J. Schellenberg. Scribner-Dodge Co. 4-H Fair Assn. Aug. 10-12. Robert L. Voss. Seward-Seward Co. Agrl. Soc. Aug. 15-17. Norman Gerkenmeyer. Sidney-Cheyenne Co. Fair Assn. Aug. 25-28. Lowry W. Lindell. Spalding-Greeley Co. Fair Assn. Aug. 15-17. Don R. Smith. Spencer-Boyd Co. Agrl. Soc. & Fair Assn. Aug. 25-27. Richard P. Jones. Springfield-Sarpy Co. Fair Assn. Aug. 25-27. Elmer F. Wittmus, Papillion. Stanton-Stanton Co. Agrl. Soc. Aug. 25-28. Richard D. Howell. Stapleton-Logan Co. Fair Assn. Aug. 25-28. V. K. Magnuson. Stockville-Frontier Co. Fair Assn. Aug. 25-28. Ted Current. Syracuse-Otoe Co. Fair Assn. Aug. 30-Sept. 1. Frank Sorrell. Tecumseh-Johnson Co. Fair Assn. Aug. 8-10. G. L. Betzelberger. Valentine-Cherry Co. Agrl. & Livestock Assn. Sept. 23-25. Mark D. Stenson. Wahoo-Saunders Co. Fair Assn. Aug. 25-27. Eric Ericson. Walthill-Thurston Co. Fair Assn. Aug. 31-Sept. 3. Ronald K. Samuelson. Waterloo-Douglas Co. Fair Assn. Sept. 14-17. R. D. Herrington. Wayne-Wayne Co. Fair Assn. Aug. 14-17. Al Babe. Weping Water-Cass Co. Fair Assn. Aug. 23-26. Joe Bender. West Point-Cuming Co. Agrl. Soc. Aug. 28-Sept. 1. Ed M. Baumann. York-York Co. Agrl. Soc. Aug. 11-13. Robert V. Jones. Nevada Ely-Nevada Fair of Industry. Aug. 25-28. Dorwin Lambert. Reno-Washoe Co. Fair Assn. Sept. 15-18. C. J. Thornton. New Hampshire Atkinson-Atkinson Fair Assn. Aug. 26-28. Eleanor C. Frier. Caanan-Caanan Fair Assn. Aug. 26-28. Bernard B. Goss. Contoocook-Contoocook Valley Fair Assn. Sept. 2-5. Charles A. Jones. Deerfield-Deerfield Fair Assn. Sept. 29-Oct. 2. W. C. Maxwell. Dover-Dover Agrl. Fair Assn. Aug. 11-14. William H. McCann. Hopkinton-Hopkinton Fair Assn. Sept. 2-5. Keene-Cheshire Fair Assn. Aug. 25-27. Clifford H. Coles, West Swaney. Lancaster-Coos & Essex Agrl. Soc. Sept. 2-5. A. J. Kenney. Loudon-Loudon Com. Fair Assn. Aug. 5-7. Chesley W. Hayward. North Haverhill-Pink Granite Grange Assn. Aug. 5-7. Mrs. Priscilla Stoddard. Northwood-Northwood Fair Assn. Aug. 12-14. Hugh J. Prestley. Plymouth-Union Grange Fair Assn. Aug. 17-20. Delbert B. Gray, West Rumney. Rochester-Rochester Agrl. & Mechanical Assn. Sept. 18-24. Albert H. Brown, Stratford. Sandwich-Sandwich Town & Grange Fair Assn. Oct. 12. Doris Bens. New Jersey Aura-Gloucester Co. 4-H Fair Assn. Aug. 10-11. J. L. Glass. Branchville-Sussex Co. Farm & Horse Show Assn. Aug. 9-13. John W. Raab. Bridgeton-Cumberland Co. Fair Assn. Sept. 5-10. Earl L. McCormick. Burlington-Burlington Co. Farm Fair Assn. July 28-30. D. L. Kensler. Caldwell-Essex Co. 4-H Fair Assn. Aug. 9-10. James W. Gearhart. Clementon-Camden Co. 4-H Fair Assn. Aug. 3. John H. Rodgers. Chid Spring-Cape May Co. 4-H Fair Assn. 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Mrs. Lillian Bagwell. Albuquerque-Bernalillo Co. 4-H Fair Assn. Aug. 17-19. Darrell Denton. Belen-Valencia Co. Fair Assn. Sept. 16-18. Fred D. Huning Jr., Los Lunas. Carlsbad-Eddy Co. 4-H & PFA Livestock Show & Sale. Oct. 21-23. Richard G. Marek. Clovis-Curry Co. Fair Assn. Sept. 14-17. Philip E. Crystal. Farmington-San Juan Co. Fair Assn. Sept. 16-18. Janet Sage. Las Vegas-San Miguel Ladies & Junior Fair Assn. Sept. 9-11. Mrs. Florence Switzer. Portales-Roosevelt Co. Fair Assn. Sept. 19-24. W. G. Vinzant. Roswell-Eastern N. M. State Fair. Sept. 13-17. Roy F. Davis. Santa Fe-Northern New Mexico Dist. Fair Assn. Sept. 15-17. J. R. Chavez. Socorro-Socorro Co. Fair Assn. Sept. 3-5. Pat Baca. Taos-Taos Co. Fair Assn. Sept. 9-10. Jose E. Herrera. Truth or Consequences-Sierra Co. Fair Assn. Sept. 9-11. Allan H. Beck. Willard-Torrance Co. Fair. Sept. 16-18. Rosa Gomez. New York Afton-Afton Driving Park & Agrl. Assn. Aug. 15-20. Fredrick Crane. Alexander-Genesee Co. Fair Assn. Aug. 23-27. Altamont-Tri-County Fair. Aug. 22-27. S. T. Rombough. Angelica-Allegany Co. Fair Assn. Aug. 10-13. Ballston Spa-Saratoga Co. Fair Assn. Aug. 22-27. Boonville-Boonville Fair Assn. Aug. 1-6. Brookfield-Brookfield-Madison Fair Assn. Aug. 24-27. Caledonia-Caledonia Fair Assn. Aug. 9-13. Canandaigua-Ontario Co. Fair Assn. Aug. 2-6. Chatham-Columbia Co. Agrl. Soc. Sept. 2-5. William H. Dardess. Cobleskill-Cobleskill Fair Assn. Sept. 12-17. Dundee-Dundee Fair Assn. Sept. 22-24. Dunkirk-Chautauqua Co. Agrl. Corp. Sept. 5-10. Harold T. Patton, Fredonia. Elmira-Chemung Co. Fair. Aug. 14-21. Robert S. Turner, Horseheads. Fonda-Montgomery Co. Fair Assn. Sept. 3-7. Gouverneur-Gouverneur & St. Lawrence Co. Fairs. Aug. 8-13. Bilgh A. Dodds. Greenwich-Cambridge Valley Fair Assn. Aug. 15-20. Hamburg-Erie Co. Fair Assn. Aug. 15-20. Hemlock-Hemlock Lake Union Agrl. Soc. Aug. 31-Sept. 3. Charles Irwin. Henrietta-Monroe Co. Fair & Recreation Assn. Aug. 16-20. Albert Lockner. Horseheads-Chemung Co. Fair Assn. Aug. 14-20. Kingston-Ulster Co. Fair Assn. Aug. 17-18. Lisle Valley-Cattaraugus Co. Agrl. Soc. Aug. 30-Sept. 3. J. W. Watson. Lowville-Lewis Co. Fair Assn. Aug. 16-20. Malone-Franklin Co. Agrl. Soc. Aug. 22-28. Maurice J. Pinnegan. Middletown-Orange Co. Agrl. Soc. Aug. 7-13. Fred Germain Jr. Morris-Otsego Co. Fair Assn. Aug. 30-Sept. 3. Norwich-Chenango Co. Agrl. Soc. Aug. 8-13. Donald S. Whitney. Owego-Tioga Co. Agrl. Soc. July 24-30. Charles E. Estey. Palmyra-Union Agrl. Soc. Aug. 23-27. W. Ray Converse. Plattsburgh-Clinton Co. Agrl. & Industrial Fair. Aug. 30-Sept. 5. Alice Palmer. Rhinebeck-Dutchess Co. Agrl. & Industrial Fair. Aug. 30-Sept. 5. Alice Palmer. Sandy Creek-Sandy Creek Fair Assn. Aug. 16-20. Schaghticoke-Schaghticoke Fair Assn. Sept. 2-7. Gordon L. Banker. Syracuse-New York State Fair. Sept. 3-10. W. P. Baker. Trumansburgh-Trumansburgh Fair Assn. Sept. 14-17. Walton-Delaware Valley Fair Assn. Aug. 23-27. Carl G. Williams. Watertown-Jefferson Co. Agrl. Soc. Aug. 22-27. Charles Guzewich, Adams. Westport-Essex Co. Agrl. Soc. Aug. 16-20. Keeton B. Lobdell. Whitney Point-Broome Co. Fair Assn. July 31-Aug. 6. North Carolina Ahoskie-Atlantic Dist. Fair Assn. Oct. 11-15. C. E. Robbins. Albemarle-Stanly Co. Fair Assn. Sept. 19-24. Clyde A. Skidmore. Asheboro-Center of N. C. Fair Assn. Sept. 18-24. W. C. York. Beaufort-Carteret Co. Fair Assn. Oct. 3-8. T. E. Kelly. Cherokee-Cherokee Indian Fair Assn. Oct. 3-8. Clifford W. Smith. Greenville-Pitt Co. Agrl. Fair. Oct. 10-15. Norman Y. Chambliss, Sr. Henderson-Vance Co. Colored Fair. Oct. 10-15. Brooks Hawkins. Hendersonville-Western N. C. Agrl. & Ind. Fair Assn. Sept. 12-17. Frank L. Fitzsimons Jr. Lenoir-Caldwell Co. Agrl. Fair, Inc. Sept. 13-17. Ted R. Seehorn. Lexington-Davidson Co. Agrl. & Ind. Fair Assn. Sept. 26-Oct. 1. Curtis A. Leonard. Littleton-Littleton Fair Assn. Oct. 3-8. T. R. Walker. Louisville-Franklin Co. Fair Assn. Oct. 3-8. Dr. Arthur H. Fleming. Lumberton-Farmers' Festival. Oct. 17-22. W. G. Hall. Morganton-Burke Co. Fair Assn. Aug. 29-Sept. 3. C. Miller Sigmon. Raleigh-N. C. State Fair. Oct. 18-22. Dr. J. S. Dorton. Reidsville-Reidsville Fair Assn. Sept. 26-Oct. 1. Mrs. Katye P. Oliver. Rocky Mount-Rocky Mount Agrl. Fair Assn. Sept. 26-Oct. 1. Norman G. Chambliss. Rutherfordton-Rutherford Co. Agrl. Soc. Sept. 12-17. John H. Jones. Sanford-Lee Co. Agrl. Fair Assn. Sept. 27-Oct. 2. King Moore Willis. Shelby-Cleveland Co. Negro Fair Assn. Oct. 5-8. A. W. Foster. Shelby-Cleveland Co. Fair Assn. Sept. 20-24. Dr. J. S. Dorton. Warren-Warren Co. Fair Assn. Sept. 26-Oct. 1. Duk Miles. Washington-Beaufort Co. Fair Assn. Sept. 5-10. Blount S. O'Neill. Wilson-Wilson Co. Fair Assn. Oct. 9-13. Ernest P. Batton. Winston-Salem-Winston-Salem Fair Assn. Oct. 11-15. G. C. McNair. North Dakota Bottineau-Bottineau Co. Agrl. Soc. July 18-20. Albert Stewart.

- Cando-Towner Co. Fair Assn. June 30-July 2. Pete Dahl. Carrington-Foster Co. Fair Assn. Sept. 13-16. H. C. Duntley. Crosby-Divide Co. Fair Assn. July 14-16. Fargo-Red River Valley State Fair. Aug. 21-27. A. D. Scott. Fessenden-Weils Co. Free Fair Assn. July 12-15. Ben Rogelstad. Flaxton-Burke Co. Fair Assn. July 11-13. Bruce Fair. Grand Forks-Greater Grand Forks State Fair. July 17-23. Ralph Lynch. Hamilton-Pembina Co. Fair Assn. July 14-16. Franklin Page. Havana-Sargent Co. Fair Assn. Sept. 1-3. R. N. Weber. Jamestown-Stutsman Co. Fair Assn. July 4-8. A. E. Baenon. Langdon-Cavalier Co. Fair Assn. July 11-13. Dick Forkner. Lisbon-Ransom Co. Fair Assn. July 14-16. L. E. Lillyquist. Minot-North Dakota State Fair. July 26-30. Merrel O. Dahle. Rolla-Rolla Fair Assn. July 7-9. H. Laurel Youis. Rugby-Pierce Co. Fair Assn. July 4-8. August Schnelbe. Ohio Andover-Andover Street Fair. Sept. 9-11. Wm S. Grabert. Ashland-Ashland Co. Fair Assn. Sept. 27-Oct. 1. Harry Dotson. Athens-Athens Co. Fair Assn. Aug. 10-13. Emory Allen. Attica-Attica Fair Assn. Aug. 10-13. Otis T. Heiser. Barlow-Barlow Fair Assn. Sept. 23-24. F. H. Proctor. Bellefontaine-Logan Co. Fair Assn. Aug. 22-26. C. Emery Johnston. Belleville-Belleville Independent Agrl. Soc. Sept. 14-17. Victor Roberts. Berea-Cuyahoga Co. Agrl. Soc. Aug. 17-21. Wm. H. Kroesen. Bowling Green-Wood Co. Agrl. Assn. Aug. 8-13. John L. Clarke. Bucyrus-Crawford Co. Fair Assn. Aug. 2-6. James Gebhardt.

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Burton—Geauga Co. Fair Assn. Sept. 1-5. Thane Atwood.  
 Cadiz—Harrison Co. Agrl. Assn. Sept. 15-17. L. H. Barger.  
 Caldwell—Noble Co. Fair Assn. Sept. 1-3. J. K. Walkenshaw.  
 Canfield—Canfield Fair Assn. Sept. 1-5. E. R. Zeiger.  
 Canton—Stark Co. Fair Assn. Sept. 5-9. Mrs. Fern Saal.  
 Carrollton—Carroll Co. Agrl. Soc. Sept. 27-Oct. 1. E. Weaver Casper.  
 Cedar Point—Erie Co. Fair Assn. Aug. 16-20. Art McCall.  
 Celina—Mercer Co. Fair Assn. Aug. 13-18. W. F. Archer.  
 Chillicothe—Ross Co. Fair Assn. Aug. 22-26. Charles J. Betsch.  
 Cincinnati—Carthage Fair. Sept. 13-17. Clarence A. Peters.  
 Circleville—Pickaway Co. Fair Assn. Sept. 14-17. Henry Reid Jr.  
 Circleville—Circleville Pumpkin Show. Oct. 19-22. Ned H. Dresbach.  
 Columbus—Ohio State Fair. Aug. 26-Sept. 2. S. C. Cashman.  
 Coshocton—Coshocton Co. Fair Assn. Oct. 5-8. John Senter.  
 Croton—Croton Fair Assn. Aug. 9-13. William Arter.  
 Dayton—Montgomery Co. Agrl. Board. Sept. 3-7. Miss Goldie V. Scheible.  
 Delaware—Delaware Co. Fair Assn. Sept. 19-24. Wm. B. Deal.  
 Dover—Tuscarawas Co. Fair Assn. Sept. 20-23. W. G. Findley.  
 Eaton—Preble Co. Fair Assn. Sept. 13-16. Carl O. Gauch, Lewisburg.  
 Findlay—Hancock Co. Agrl. Soc. Sept. 5-8. De Marshall.  
 Fremont—Franklin Co. Fair Assn. Sept. 5-9. Russell S. Hull.  
 Gallipolis—Gallia Co. Fair Assn. Aug. 11-13. Jimmie Evans.  
 Georgetown—Brown Co. Agrl. Soc. Oct. 5-8. Luther Kestel.  
 Greenville—Darke Co. Fair Assn. Aug. 20-26. Gilbert A. Lease.  
 Hamilton—Butler Co. Fair Assn. Sept. 25-30. Barton Truster.  
 Hicksville—Defiance Co. Fair Assn. Aug. 21-26. Gerald Massie.  
 Hilliards—Franklin Co. Fair Assn. Aug. 17-20. Harold Hart.  
 Hillsboro—Highland Co. Agrl. Soc. Sept. 7-10. Clarence Larkin.  
 Jefferson—Ashtabula Co. Agrl. Soc. Aug. 9-13. E. F. Walburn.  
 Kenton—Hardin Co. Fair Assn. Sept. 26-30. James H. Jackson.  
 Lancaster—Fairfield Co. Fair Assn. Oct. 12-15. Russell W. Alt.  
 Lebanon—Warren Co. Fair Assn. Aug. 30-Sept. 2. Corwin Nixon.  
 Lima—Allen Co. Fair Assn. Aug. 20-25. Robert Pickering.  
 Lisbon—Columbiana Co. Fair Assn. Aug. 23-27. Clarence Croser.  
 Logan—Hocking Co. Fair Assn. Sept. 28-Oct. 1. J. E. Matheny.  
 London—Madison Co. Fair Assn. Aug. 21-25. Robert Hines.  
 Loudonville—Loudonville Fair Assn. Oct. 4-6. Walter Luse.  
 Lucasville—Scioto Co. Fair Assn. Aug. 2-6. L. Wm. Burns.  
 Mansfield—Richland Co. Fair Assn. Aug. 9-13. Mrs. Elmer Snavely.  
 Marietta—Washington Co. Fair Assn. Sept. 4-7. D. E. Hurst.  
 Marion—Marion Co. Fair Assn. Aug. 20-25. Wm. Hale.  
 Marysville—Union Co. Fair Assn. Sept. 13-18. Otto E. Rausch, Plain City.  
 Maumee—Lucas Co. Fair Assn. Aug. 3-7. Orville W. Disher.  
 McConnesville—Morgan Co. Fair Assn. Sept. 7-10. Ray G. Smith.  
 Medina—Medina Co. Fair Assn. Sept. 7-10. C. W. Mapes.  
 Millersburg—Holmes Co. Fair Assn. Aug. 18-20. Verle H. Spreng.  
 Montpelier—Williams Co. Fair Assn. Sept. 11-17. Woodrow Schlegel.  
 Mt. Pleasant—Morrow Co. Fair Assn. Aug. 17-20. Dwight McClarren.  
 Mt. Vernon—Knox Co. Fair Assn. July 26-30. Henry G. Richards.  
 Napoleon—Henry Co. Fair Assn. Aug. 17-20. James D. Murray.  
 New Lexington—Perry Co. Fair Assn. Aug. 4-6. Miss Dorothy Smith.  
 Norwalk—Huron Co. Fair Assn. Sept. 13-17. Mrs. Elfreda Crayton.  
 Old Washington—Guernsey Co. Fair Assn. Sept. 28-Oct. 1. Thomas E. Gracey.  
 Ottawa—Putnam Co. Fair Assn. Sept. 21-24. Aaron Donaldson.  
 Owensville—Clermont Co. Fair Assn. Aug. 17-20. J. W. Evans.  
 Painesville—Lake Co. Fair Assn. Aug. 24-28. Herbert Belcher.  
 Paulding—Paulding Co. Fair Assn. Aug. 31-Sept. 3. A. E. Allensworth.  
 Plain City—Plain City Fair Assn. Aug. 3-6. Walter Minstall.  
 Pomeroy—Meigs Co. Fair Assn. Aug. 17-20. C. L. Heaton.  
 Prosperville—Lawrence Co. Fair Assn. July 27-30. Edna Bell Oholson.  
 Randolph—Randolph Fair Assn. Sept. 9-11. R. P. Hamilton.  
 Richwood—Richwood Fair Assn. Sept. 3-5. Dana D. Lowe.  
 Sandusky—Erie Co. Jr. Fair. Aug. 18-22. Art McCall.  
 Seaman—Seaman Fall Festival. Sept. 21-24. H. M. Satterfield.  
 Sidney—Shelby Co. Fair Assn. July 30-Aug. 5. Robert Kaser.  
 Smithfield—Jefferson Co. Agrl. Soc. Aug. 18-20. W. E. Rose.  
 Springfield—Clark Co. Fair Assn. Aug. 17-20. B. P. Sandlen.  
 St. Clairsville—Belmont Co. Fair Assn. Sept. 7-10. W. R. Butcher Jr.  
 Tiffin—Seneca Co. Fair Assn. Aug. 21-25. Don Mesnard.  
 Troy—Miami Co. Fair Assn. Aug. 13-18. L. J. George.  
 Upper Sandusky—Wyandot Co. Fair Assn. Sept. 13-17. Ross A. Winter.  
 Urbana—Champaign Co. Fair Assn. Aug. 7-12. Mrs. Howard Goddard.  
 Van Wert—Van Wert Co. Fair Assn. Sept. 5-9. M. E. Stuckey.  
 Wapakoneta—Auglaize Co. Fair Assn. Aug. 6-12. Harry Kahn.  
 Warren—Trumbull Co. Fair Assn. Aug. 2-6. Frank M. Neal.  
 Washington C. H.—Payette Co. Fair Assn. July 26-30. Frank E. Ellis.  
 Wauseon—Fulton Co. Fair Assn. Sept. 4-8. George W. Connelly.  
 Wellington—Lorain Co. Fair Assn. Aug. 22-26. Clair L. Hill.  
 Wellston—Jackson Co. Fair Assn. July 19-23. Carl G. Dahlberg.  
 West Union—Adams Co. Fair Assn. Aug. 23-26. Charles S. Kirker.  
 Wilmington—Clinton Co. Fair Assn. Aug. 9-13. A. A. Veith.  
 Woodsfield—Monroe Co. Fair Assn. Sept. 21-23. Ralph Schumacher.  
 Wooster—Wayne Co. Fair Assn. Sept. 13-17. W. J. Buss.  
 Xenia—Greene Co. Fair Assn. Aug. 2-6. Mrs. J. Robert Bryson.  
 Zanesville—Muskingum Co. Fair Assn. Aug. 16-20. Perl D. Elliot, New Concord.

Cordell—Washita Co. Free Fair. Sept. 13-18. James V. Son.  
 Duncan—Stephens Co. Free Fair Assn. Sept. 12-17. Edward Gregory.  
 Enid—Garfield Co. Fair Assn. Sept. 9-16. Roy W. Davis.  
 Fairview—Major Co. Free Fair. Sept. 13-15. Harold Miller.  
 Guthrie—Logan Co. Free Fair. Sept. 14-16. Harold Casey.  
 Guymon—Texas Co. & Dist. Fair. Sept. 13-17. Robert G. Sheets.  
 Madill—Marshall Co. Free Fair. Sept. 15-17. Dale Ozmert.  
 Medford—Grant Co. Free Fair. Sept. 19-22. J. D. Edmonson.  
 Mt. View—Mt. View Free Fair Assn. Aug. 24-27. Karl K. Kobs.  
 Muskogee—Oklahoma Free State Fair. Sept. 18-25. M. E. Twedell.  
 Nowata—Nowata Co. Free Fair. Sept. 22-24. Mrs. Maud Marley.  
 Oklahoma City—Okla. Co. Free Fair. Sept. 19-21. Harry F. James.  
 Oklahoma City—Okla. State Fair & Expe. Sept. 24-Oct. 1. C. G. Baker.  
 Pawhuska—Osage Co. Free Fair. Sept. 13-16. A. A. Sewell.  
 Pawnee—Pawnee Co. Free Fair. Sept. 12-15. Merle Johnston.  
 Perry—Noble Co. Free Fair. Sept. 13-16. Emil Voght.  
 Pond Creek—Grant Co. Free Fair. Sept. 19-22. J. D. Edmonson, Medford.  
 Sallisaw—Sequoyah Co. Free Fair. Sept. 7-9. Guy E. Stoy.  
 Shawnee—Pottawatomie Co. Free Fair. Sept. 19-22. Mrs. H. L. Swink.  
 Stillwater—Payne Co. Free Fair. Sept. 19-22. Myrl Gray.  
 Taloga—Dewey Co. Free Fair. Sept. 15-17. Donald Tallent.  
 Tulsa—Tulsa State Fair Assn. Oct. 1-7. Clarence C. Lester.  
 Vinita—Craig Co. Fair Assn. Sept. 22-24. Chas. R. Dancer.  
 Watonga—Blaine Co. Free Fair. Sept. 5-8. Vance Deaton.  
 Waurika—Jefferson Co. Free Fair. Sept. 14-16. Hugh DeWoody.  
 Woodward—Woodward Co. Free Fair. Sept. 14-16. Bigg Taggart.

**Oregon**  
 Albany—Linn Co. Fair Assn. Aug. 22-24. Canby—Clackamas Co. Fair Assn. Aug. 17-20. Ed Blinkhorn.  
 Eugene—Lane Co. Fair Assn. Sept. 14-18. Grants Pass—Josephine Co. Fair Assn. Aug. 17-20.  
 Heppner—Morrow Co. Fair & Rodeo. Sept. 1-4. N. C. Anderson.  
 Hermiston—Umatilla Co. Fair Assn. Aug. 17-20.  
 Hillsboro—Washington Co. Fair Assn. Aug. 23-28.  
 John Day—Grant Co. Fair Assn. Sept. 21-24.  
 La Grande—Union Co. Fair Assn. Sept. 15-17.  
 Lakeview—Lake Co. Fair Assn. Sept. 3-5. McMinnville—Yamhill Co. Fair Assn. Aug. 25-27.  
 Madras—Jefferson Co. Fair Assn. Sept. 1-3.  
 Moro—Sherman Co. Fair Assn. Sept. 8-11.  
 Myrtle Point—Coos Co. Fair Assn. Aug. 18-21.  
 Portland—Pacific International Livestock Expo. Oct. 19-27. W. A. Holt.  
 Prineville—Crook Co. Fair Assn. Aug. 12-14.  
 Redmond—Deschutes Co. Fair Assn. Aug. 26-28.  
 Rickreall—Polk Co. Fair Assn. Aug. 26-28.  
 Roseburg—Douglas Co. Fair Assn. Aug. 26-28.  
 St. Helens—Columbia Co. Fair Assn. Aug. 18-21.  
 Salem—Oregon State Fair. Sept. 3-10.  
 Tillamook—Tillamook Co. Fair Assn. Aug. 17-20.  
 Tygh Valley—Wasco Co. Fair Assn. Aug. 25-28.

**Pennsylvania**  
 Albion—Albion Area Fair Assn. Sept. 22-24. Samuel B. Wasson.  
 Bloomsburg—Jr. Achievement Show. Aug. 18-20. Harry A. Everett.  
 Conneville—Pleasant Valley Grange Com. Fair Assn. Sept. 6-10. Eugene V. Keefer.  
 Elizabethtown—Klwanis Farm Fair Assn. Sept. 14-17. Milton W. Witt.  
 Gratz—Gratz Fair Assn. Sept. 20-24. Harry W. Davis.  
 Hughesville—Lycoming Co. Fair Assn. Aug. 1-6. Clarence P. Stolz.  
 McConnellsburg—Pulton Co. Fair Assn. Aug. 31-Sept. 3. Henry W. Daniels.  
 Meadville—Crawford Co. Fair. Aug. 23-27. F. Wray Clark.  
 Mechanicsburg—Granger's Picnic Fair. Aug. 28-Sept. 5. J. Robert Richwine.  
 Pittsburgh—Allegheny Co. Fair & Industrial Expo. Sept. 1-5. Betty Colosimo.  
 Shade Gap—Soldiers & Sailors Fair & Picnic. Aug. 1-6. A. L. Blackmon, Camden 5.  
 Smethport—McKean Co. Fair Assn. Sept. 5-10. J. B. Beere.  
 Towanda—V. F. W. Farm Fair. Aug. 1-6. Leonard A. Gowin, Jr.  
 Turbotville—Turbotville Community Fair Assn. Sept. 14-17. Wm. Welliver, Watstown.  
 Wind Ridge—Jacktown Fair Assn. Aug. 10-13. Thomas M. Tharp.  
 York—York Interstate Fair. Sept. 13-17.

**Rhode Island**  
 East Greenwich—Rocky Hill Fair. Aug. 23-28.  
 Newport—Knights of Columbus Trade Fair. Oct. 18-20.  
 Tiverton—Tiverton Lions Club Fair. July 4-9.  
 Wickford—Wickford Village Fair. July 14-16.

**South Carolina**  
 Anderson—Anderson Fair. Sept. 26-Oct. 1. I. V. Hulme.  
 Bennettsville—Marlboro Co. Agrl. Fair Assn. Sept. 19-24. J. Murray Jackson.  
 Camden—Kershaw Co. Fair Assn. Oct. 3-8. B. H. Gardner.  
 Charleston—Charleston Agrl. & Industrial Fair. Oct. 31-Nov. 6. W. M. Frampton.  
 Chester—Chester Co. Legion Fair. Oct. 10-15. J. S. Calvin.  
 Columbia—S. C. State Fair. Oct. 17-22. Paul V. Moore.  
 Florence—Eastern Carolina Agrl. Fair. Oct. 24-29. J. T. Lazar.  
 Greenville—Greenville Co. Legion Fair. Sept. 26-Oct. 1. Karl E. Nuessner.  
 Greenwood—Greenwood Co. Fair Assn. Oct. 3-8. Geo. F. Free.  
 Laurens—Laurens Co. Fair Assn. Oct. 3-8. John G. Gattin.  
 Moncks Corner—Berkley Co. Agrl. Expo. Oct. 24-29. R. W. Mitchell.  
 Newberry—Newberry Co. American Legion Fair. Oct. 10-15. Frank Sutton.  
 Orangeburg—Orangeburg Co. Fair Assn. Oct. 24-29. W. A. Schiffley.  
 Rock Hill—York Co. Fair Assn. Sept. 19-24. H. D. Black.  
 Spartanburg—Piedmont Interstate Fair. Oct. 10-15. Tom Moore Craig.  
 Union—Union Co. Fair Assn. Oct. 3-8. Hydrick L. Kirby.


**South Dakota**  
 Alcester—Union Co. Fair Assn. Aug. 16-17. M. J. Hafner.  
 Cheyenne Agency—Cheyenne River Fair & Rodeo. Sept. 2-8. Marie D. Justice.

Hermosa—Custer Co. Fair. Aug. 26-27.  
 Huron—South Dakota State Fair. Sept. 5-10. Kenneth Balgeman.  
 Kimball—Brule Co. Fair Assn. Aug. 14-16. James Smith.  
 Martin—Bennett Co. Fair & Rodeo. Aug. 26-27. Floyd F. Wiedmeier.  
 Nisland—Butte Co. Fair. Aug. 25-27.

**Tennessee**  
 Athens—McMinn Co. Fair Assn. Sept. 12-17. Mrs. Jim Buttram.  
 Bolivar—Hardeman Co. Fair Assn. Aug. 29-Sept. 3. Paul Vaughn.  
 Camden—Benton Co. Fair Assn. Aug. 29-Sept. 3. Mrs. Sara A. Holladay.  
 Chattanooga—Chattanooga-Hamilton Co. Interstate Fair. Sept. 19-24. Mrs. Maude H. Atwood.  
 Clarksville—Montgomery Co. Fair Assn. Sept. 8-10. Mrs. Louise B. Booth.  
 Clarksville—Montgomery Co. Negro Fair Assn. Aug. 18-20. Pope G. Garrett, Sr.  
 Columbia—Mauzy Co. Fair Assn. Sept. 12-17. B. H. Hardwick.  
 Covington—Tipton Co. Fair Assn. Sept. 12-16. Stanley Shoaf.  
 Gray—Washington Co. Fair Assn. Aug. 16-20. Mrs. Paul A. Dillow, Jonesboro.  
 Kingsport—East Tennessee Dist. Fair Assn. Aug. 22-27. A. B. Colman.  
 Lawrenceburg—Middle Tennessee Dist. Fair Assn. Sept. 26-Oct. 1. Thomas H. Locke.  
 Memphis—Colored Tri State Fair. Oct. 5-8. E. C. Jones.  
 Memphis—Mid-South Fair. Sept. 23-Oct. 2. G. W. (Bill) Wynne.  
 Milan—Milan Community Fair Assn. Aug. 31-Sept. 2. Marvin W. Belew.  
 Nashville—Tennessee State Fair. Sept. 19-24.  
 Savannah—Hardin Co. Agrl. Fair Assn. Sept. 12-17. F. B. Carrington.  
 Spring City—Rhea Rural Fair Assn. Sept. 1-3. Mrs. Loy Alley.  
 Waverly—Humphreys Co. Fair Assn. Sept. 7-10. Henry Gentry.

**Texas**  
 Alice—Coastal Bend Livestock Show & Expo. Oct. 26-28. Mrs. Jean Dwellie.  
 Amarillo—Tri-State Fair Assn. Sept. 19-24. Rex B. Baxter.  
 Angleton—Brazoria Co. Fair Assn. Oct. 4-8. N. Leslie Kelley.  
 Baytown—Baytown Fair. Oct. 5-8. Nelson McElroy.  
 Beaumont—South Texas State Fair. Oct. 20-29. K. D. Schwartz.  
 Blanco—Blanco Valley Fair Assn. Aug. 5-6. George Byars.  
 Boerne—Kendall Co. Fair Assn. Sept. 3-5. A. McD Gilliat.  
 Bowie—Montague Co. Fair Assn. Sept. 28. Mrs. Earl Sansom.  
 Breham—Washington Co. Fair Assn. Sept. 29-Oct. 1. Rudy Schroeder.  
 Crockett—American Legion Fair. Sept. 27-Oct. 1. Ernest Hale.  
 Dalhart—Inter-State Fair Assn. Sept. 3-4. Nick P. Craig.  
 Dallas—State Fair of Texas. Oct. 7-23. James H. Stewart.  
 Denton—Denton Co. Fair Assn. Sept. 7. Dr. Jack Skiles.  
 Edna—Jackson Co. Fair Assn. Sept. 14-16. Allen B. Pinnell.  
 Floydada—Floyd Co. Fair Assn. Oct. 13-15. O. M. Watson.

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**REMINGTON AMMO is**  
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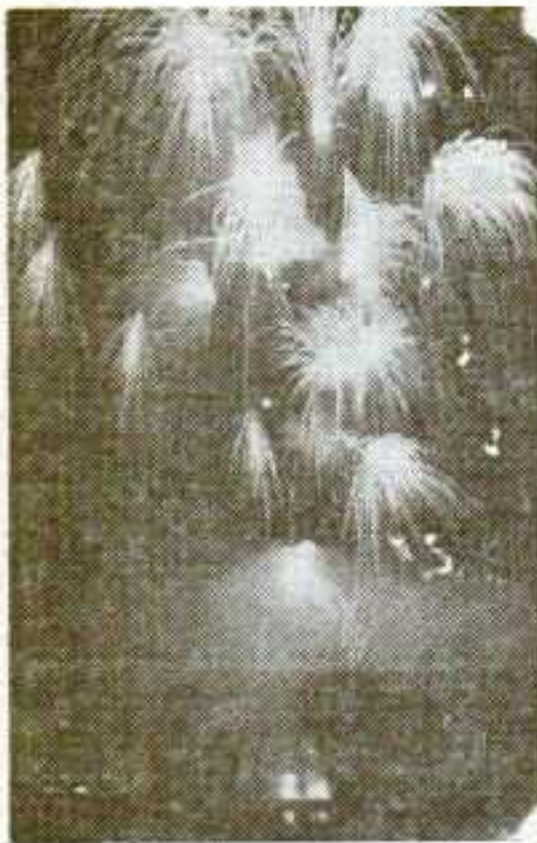
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201 East Broadway Long Beach, L. I., N. Y.

Fredericksburg—Gillespie Co. Fair Assn. Aug. 19-21. Wm. M. Petmecky.
Gainsville—Cooke Co. Fair Assn. Aug. 29-Sept. 3. LeRoy Robinson.
Gollad—Gollad Co. Fair Assn. Oct. 14-15. Warner L. Bege.
Huntsville—Walker Co. Fair. Oct. 12-15. Maurice E. Turner.
Iowa Park—Tex.-Okla. Fair. Sept. 26-Oct. 1. Dr. Gordon Clark.
Iowa Park—Texas-Okla. Fair & Southwest Oil Expo. Sept. 26-Oct. 1. T. Leo Moore.
Johnson City—Blanco Co. Fair Assn. Aug. 12-13. Ernest Bauerle.
Liberty—Trinity Valley Expo. Oct. 12-15. Archie Pittman.
Longview—Gregg Co. Fair Assn. Sept. 26-Oct. 1. L. T. Williams.
Lubbock—Panhandle South Plains Fair Assn. Sept. 26-Oct. 1. A. B. Davis.
Marshall—Central East Texas Fair & Livestock Expo. Sept. 5-11. Joe L. Mock.
Mesquite—Dallas Co. Fair Assn. Sept. 21-25. Earl C. Cogburn.
McKinney—Collin Co. Fair Assn. Sept. 23-Oct. 1.
Nacogdoches—Nacogdoches Co. Fair & Livestock Expo. Oct. 12-15. Ben Ritterskamp.
Navasota—Grimes Co. Fair Assn. Oct. 6-8. M. S. Croft.
New Braunfels—Comal Co. Fair Assn. Sept. 30-Oct. 2. Marcus Adams.
Paris—Red River Valley Expo. Aug. 25-31. J. W. McCoy.
Pasadena—Pasadena Livestock Show, Fair & Rodeo. Oct. 17-22. J. D. Rogers.
Plainview—Hale Co. Fair Assn. Oct. 8-10. Wayne B. Smith.
Richardson—Richardson Community Fair. Aug. 17-20. Carl Rowland.
Seguin—Guadalupe Agri. & Livestock Fair. Oct. 6-8. F. W. (Jack) Stewart.
Seminole—Gaines Co. Fair Assn. Oct. 6-8. H. C. Kyle.
Temple—Cen.-Tex. Fair Assn. Sept. 19-24. Maxwell C. Jones.
Texasana—Four States Fair, Inc. Sept. 9-17. W. E. Williams.
Tyler—East Texas Fair. Sept. 12-17. Bob Murdock.
Waco—Heart o' Texas Fair. Oct. 1-8. Othel M. Neely.
Wharton—Wharton Co. Fair Assn. Sept. 20-24. H. Chas. Koehl, Jr.

Utah

Coalville—Summit Co. Fair. Sept. 2-4. Eugene Page.
Heber—Wasatch Co. Fair. Aug. 13-14. William J. Bond.
Kaysville—Davis Co. Fair. Aug. 27-28. M. P. Leonard.
Logan—Cache Co. Fair. Aug. 18-20. R. L. Wrigley.
Morgan—Morgan Co. Fair. Aug. 27-28. Peter Evans.
Nephi—Utah State Suffolk Sheep Show & Sale & Juab Co. Fair. Sept. 2-4. J. E. Worthington.
North Salt Lake—Intermountain Ram Sale. Sept. 16. Jas. A. Hooper.
Orderville—Kane Co. Fair. Aug. 26-27. Midge Bauer. Glendale.
Parowan—Iron Co. Fair. Sept. 2-4. Thales Brown.
Salt Lake City—Utah State Fair. Sept. 18-26. J. A. Theobald.
Salt Lake City—Salt Lake Co. Fair. Aug. 18-20. Mae Bello.
Tremonton—Box Elder Co. Fair. Aug. 26-28. W. E. Kerr.

Vermont

Bradford—Connecticut Valley Expo. Aug. 12-24. J. Arthur Peters.

Virginia

Chase City—Mecklenburg Co. Fair Assn. Oct. 10-15. Garland E. Moss.
Chatham Hill—Rich Valley Fair Assn. Aug. 22-27. J. T. Gardner.
Danville—Danville Fair Assn. Oct. 11-15. B. F. Barr.
Dungannon—Scott Co. Fair Assn. Sept. 14-17. Paul W. Collins.
Farmville—Five Co. Fair. Sept. 19-24. J. C. Brickert.
Fredericksburg—Fredericksburg Agri. Fair Assn. Sept. 12-17. Geo. C. Rawlings Jr.
Galax—Galax Agri. & Ind. Fair, Inc. Aug. 29-Sept. 3. S. G. Eddins.
Goochland—Goochland Powhatan Fair Assn. Sept. 7-10. Barbara Ragland.
Harrisonburg—Rockingham Co. Fair Assn. Aug. 22-27. C. W. Wampler, Jr.
Lebanon—Russell Co. Fair Assn. Sept. 15-17. T. Gilmer Jr.
Luray—Page Co. Fair Assn. Aug. 29-Sept. 3. S. Frank Rosser.
Manassas—Prince William Co. Fair. Aug. 15-20. Robert Beahm, Nokesville.
Martinsville—Martinsville Agri. Fair Assn. Aug. 22-27. O. B. Hensley.
New Castle—Craig Co. Fair Corp. Aug. 31-Sept. 3. H. H. Sublett.
Nokesville—Prince William Co. Fair Assn. Aug. 15-20. Joseph E. Johnson.
Pennington Gap—Lee Co. Fair Assn. Sept. 5-10. R. C. Carter, Blacksburg.
Petersburg—The Petersburg Fair. Oct. 3-8. R. Willard Eanes.
Richmond—Atlantic Rural Expo. State Fair of Va. Sept. 23-Oct. 1. J. A. Mitchell.
Roanoke—Roanoke Fair Assn. Aug. 29-Sept. 3. Arthur C. Walker.
South Boston—Halifax Co. Fair Assn. Oct. 18-22. W. W. Wilkins.
Suffolk—Tidewater Fair Assn. Oct. 18-21. H. C. Holman.
Tazewell—The American Legion-Sidney Coulling Post #133. Aug. 16-20. Herbert Ward.
Warsaw—Northern Neck Agri. Fair Assn. Sept. 5-10. Mrs. Simon, Tappahannock.
West Point—Tidewater Fair Assn. Sept. 12-17. J. Lester Leuter.
Woodstock—Shenandoah Co. Fair Assn. Aug. 29-Sept. 3. Marvin W. Renalds.

Washington

Addy—Addy 4-H & Community Fair. Sept. 3. Betty England.
Asotin—Asotin Country Fair. April 29-30. Travis Floch.

WARNING WARNING WARNING

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THE BILLBOARD PUBLISHING CO.

Bellingham—Rome Community Fair. Sept. 7. Mrs. Vera J. McColium.
Bremerton—Kitsap Co. Fair Assn. Aug. 25-28. R. E. Hensel.
Brooklake—Brooklake Community Fair. Aug. 13-14. Louis C. Blaesi, Box 237 Tacoma.
Cashmere—Chelan Co. Fair. Sept. 9-11. Irene Wells.
Castle Rock—Castle Rock Community Fair. Aug. 26-28. Richard Adlard, Kelso.
Cathlamet—Wahkiakum Co. Fair Assn. Sept. 8-10. Dale Dasch.
Centralia—Chehalis—Southwest Washington Fair Assn. Aug. 24-28. Arthur W. Ehret, Centralia.
Colfax—Palouse Empire Fair Assn. Sept. 16-18. Troy Lindley.
Colville—Stevens Co. Fair. Sept. 15-18. Lois Crist.
Davenport—Lincoln Co. Fair Assn. Sept. 8-10. Laurence Brown.
Dayton—Columbia Co. Fair Assn. Sept. 16-17. Roy McGee.
Deer Park—Spokane Fair Assn. Sept. 1-4. Vern Kynell.
East Stanwood—Stillaguamish Grange Fair. Sept. 9-10. Mrs. Marie Stangleland, Stanwood.
Ellensburg—Kittitas Co. Fair. Sept. 2-5. Wendell W. Prater.
Elma—Grays Harbor Dist. Fair. Aug. 19-21. Ed Lundgren, Aberdeen.
Enumclaw—King Co. Fair Assn. Aug. 25-27. J. A. Johnston, Seattle.
Everett—Snohomish Co. 4-H Fair Assn. Aug. 17-20. Mrs. Elsa E. Wallin.
Forks—Forks Community Fair. Aug. 19-20. Mrs. Nellie Parr, Port Angeles.
Friday Harbor—San Juan Co. Fair Assn. Sept. 1-3. Donald H. Clark, Shaw Island.
Goldendale—Klickitat Co. Fair Assn. Sept. 9-10. Elmer E. Wilson.
Grandview—Yakima Valley Jr. Fair Assn. Aug. 18-20. Phillip L. Huff.
Hart's Lake—Lacamas Community Fair. Sept. 10. Mrs. Les B. Dickey, Box 138, Roy.
Kennewick—Benton Co. Fair Assn. Aug. 26-28. J. C. Pratt.
Langley—Island Co. Fair Assn. Aug. 26-28. Benj. M. Herring.
Longview—Col. Empire Fair Assn. Aug. 19-Sept. 3. Edward Ashe.
Lynden—Northwest Wash. Dist. Fair Assn. Aug. 17-20. Jack Elliot.
Manson—Lake Chelan Valley Fair Assn. Nov. 18-19. Arnold C. Koenig.
Marysville—Snohomish Co. 4-H Fair Assn. Aug. 17-20. Mrs. Elsa E. Whalin, Everett.
Menlo—Pacific Co. Fair Assn. Aug. 19-21. Mrs. Marvin H. Sexton, Raymond.
Monroe—Evergreen State Fair. Sept. 1-5. J. Paul Holloman, Snohomish.
Moses Lake—Grant Co. Fair Assn. Sept. 9-11. George E. Dougherty.
Mount Vernon—Skagit Co. Fair Assn. Aug. 11-13. Mrs. Julia Tewalt.
Newport—Pend Oreille Co. Fair Assn. Sept. 8-11. E. E. Jones.
Odessa—Tri-County Fair Assn. Sept. 2-3. T. C. Anderson.
Okanogan—Okanogan Co. Fair Assn. Sept. 9-11. Harriet Johnson.
Olympia—Thurston Co. Fair Assn. Aug. 19-20. Ian Christopher.
Port Angeles—Clallam Co. Fair Assn. Aug. 25-28. Mrs. Nellie Parr.
Port Townsend—Jefferson Co. Fair Assn. Aug. 19-21. Mrs. Ward B. Williams.
Prosser—Prosser Community 4-H Fair. Sept. 4-6. Walter E. White.
Pullman—State 4-H Club Fair. Sept. 21-25. Chas. T. Neenach.
Puyallup—Western Washington Fair Assn. Sept. 17-25. J. H. McMurray.
Raymond—Pacific Co. Fair Assn. Aug. 19-21. Mrs. Marvin H. Sexton.
Republic—Ferry Co. Fair Assn. Sept. 2-4. T. R. McKeen.
Republic—Ferry Co. Grange Fair Assn. Sept. 2-4. G. M. Wilcox.

Ritzville—Adams Co. Fair. Sept. 16-17. Kenneth Killingsworth, Benge.
Rockford—Southeast Spokane Co. Fair Assn. Sept. 16-18. Jack L. Olson.
Roy—Lacamas Community Fair. Sept. 10. Mrs. Les B. Dickey.
St. John—St. John Community Fair. April 22-24. Wilbert Gerlitz.
Seattle—North City Annual Fair. July 6-10. City Fair Board.
Seattle—King Co. Fair Assn. Aug. 25-27. J. A. Johnston.
Shelton—Mason Co. Fair Assn. Aug. 24-27. Andrew Krulswyk.
Silvana—Silvana Community Fair. Aug. 13. Elmer Husby.
Skamokawa—Wahkiakum Co. Fair Assn. Sept. 8-10. Dale Dasch, Cathlamet.
Spokane—Spokane Valley Youth Fair. Aug. 25-28. G. H. Heggemeier.
Spokane—Spokane Interstate Fair. Aug. 25-28. Lionel Wolf.
Sumner—Pierce Co. Fair Assn. Aug. 18-20. Frank H. Ballou, Puyallup.
Toultle—Toultle Lake Community Fair. Aug. 20. Mrs. Ray Slack.
Vancouver—Clark Co. Fair Assn. Aug. 24-27. Arthur F. Kulin.
Walla Walla—Southeastern Washington Fair. Sept. 2-5. Milton R. Loney.
Waterville—North Central Wash. Dist. Fair, Inc. Sept. 16-18. G. Merton Dick.
Waterville—North Central Wash. Dist. Fair. Sept. 16-18. G. Merton Dick.
Winlock—Winlock 4-H & FFA Fair Assn. Aug. 20. Mrs. Ray Collins.
Yakima—Yakima 4-H Fair Assn. Aug. 25-27. Mrs. LeRoy Losey.
Yakima—Central Wash. Fair Assn. Sept. 21-25. J. Hugh King.

West Virginia

Belington—Belington Fair. Sept. 14-18. Clark Fulton.
Berkeley Springs—Morgan Co. Fair Assn. Aug. 17-20. James T. Youngblood.
Charleston—Southern West Virginia Fair. Sept. 2-10. Lavonda Shear.
Clay—Clay Co. Fair Assn. Aug. 15-20. W. M. Smith.
Dallas—Dallas Community Fair Assn. Sept. 2-3. Mrs. Robert L. Klug, Triadelphia.
Green Sulphur Springs—Green Sulphur Dist. Fair Assn. Aug. 18-20. Mrs. Helen Williams.
Lewisburg—Ronceverte—State Fair of W. Va. Aug. 22-27. C. T. Sydenstricker.
Marlinton—Pocahontas Co. Fair Assn. Aug. 15-20. John V. White.
New Hope—Beaver Pond Dist. Co-op. Fair. Sept. 1-3. C. P. Hyton, Princeton.

(Continued on page 94)

Advertisement for 47 tested plans for building rides, shows, concessions, etc. Includes contact info for Brill, Box 875, Peoria, Ill.

FOR SALE FLY-O-PLANE. First-class condition, \$4,000. JORDAN HOBBY-HORSE RIDE, \$900. Reason for selling: replacing with other new rides. Contact: KIDDYLAND, 4001 West 95th St., Oaklawn, Illinois

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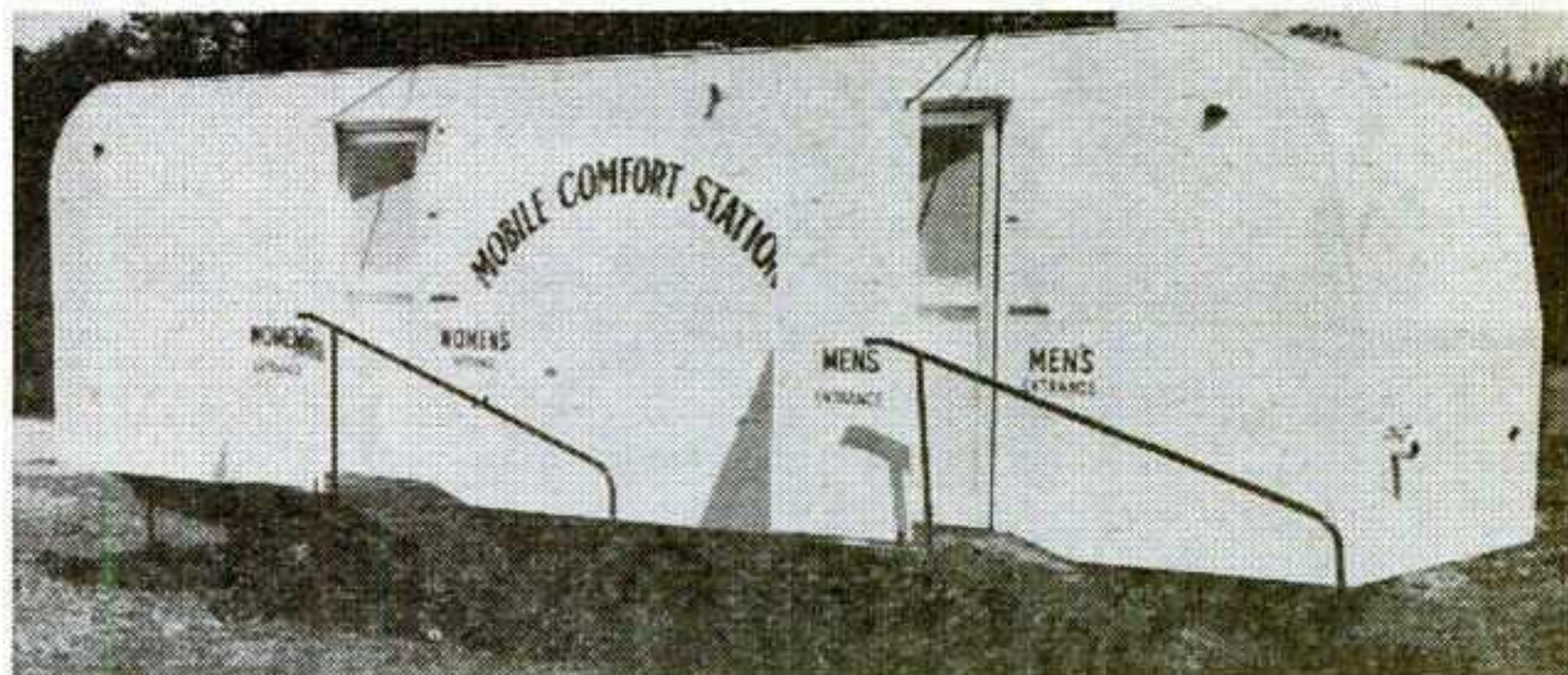
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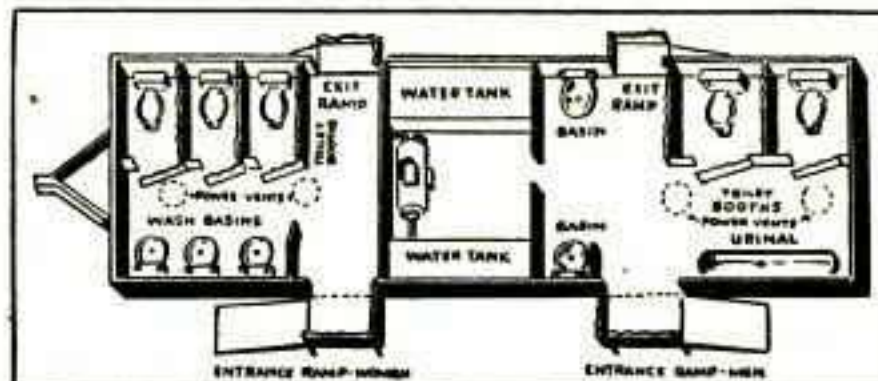
# Rodeo Dates

- Arkansas**  
 Crossett—Crossett Rodeo, Aug. 3-6.  
 Port Smith—Ark.-Okla. Rodeo, May 30-June 4.  
 Little Rock—Little Rock Stock Show Rodeo, Oct. 3-8.  
 Malvern—Malvern Rodeo, June 2-4.  
 Paragould—Paragould Rodeo, June 22-25.
- California**  
 Barstow—Barstow Rodeo, Sept. 17-18.  
 Clovis—Clovis Rodeo, April 23-24.  
 Del Mar—Del Mar Rodeo, June 24-26.  
 Dixon—Dixon Rodeo, May 15.  
 Fortuna—Fortuna Rodeo, July 10-11.  
 Gilroy—Roundup and Gymkhana, July 3-4.  
 Lamont—Lamont Rodeo, July 2-4.  
 Lone Pine—Lone Pine Rodeo, May 7-8.  
 Livermore—Livermore Rodeo, June 11-12.  
 Los Angeles—Sheriff's Annual Rodeo, Aug. 21.  
 Merced—Merced Fair Rodeo, Aug. 27-28.  
 Pomona—Pomona Rodeo, April 23-24.  
 Pomona—Pomona Rodeo, May 14-15.  
 Porterville—Porterville Roundup, April 30-May 1.  
 Redding—Shasta Co. Sheriff's Posse Rodeo, May 20-21.  
 Riverside—Riverside Rodeo, May 21-22.  
 Sacramento—Days of '49 Rodeo, May 21-22.  
 Salinas—California Rodeo, July 14-17.  
 San Fernando—San Fernando Rodeo, Sept. 4-5.  
 San Juan Bautista—Fiesta Rodeo, July 10.  
 Santa Ana—Santa Ana Rodeo, April 30-May 1.  
 Santa Maria—Elks Rodeo, June 4-5.  
 Saugus—Newhall-Saugus Rodeo, May 7-8.  
 Springfield—Springfield Rodeo, April 17.  
 Victorville—Elks Rodeo, Nov. 19-20.  
 Willits—Frontier Rodeo, July 3-5.  
 Yuba City—Yuba-Sutter Rodeo, July 29-30.
- Colorado**  
 Boulder—Pow Wow Rodeo, July 30-Aug. 1.  
 Colorado Springs—Pikes Peak or Bust Rodeo, Aug. 9-13.  
 Cortez—Cortez Roundup, June 17-19.  
 Durango—Spanish Trails Fiesta, Aug. 5-7.  
 Estes Park—Rooftop Rodeo, Aug. 4-6. Dr. A. G. Flske.  
 Greeley—Greeley Rodeo, July 3-4.  
 Monte Vista—Ski-Hi Stampede, Aug. 2-4.  
 Norwood—Norwood Rodeo, Aug. 13-14.  
 Pagosa Springs—Red Ryder Roundup, July 3-4.  
 Pueblo—State Fair Rodeo, Aug. 23-25.  
 Trinidad—Trinidad Roundup, Sept. 3-5. Harry L. Beirne.  
 Woodland Park—Ute Trail Stampede, July 22-24. Ira Hollingsworth.  
 Yuma—Yuma Fair Rodeo, Aug. 9-10.
- Idaho**  
 Burley—Cassia Co. Rodeo, Aug. 18-20.  
 Caldwell—Caldwell Night Rodeo, Aug. 9-13.  
 Filer—Twin Falls Co. Rodeo, Aug. 31-Sept. 3.  
 Gooding—Gooding Co. Rodeo, Aug. 18-20.  
 Halley—Wood River Roundup, July 3-4.  
 Idaho Falls—War Bonnet Roundup, Aug. 3-6.  
 Jerome—Jerome Co. Rodeo, Aug. 11-13.  
 Lewiston—Lewiston Roundup, Sept. 9-11.  
 Malad—Oneida Co. Night Rodeo, June 17-18.  
 Nampa—Snake River Stampede, July 19-23.  
 Pocatello—Frontier Days, July 14-16.  
 Preston—Preston Night Rodeo, July 28-30.  
 Rigby—Jefferson Co. Pioneer Days, June 15-16.  
 Rupert—Rupert Rodeo, July 2-4.  
 Soda Springs—Soda Springs Stampede, Aug. 6-7.  
 Weiser—Weiser Roundup, Aug. 4-6.
- Iowa**  
 Cedar Rapids—All-Iowa Rodeo, Aug. 18-19.  
 Cherokee—Barnes Rodeo, May 28-30.  
 Des Moines—State Fair Rodeo, Sept. 2-5.  
 Fort Madison—Fort Madison Championship Rodeo, Sept. 9-11.  
 Sidney—Iowa Championship Rodeo, Aug. 16-20.
- Kansas**  
 Abilene—Wild Bill Hickok Rodeo, Aug. 22-25.  
 Coffeyville—Inter-State Rodeo, Sept. 2-5.  
 Goodland—Northwest Kan. Rodeo, Aug. 18-19.  
 Kansas City—Stadium Rodeo, May 17-22.  
 Kingman—Cattlemen's Picnic Rodeo, July 2-4.  
 Phillipsburg—Phillipsburg Rodeo, Aug. 4-6.  
 Pretty Prairie—Pretty Prairie Rodeo, July 19-21.  
 Russell—Russell Rodeo, June 7-9.  
 Wichita—Jaycee Rodeo, Sept. 22-25.
- Louisiana**  
 Alexandria—Lions Club Rodeo, Aug. 23-27.  
 West Monroe—N. Louisiana Rodeo, Sept. 5-9.
- Minnesota**  
 Buffalo—Buffalo Rodeo, July 23-24.
- Missouri**  
 Brookfield—Linn Co. Hoof & Horn Rodeo, Sept. 2-5.  
 Camdenton—J Bar H Rodeo, July 5-10.  
 Fairfax—Four-State Roundup, July 20-23.  
 Platte City—Platte Fair Rodeo, July 27-29.  
 St. Louis—St. Louis Rodeo, Aug. 23-28.  
 St. Joseph—Pony Express Rodeo, Sept. 23-25.  
 Sikeston—Sikeston Rodeo, Sept. 15-16.  
 West Plains—West Plains Rodeo, July 2-4.
- Montana**  
 Bainville—Bainville Rodeo, June 4-5.  
 Baker—Fallon Co. Rodeo, Sept. 4-5.  
 Billings—Midland Empire Rodeo, Aug. 9-13.  
 Butte—Diamond Jubilee Rodeo, June 22-25.  
 Dodson—Dodson Rodeo, Aug. 6-7.  
 Forsyth—66 Ranch Rodeo, Aug. 16-18.  
 Great Falls—North Mont. State Fair Rodeo, July 31-Aug. 4.  
 Great Falls—North Mont. State Fair Rodeo, July 30-Aug. 2.  
 Lewiston—Central Montana Rodeo, July 28-30.  
 Miles City—Miles City Rodeo, June 24-26.  
 Red Lodge—Red Lodge Rodeo, July 2-4.  
 Shelby—Marías Co. Fair Rodeo, July 21-24.  
 Wolf Point—Wild Horse Stampede, July 15-17.
- Nebraska**  
 Alliance—Alliance Rodeo, July 3-4.  
 Burwell—Nebraska's Big Rodeo, Aug. 10-13.  
 Crawford—Crawford Rodeo, July 2-4.  
 Genoa—Commercial Club Rodeo, Aug. 12-14.  
 Grand Island—Grand Island Rodeo, July 2-4.  
 Lewellen—Ash Hollow Roundup, July 3-4.  
 North Platte—Buffalo Bill Rodeo, June 17-19.  
 Omaha—Ak-Sar-Ben Rodeo, Sept. 23-Oct. 2.  
 O'Neill—O'Neill Rodeo, June 12-13.
- Nevada**  
 Elko—Silver State Stampede, June 24-26.  
 Reno—Reno Rodeo, July 2-4.
- New Mexico**  
 Cimarron—Cimarron Rodeo, July 4. W. M. Hope.  
 Espanola—Espanola Rodeo, May 28-29.  
 Las Vegas—Las Vegas Reunion Rodeo, Aug. 5-7.  
 Gallup—Indian Capital Rodeo, June 25-26.  
 Roswell—Eastern N. M. State Fair Rodeo, Santa Fe—Santa Fe Rodeo, July 14-17.
- North Dakota**  
 Mandan—Mandan Rodeo, July 2-4.  
 New Town—New Town Rodeo, July 2-4.  
 Sanish—Sanish Rodeo, July 3-5.
- Oklahoma**  
 Ada—Elks Rodeo, Aug. 9-13.  
 Chickasha—Chickasha Rodeo, July 13-16.  
 Claremore—Will Rogers Roundup, July 6-9.  
 Elk City—Ackley Park Rodeo, Sept. 5-7.  
 Hinton—Hinton Rodeo, July 6-8.  
 Lawton—Lawton Rodeo, Aug. 3-6.  
 McAlester—Prison Rodeo, Sept. 8-11.  
 Pauls Valley—Pauls Valley Rodeo, June 16-18.  
 Sulphur—Hereford Heaven Rodeo, June 8-10.  
 Tulsa—Johnnie Lee Wills Stampede, May 3-8.  
 Vinita—Will Rogers Memorial Rodeo, Aug. 24-28.  
 Woodward—Elks Rodeo, Sept. 1-4.
- Oregon**  
 Elgin—Elgin Rodeo, July 23-24.  
 Eugene—Emerald Empire Roundup, Aug. 5-7.  
 Joseph—Chief Joseph Days, July 29-31.  
 Klamath Falls—Klamath Falls Rodeo, July 2-4.  
 Molalla—Molalla Buckaroo, July 2-4.  
 Pendleton—Pendleton Roundup, Sept. 15-17.  
 Prineville—Crooked River Roundup, Aug. 12-14.  
 Redmont—Deschutes Co. Fair Rodeo, Aug. 27-28.  
 Roseburg—Douglas Co. Rodeo, June 18-19.  
 St. Paul—St. Paul Rodeo, July 2-4.  
 Sheridan—Phil Sheridan Rodeo, June 18-19.  
 Sisters—Sisters Rodeo, July 3-4.  
 Spray—Silver Dollar Days, May 28-29.  
 Union—Eastern Oregon Rodeo, June 2-4.
- South Dakota**  
 Belle Fourche—Black Hills Roundup, July 3-5.  
 Cheyenne—Cheyenne River Rodeo & Fair, Sept. 3-5.  
 Custer—Custer Rodeo, July 25-27.  
 Clear Lake—Crystal Springs Ranch Rodeo, June 24-26.  
 Deadwood—Days of '76, Aug. 5-7.  
 Fairfax—Fairfax Rodeo, July 4-5.  
 Fort Pierce—Oahe Roundup & Horse Show, Sept. 17-18.  
 Lennox—Lennox Rodeo, June 22-23.  
 Martin—Sioux Stampede, July 3-4.  
 McLaughlin—McLaughlin Rodeo, Sept. 5-6.  
 Mobridge—Mobridge Rodeo, July 2-4.  
 Pierre—Pierre Rodeo, June 18-20.  
 Rapid City—Black Hills Range Days, Aug. 18-21.  
 St. Onge—St. Onge Rodeo, June 26-27.  
 Sturgis—Sturgis Rodeo, July 16-17.  
 Timber Lake—Timber Lake Rodeo, Aug. 28-29.  
 Yankton—Yankton Rodeo, Sept. 4-5.
- Tennessee**  
 Memphis—Memphis Rodeo, Sept. 23-30.
- Texas**  
 Baird—Baird Rodeo, May 5-7.  
 Bandera—Bandera Stampede, May 6-8.  
 Frank Rawlings.  
 Burkburnett—Burkburnett Rodeo, June 22-24.  
 Clarksville—Clarksville Rodeo, June 6-11.  
 Coleman—Coleman Rodeo, July 13-16.  
 Corsicana—Stock Show Rodeo, Sept. 28-Oct. 2.  
 Dublin—Dublin Rodeo, Aug. 31-Sept. 3.  
 Gatesville—Gatesville Rodeo, June 8-11.  
 Gladewater—Gladewater Roundup, June 14-17.  
 Henderson—Henderson Rodeo, May 25-28.  
 Hereford—Hereford Rodeo, May 27-28.  
 Lubbock—ABC Rodeo, June 8-11.  
 Midland—Midland Rodeo, June 1-5.  
 Nocona—Chisholm Trail Rodeo, Sept. 3-5.  
 Pampa—Top of Texas Rodeo & Kid Pony Show, Aug. 2-6. E. O. Wedgeworth.  
 Pecos—West of the Pecos Rodeo, July 1-4.  
 Plainview—Plainview Rodeo, June 2-4.  
 Rusk—Lions Club Rodeo, Aug. 11-13.  
 Texarkana—Fall Rodeo, Sept. 13-17.  
 Vernon—Santa Rosa Roundup, May 9-14.  
 Waco—Heart of Tex. Fair Rodeo, Oct. 3-8.  
 Waxahachie—Ellis Co. Rodeo, Sept. 22-24.  
 Weatherford—Park Co. Frontier Days, July 27-30.
- Utah**  
 Lehi—Lehi Roundup, June 30-July 2.  
 Nephi—Ute Stampede, July 7-9.  
 Ogden—Pioneer Days, July 20-25.  
 Price—Black Diamond Rodeo, July 27-30.  
 Salt Lake City—Days of '47, July 20-25.  
 Vernal—Vernal Rodeo, Aug. 4-6.
- Washington**  
 Colville—American Legion Rodeo, June 4-5.  
 Cusick—Pend Oreille Rodeo, July 2-3.  
 Ellensburg—Ellensburg Rodeo, Sept. 3-5.  
 Kennewick—Kennewick Rodeo, Aug. 28-29.  
 Mount Vernon—Skagit Valley Club Rodeo, May 15.  
 Omak—Omak Stampede, Aug. 13-14.  
 Spokane—Spokane Rodeo, July 14-16.  
 Toppenish—Toppenish Rodeo, July 3-5.  
 Walla Walla—Southeast Wash. Fair Rodeo, Sept. 3-5.  
 Woodinville—Woodinville Rodeo, July 30-31.
- Wisconsin**  
 Spooner—Heart of the North Rodeo, July 8-10.
- Wyoming**  
 Casper—Central Wyo. Night Rodeo, Aug. 10-13.  
 Cheyenne—Frontier Days, July 26-30.  
 Cody—Cody Stampede, July 3-5.  
 Douglas—Wyo. State Fair Rodeo, Aug. 31-Sept. 3.  
 Guernsey—Old-Timer Rodeo, July 3-4.  
 Lander—Lander Pioneer Days, July 3-4.  
 Lusk—Niobrara Co. Rodeo, Aug. 19-20.  
 Thermopolls—Thermopolls Rodeo, Sept. 4-5.
- CANADA**  
**Alberta**  
 Calgary—Calgary Stampede, July 11-16.  
 Cardston—Cardston Rodeo, July 9-10.  
 Coleman—Coleman Rodeo, July 3-4.
- Saskatchewan**  
 Swift Current—Frontier Days, July 1-2.

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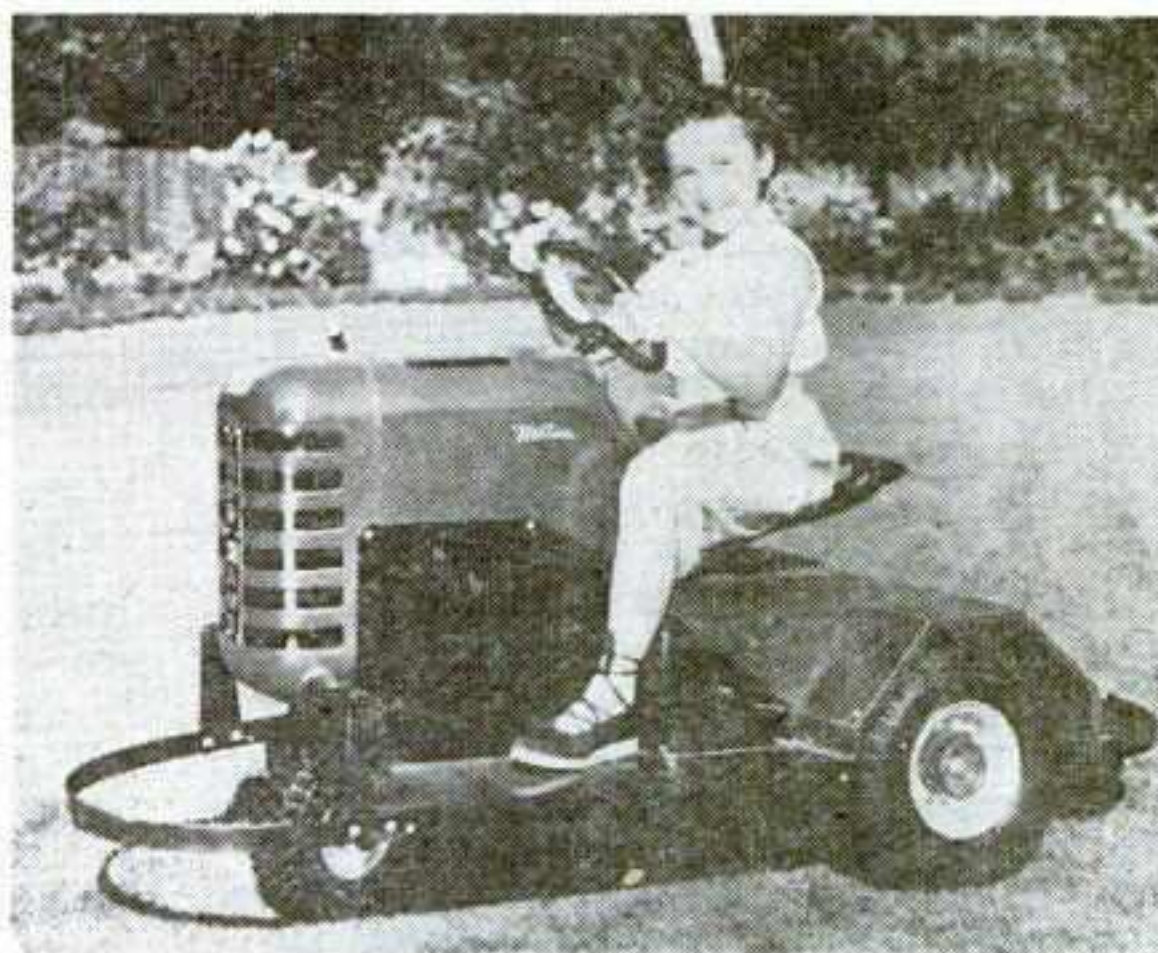
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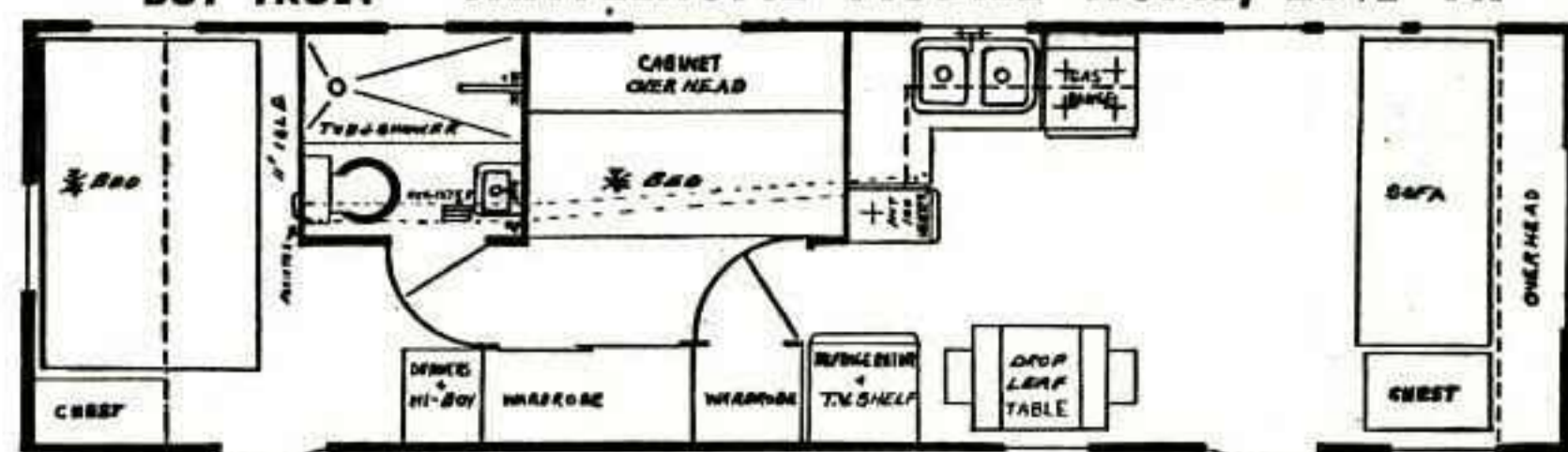
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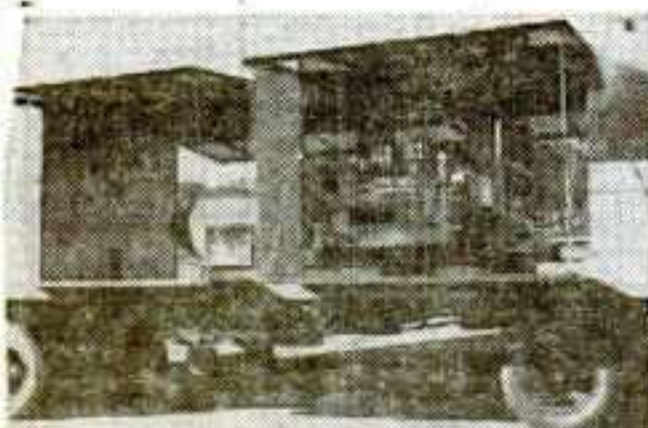
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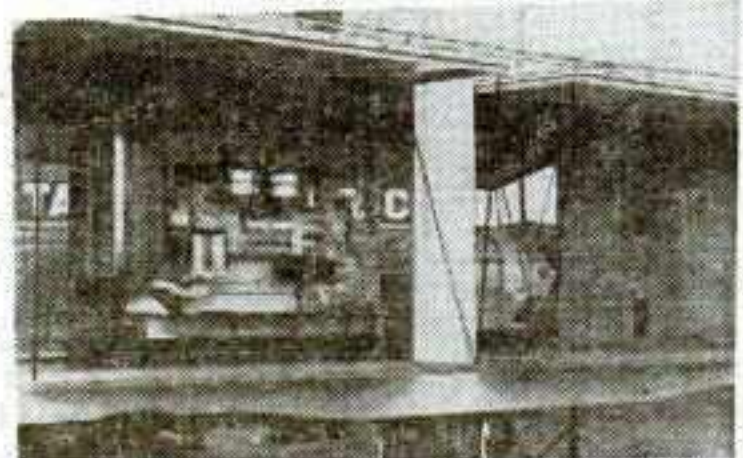
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# Amusement Parks

**Alabama**  
Anniston—Oxford Lake Park, W. E. (Billy) Morgan, owner-mgr.; has 8 rides, 10 concession games, rink, Penny Arcade, coin machines.  
Birmingham—Fair Park Kiddieland, Alabama State Fair Authority, R. H. McIntosh, mgr.; has 28 rides.  
Phenix City—Idle Hour Park, owned by city; Clyde B. Layfield, mgr.; has 10 rides, 40 concession games, pool, rink, Penny Arcade, coin machines; books orchestras and attractions.

**California**  
Balboa—Balboa FunZone Park, Al Anderson, owner-mgr.; has 3 rides, 20 concession games, beach, Penny Arcade, coin machines, books attractions.  
Compton—Tiny Town Park, Harry Matthews, owner-mgr.; has nine rides; live ponies, coin-operated horses, planes, Books TV and movie stars.  
Long Beach—Nu-Pike, Long Beach Amusement Co., owner; L. P. Murphy, mgr.; has 29 rides, 46 concession games, pool, Penny Arcade, Books orchestras and other attractions.  
Long Beach—Virginia Amusement Park, Long Beach Amusement Co., owner; L. P. Murphy, mgr.; has 12 rides, 20 concession games, Penny Arcade, roller rink, Kiddieland, Books free attractions.  
Ocean Park (Santa Monica)—Ocean Park Amusement Pier, Roy C. Troeger, mgr.; has 12 rides, 51 concession games, Penny Arcade, coin machines; books attractions occasionally; six rides in Kiddieland; rink, motion picture house.

**Pico**—Streamland Park, M. S. Cipes, owner-mgr.; has 14 rides, four concession games, Penny Arcade, trout fishing lakes, Books attractions.  
San Diego—Mission Beach Park, John C. Ray, owner-mgr.; has 9 rides, 35 concession games, pool, rink, Penny Arcade, coin machines. Books free attractions.  
San Diego—Mission Valley Trailer Park, R. L. Hill, owner; has 6 rides.  
San Francisco—Whitney's Playland-at-the-Beach, George K. Whitney, owner-mgr.; has 21 rides, 28 concession games, rink, Penny Arcade, coin machines.  
Santa Cruz—Santa Cruz Beach, Thomas W. Cutting Jr., mgr.; has 9 major rides, 8 kiddie rides, funhouse, 15 concession games, pool, Penny Arcade, coin machines, Books local and traveling orks and free attractions. Fireworks. Free sale.

**Santa Monica**—Newcomb Pier, E. I. Newcomb Jr., owner; has 5 rides; 7 concession games, Penny Arcade, ballroom, six restaurants.  
Santa Monica—Ocean Park Amusement Pier, Roy C. Troeger, mgr.; has 12 major rides, 6 kiddie rides, 51 concessions, Penny Arcade, coin machines; books attractions.  
Sunland—Sunland Park, Fox & Sons Amusement Co., owner; Terrell G. Fox, mgr.; has 12 rides, 7 concession games, rink, Penny Arcade, coin machines.  
Torrance—Walteris Park, Edward G. Fox, mgr.; has 8 rides, concession games.

**Colorado**  
Denver—Lakeside Park, Benj. Krasner, mgr.; has 20 rides, six concession games, pool, Penny Arcade, coin machines. Books traveling orchestras, fireworks and free acts.  
Denver—Elitch's Gardens, A. B. Gurtler, owner-mgr.; has seven rides two concession games, Penny Arcade, coin machines. Books local and traveling orchestras and pay attractions.  
Pueblo—Minnequa-Lakeside Park, Harry W. Eiswood, mgr.; has eight rides, 14 concession games, rink, Penny Arcade, coin machines; books orchestras and attractions.

**Connecticut**  
Bridgeport—Pleasure Beach, owned by city; John C. Molloy, mgr.; has 15 rides, 12 concession games, rink, Penny Arcade, coin machines; books orchestras, attractions occasionally.  
Bristol—Lake Compounce Amusement Park, Pierce & Norton Co., Inc., owners; has seven major and four kiddie rides, seven concession games, rink, Penny Arcade, coin machines; books orchestras and free acts.  
Middlebury—Lake Quassapaug Amusement Park, M. J. Leon, mgr.; has six rides, 3 concession games, beach, rink, Penny Arcade, coin machines; books orchestras and attractions.  
New Haven—Savin Rock Park, Frederick E. Levere, mgr.; has 52 rides, 40 concession games, rink, Penny Arcade, Books occasional orchestra and free attractions.

**New London**—Ocean Beach Park, owned by city; Augustus B. Menghi, supt.; has 11 rides, two concession games, pool, rink, Penny Arcade, coin machines; books orchestras and attractions.  
Waterbury—Lakewood Park, owned by city; J. J. Curtain, supt. of parks; has two rides, three concession games.  
**Delaware**  
Port Penn—Augustine Beach and Park, Tommy Texts, owner and mgr.; has five rides, 12 concession games; books free attractions.

**Florida**  
Daytona Beach—Forest Amusement Park, Jim Forest, owner and manager; has six rides, three concession games.  
Jacksonville Beach—Boardwalk, Boardwalk Assn., mgr.; has 20 rides, 14 concession games, pool, Penny Arcade, coin machines. Books orchestras and free attractions.

**Jacksonville Beach**—Griffen Amusement Park, F. A. Griffen Sr., owner; F. A. Griffen Jr., mgr.; has nine rides, two concession games.  
Jacksonville—Riverview Park, Sid Walker, owner-mgr., 700 Ocean St.  
Miami—PBA Park, Police Benevolent Assn., owner; Jas. L. Logan, mgr.; has seven rides, pool. Books orchestra and free attractions.  
St. Petersburg—Veterans' Amusement Park, Dick H. Kratz, owner-mgr.; has 10 rides, 20 concession games; books free attractions.  
West Palm Beach—Haverhill Grove Amusement Park, Mac Markros & Bud Watson, owners; has five rides, 10 concession games, coin machines; books orchestras, attractions.

**Georgia**  
Atlanta—Fun City, Lakewood Fairgrounds, Mike Benton, mgr.; has 25 rides, five concession games, two lakes, rink books attractions.  
Augusta—Funland Park, Dr. J. T. Norvell, mgr.; has 7 rides, 8 concession games.

**Idaho**  
Coeur d'Alene—Playland Pier, W. Earl Somers, mgr.; has six rides two concession games, Penny Arcade.

**Illinois**  
Aurora—Exposition Park, Orville P. Fox, owner; Don Johnson, mgr.; has five rides, pool, rink; books orchestras.  
Chicago—Riverview Park, George A. Schmidt, gen. mgr.; has 40 rides and major attractions, 75 concession games, rink, three Penny Arcades.  
Danville—Fairgrounds Park, W. F. Brown, owner and mgr.; has four rides, two concession games, pool, rink coin machines.  
Lake Villa—Sherwood Park, George Rox, mgr.; has six rides, five concession games, pool, Penny Arcade, coin machines; books pay attractions.  
Lyons—Fairlyland Park, Richard Miller, mgr.; has 20 rides, 6 concession games, Penny Arcade.  
Oak Lawn—Green Oaks Kiddieland, 4001 W. 95th St.; M. J. Doolan, owner; R. J. Zirzow, mgr.; has 14 rides.

**Indiana**  
Angola—Buck Lake Park, H. E. Smythe, owner-mgr.; has six rides, 12 concessions, Books orchestras and attractions.  
Fort Wayne—West Swinney Park, H. E. Hart, owner; has 9 major and 4 kiddie rides, 15 concession games, Penny Arcade, coin machines; books attractions.  
Hamilton—Circle Park, D. B. Waterhouse, mgr.; has 4 rides, 4 concession games, pool, rink, Penny Arcade, coin machines; books attractions.  
Indianapolis—Riverside Amusement Park, Inc., John L. Coleman, Pres.; H. E. Parker, mgr.; has 19 rides, 15 concession games; has rink, Penny Arcade, coin machines; books orchestras and free acts.  
Michigan City—Washington Park, Harold K. Barr, mgr.; has 5 major and 8 kiddie rides, 12 concession games, beach, Penny Arcade; books pay attractions.  
Muncie—Indiana Beach, T. E. Spackman, mgr.; has 4 major rides, five concession games, beach, rink, Penny Arcade, coin machines. Books local and name orchestras and free attractions.  
South Bend—Playland Park, Earl J. Redden Jr., mgr.; has 12 rides, 6 concession games, rink, Penny Arcade, coin machines; books orchestras and attractions.

**Iowa**  
Arnolds Park—Benit Amusement Park, Eldo M. Benit, mgr.; has 10 rides, 5 concession games; rink, Penny Arcade, coin machines; books attractions.  
Clear Lake—Bayside Park, H. A. O'Leary, mgr.; has 5 rides, 6 concession games, rink.  
Council Bluffs—Playland Park, Abe Slusky, mgr.; has 20 rides 24 concession games, Penny Arcade, coin machines; books attractions.  
Davenport—Mississippi Valley Park, H. A. Gettler, mgr.; has 5 rides, Penny Arcade, Books orchestras and pay attractions.  
Des Moines—Riverview Park, Bart Kooker, mgr.; has 15 rides, 7 concession games, Penny Arcade; books orchestras and free attractions.  
Ruthven—Grand View Park, Ross Hancock, owner-mgr.; has 10 concession games, rink, Penny Arcade, coin machines; books orchestras and acts occasionally.

**Kansas**  
Bonner Springs—Lakewood Park, L. D. Ward, owner-mgr.; has 5 rides, 16 concession games, pool, rink; books orchestras and free attractions.  
Wichita—Joyland Hillside Park, the Ottaways, owner-mgrs.; has 17 rides, 9 concession games, Penny Arcade, coin machines. Books orchestras and free attractions.

**Kentucky**  
Dayton—Tacoma Park, S. Rutherford and R. Lunsford, owner-mgrs.; has pool, coin machines. Books orchestras.  
Louisville—Fontaine Ferry Park, J. R. Singhiser, mgr.; has 18 rides, 16 concession games, pool, rink, Penny Arcade, coin machines. Books local and traveling orks and free attractions.  
Lexington—Joyland Park, C. J. Carmine, mgr.; has 12 rides, 10 concession games, pool, Penny Arcade, coin machines. Books orchestras and free attractions.

**Louisiana**  
New Orleans—Audubon Park, owned by city; G. Douglas, mgr.; has six rides, pool. Books orchestras and free attractions.  
New Orleans—Pontchartrain Beach, owned by Playland Amusements; Harry J. Batt, president and mgr.; has 17 rides, 14 concession games, Penny Arcade. Books free acts.  
**Maine**  
Old Orchard Beach—Palace Playland, Seashore Am. Corp., owners; Samuel Osher, mgr.; has 8 rides, 15 concession games, rink, Penny Arcade, coin machines; books orchestras and attractions.

**Upper Gloucester**—Royal River Park, Howard I. Small, mgr.; has 3 rides, concession games, pool, rink, Penny Arcade; books orchestras and attractions.  
York Beach—Funland Park, Max and Samuel Spector, owners; has 14 rides, eight concession games, Penny Arcade, coin machines. Books orchestras and free attractions.

**Massachusetts**  
Agawam—Riverside Park, Edward J. Carroll, owner-mgr.; has 14 major and 13 kiddie rides, 14 concession games, rink, Penny Arcade, coin machines. Books orchestras and attractions.  
Auburndale—Norumbega Park, Norumbega Park Co., owners; Roy Gill, mgr.; has 14 rides, 20 concession games, Penny Arcade; books orchestras, acts.  
Dartmouth—Lincoln Park, John Collins, owner-mgr.; has 18 rides, 20 concession games, rink, Penny Arcade, coin machines; books orchestras and attractions.  
Fitchburg—Whalom Park, John M. Luniewicz, mgr.; has 15 rides, 4 concession games, rink, Penny Arcade, coin machines. Books orchestras and free acts.  
Holyoke—Mountain Park, Holyoke Street Railway Co., owners; Louis D. Pellissier, mgr.; has 6 rides, 6 concession games, rink, Penny Arcade, coin machines; books orchestras and free attractions.  
Mendon—Lake Nipmuck Park, James Simpson, mgr.; has 3 rides, 4 concession games, beach, rink, Penny Arcade, coin machines; books orchestras and attractions occasionally.  
Nantasket Beach—Paragon Park, Lawrence M. Stone, mgr.; has 12 rides, 7 concession games, rink, Penny Arcade, coin machines; books orchestras, free attractions.

**Maryland**  
Baltimore—Kiddyland, Charles W. Swan, mgr.; has 6 rides, 12 concession games, pool, Penny Arcade; books orchestras and attractions.  
Baltimore—Gwynn Oak Park, A. B. Price & Sons owners; David W. Price, mgr.; has 26 rides, 15 concession games, Penny Arcade; books orchestras and free acts.  
Baltimore—Carlin's Park, John J. Carlin, owner-mgr.; has 18 rides, 14 concession games, pool, rink, Penny Arcade, coin machines. Books free attractions.

**Baltimore—New Bay Shore Park**, New Bay Shore Park, Inc., owner; Bernard Seaman, mgr.; has six rides, 15 concession games, beach, Penny Arcade, coin machines. Books orchestras and free attractions.  
Braddock Heights—Braddock Heights Park, J. H. Baker, mgr.; has 3 rides, 2 concession games, rink, Penny Arcade; books pay attractions.  
Chesapeake Beach—Seaside Park, Seaside Park, Inc., owner; J. M. Rector, mgr.; has 4 rides, 10 concession games, pool, Penny Arcade, coin machines; books pay acts occasionally.

**Chesapeake Beach—Chesapeake Beach Park, Inc.**, Frederick J. Donovan, mgr.; has 5 rides, 7 concession games, pool, rink, Penny Arcade, coin machines; books orchestras occasionally.  
Chestertown—Tolchester Park and Beach, Ralph McGinnis, mgr.; has 10 rides, 2 concession games, Penny Arcade; books pay attractions.  
Earlville—White Crystal Beach, Alfred E. Green, owner-mgr.; has 2 rides, 8 concession games, Penny Arcade, coin machines.  
Glen Echo—Glen Echo Park, G. F. Price, mgr.; has 15 rides, pool, coin machines. Books local and traveling orchestras.

**Marshall Hall**, near Washington, D. C.—Marshall Hall, L. C. Addison, mgr.; has 11 rides, 10 concession games, Penny Arcade, coin machines. Books fireworks.  
Ocean City—Windsor Resort, D. Trimmer Jr., mgr.; has 7 rides, 10 concession games, rink.  
Pasadena—Cottage Grove Beach and Park, Norman E. Clarke, owner-mgr.; has 7 rides, 10 concession games, Penny Arcade, coin machines. Books orchestras and pay attractions.

**Michigan**  
Bay City—Wenona Beach, O. D. Colbert, mgr.; has 12 rides, 14 concession games, rink, Penny Arcade, coin machines. Books orchestras and attractions.  
Detroit (St. Clair Shores)—Jefferson Beach Park, Harry Stahl, mgr.; has 25 rides, 30 concession games, rink, Penny Arcade, coin machines; books orchestras.  
Detroit—Motor City Park, Mrs. Helyn Horwitz, mgr.; has 12 rides, 6 concession games.  
Detroit—Edgewater Park, Cy Wagner, mgr.; has 29 rides, 18 concession games, Penny Arcade; books orchestras.  
Detroit—Detroit Kiddieland, 8 Mile & Schafer Roads, Charles Zack, mgr.; has 10 rides.  
Detroit—Bob-Lo Park, H. E. Gorry, mgr.; has 15 rides, rink, Penny Arcade, coin machines; books free attractions.

**Flint—Flint Park**, Flint Park & Amusement Co., owners; has 16 rides, 13 concession games, rink, Penny Arcade books free attractions.  
Grand Rapids—Ramona Park, G. R. Motor Coach Co., owners; Don Williams, mgr.; has 25 rides, 30 concession games, rink, Penny Arcade, coin machines; books free attractions.  
Haslett—Lake Lansing Park, R. E. Haney, owner-mgr.; has 14 rides, 12 concession games, rink, Penny Arcade, coin machines. Books free attractions.

**LeSalle—Toledo Beach Park**, Harlin L. Walter, mgr.; has 8 rides, 6 concession games, rink, Penny Arcade, coin machines. Books local bands.  
St. Joseph—Silver Beach, Mrs. L. J. Drake, owner; H. J. Terrill, mgr.; has 11 rides, 12 concession games, Penny Arcade, coin machines; books orchestras.  
Utica—Utica Amusement Park, Myron Brown, mgr.; has 6 rides, concession games, Penny Arcade; books orchestra, attractions.

**Walled Lake—Walled Lake Park**, Fred W. Pearce & Co., owner; R. K. Templeton, mgr.; has 15 rides, 10 concession games, rink, Penny Arcade, coin machines.

**Minnesota**  
Excelsior—Excelsior Amusement Park, Fred W. Pearce Co., Inc., owners; Fred W. Clapp and J. P. Colihan, mgrs.; has 16 rides, 11 concession games, Penny Arcade; books free attractions.  
Fairmont—Interlaken Park, Al Menke, mgr.; has 4 rides, 6 concession games, lake, rink; books orchestras and free attractions.

**Saint Paul—Amusement Park on Harriet Island**, Rocco and Carlo Schiavone, mgrs.; has 10 rides.  
**Missouri**  
Joplin—Riverside Amusement Park, H. A. Brentlinger, owner-mgr.; has two rides, three concession games, pool; books attractions occasionally.  
Kansas City—Fairlyland Park, Marion Brancato, owner; Harry Duncan, mgr.; has 24 rides, 20 concession games, pool, Penny Arcade; books orchestras and free attractions.



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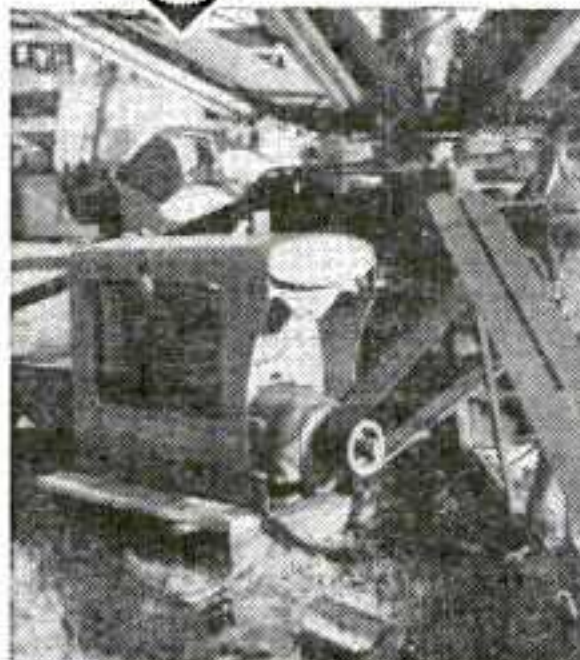
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city and state

St. Joseph—Lake Contrary Amusement Park, L. F. Ingersoll, owner-mgr.; has 9 rides, 4 concession games, Penny Arcade, coin machines; books orchestras, free acts.  
St. Louis—Forest Park Highlands, A. W. Ketchum, mgr.; has 21 rides, 17 concession games, pool, Penny Arcade, coin machines; books orchestras and free attractions.  
St. Louis—Chain of Rocks Park, 10783 Lookaway Drive, Car. F. Trippe, owner-mgr.; has 15 rides, 7 concession games, pool, rink, Penny Arcade, coin machines. Books free attractions.  
St. Louis—West Lake Park, P. D. Kramer, owner-mgr.; has 14 rides, 10 concession games, 2 pools, rink, Penny Arcade.  
Springfield—Dolling Park, W. W. Morrison, owner-mgr.; has 13 rides, 3 concession games, rink, Penny Arcade, coin machines. Books orchestras and free attractions.  
Valley Park (St. Louis Co.)—Valley Beach Amusement Park, Reno Weggeman, owner-mgr.; has 3 rides, 8 concession games, Penny Arcade, coin machines.

Nebraska

Lincoln—Capitol Beach Park, Central Realty & Inv. Co., owner; G. L. Carpenter, mgr.; has 12 rides, 4 concession games, pool, rink, Penny Arcade, coin machines. Books local and traveling orchestras; occasional free attraction.  
Omaha—Carter Lake Kiddieland & Pleasure Pier, James D. Carpenter, mgr.; has 14 rides.

New Hampshire

Manchester (Goff Falls)—New Pine Island Park, Dennis Collins, mgr.; has 20 rides, 10 concession games, rink, Penny Arcade, coin machines; books orchestras and attractions.  
Manchester—Crystal Lake Park, Mrs. John Kilonis, mgr.; has 3 rides, 8 concession games; books free attractions.

New Jersey

Asbury Park—Palace Amusements, E. Lange & Z. Resnick, owners-mgrs.; has 5 rides, 5 concession games, Penny Arcade, coin machines.  
Atlantic City—Steel Pier, George A. Hamid & Son, owners; Richard Endicott, mgr.; has 28 concessions, 3 games, coin machines; books orchestras and attractions.  
Atlantic City—Steeplechase Pier, owned by Atlantic Amusement Co. and managed by Bill Hooper; has 10 rides and 12 concessions.

Atlantic City—Million Dollar Pier, Max Tubis, mgr.; has 12 rides, 18 concession games, Penny Arcade, coin machines.  
Clementon—Clementon Lake Park, Theodore W. Gibbs, mgr.; has 15 rides, 15 concession games, Penny Arcade, coin machines; books free attractions; orchestras weekly.  
Grenloch—Grenloch Park, W. W. Dougherty, mgr.; has 4 rides, 6 concession games, lake, Penny Arcade; books attractions, orchestras occasionally.

Irvington—Maplewood—Olympic Park, Henry A. Guenther, owner-mgr.; has 25 rides, 30 concession games, pool, rink, Penny Arcade; books free attractions.  
Lake Hopatcong—Bertrand Island Park, Ray D'Agostino, mgr.; has 10 rides, 30 concession games, lake, Penny Arcade, coin machines books orchestras and attractions.

Long Branch—Funland Park, Samuel Edelstein, mgr.; has 6 major and 7 kiddie rides; 10 concession games, coin machines; books free attractions.  
Mays Landing—Lake Lenape Park, Eugene Lelling, mgr.; has 5 rides, 9 concession games, rink, Penny Arcade. Books free attractions.  
Palisades—Palisades Amusement Park, Jack and Irving Rosenthal, owners-mgrs.; has 25 rides, 20 concession games, pool, Penny Arcade; books orchestras and attractions.

Palisades—Riverview Beach Park, L. K. Christman, mgr.; has 14 rides, 4 concession games, pool, rink, Penny Arcade.  
Seaside Heights—Freeman's Amusement Center, J. Stanley Tunney, mgr.; has 15 rides, 60 concession games, Penny Arcade, coin machines.  
Seaside Heights—Seaside Heights Casino, J. Christopher, mgr.; has 5 rides, 20 concession games, pool, Penny Arcade, coin machines.

Wildwood—Casino Arcade Park, S. B. Ramagosa & Sons, owners; Gilbert Ramagosa, mgr.; has 6 rides, 22 concession games, Penny Arcade, coin machines.  
Wildwood—Playland Park Cedar Schelinger Corp., owners; George H. Coombs, mgr.; has 14 rides.

New York

Angola—Lalle's Amusement Park, Michael Guzzetta, mgr.; has 8 rides, 17 concession games, Penny Arcade; books orchestras and free attractions.  
Auburn—Owasco Lake Park, Joseph J. Padlick, mgr.; has 10 rides, 5 concession games, Penny Arcade, coin machines; books free attractions, orchestras.

Averill Park—Crystal Lake Park, M. Gertrude Wagstaff, mgr.; has 4 rides, 5 concession games, beach.  
Buffalo—New Liberty Park, H. A. Illions, owner; W. B. Davis, mgr.; has 16 rides, 12 concession games. Books free attractions.  
Canandaigua—Roseland Park, William W. Muar, owner-mgr.; has 13 rides, 9 concession games, Penny Arcade, coin machines. Books free attractions.

Caroga Lake—Sherman's Amusement Park, the Shermans, owners has 7 rides, 8 concession games, beach, Penny Arcade, coin machines; books orchestras and attractions.  
Coney Island—Steeplechase Park, Steeplechase Amusement Co., owner; James J. Onorato, mgr.; has 31 rides, concessions, pool, Penny Arcade, coin machines.  
Corfu—Boulder Park, Theo. Morrot, owner-mgr.; has 6 rides, 12 concessions, pool.

Geneseo—Long Point Park, Margaret Berry, owner; C. P. Johnston, mgr.; has 4 rides, 3 concession games, rink, Penny Arcade, coin machines. Books orchestras and free attractions.  
Geneva—Seneca Park, Anthony Santello, owner.  
Jamestown—Celoron Park, Harry A. Illions, owner; E. M. Swank, mgr.; has 22 major rides, 8 kiddie rides, 14 concession games, rink, Penny Arcade, coin machines; books orchestras and attractions.

Lake Ronkonkoma—Turner Park, N. W. Berger, mgr.; has 8 rides, 5 concession games, beach, Penny Arcade, coin machines.  
Manlius (Syracuse)—Suburban Park, Fred W. Searle, mgr.; has 7 major and 4 kiddie rides, 8 concession games, rink, Penny Arcade, coin machines. Books local orchestras and free acts.  
Niagara Falls—Midway Park, Joe. P. Paness, owner-mgr.; has 6 rides, 8 concession games, Penny Arcade, coin machines. Books bands, other attractions.

Olcott—Olcott Beach Amusement Park, Hubert Flynn, owner; Edward J. Flynn, mgr.; has 6 rides, 20 concession games, rink, Penny Arcade, free acts.  
Olcott Beach—Kiddieland, A. C. Pox, owner; has 4 rides, 5 concession games.  
Olcott—New Rialto and Idlewild Park, C. H. Tothill, owner-mgr.; has 15 rides, 14 concession games, pool, coin machines. Books orchestras and free attractions.

Peekskill—Indian Point Park, E. D. Kelmans, owner-mgr.; has 20 rides, concession games, Penny Arcade, pool.  
Rochester—Dreamland Park, Sea Breeze, George W. Long, owner-mgr.; has 12 rides, 8 concession games, rink, Penny Arcade; books free attractions.  
Rochester—Palace Amusement Park, Leon Lake, Harry Stone, owner.

Richfield Springs—Canadarago Park, Joseph Magee, owner-mgr.; has 2 rides, 2 concession games, beach, rink. Books traveling orchestras and free attractions.  
Rockaway Beach—Rockaways' Playland, A. Joseph Geist, owner; Lowell Young, mgr.; has 26 rides, 39 concession games, Penny Arcade.  
Rockaway Beach—Seaside Amusement Park, Peter Drambour, mgr.; has 10 rides, 17 concession games, Penny Arcade.  
Rye—Playland, Col. Allan E. MacNicol, mgr.; has 40 rides, ice rink, Penny Arcade, coin machines. Books free attractions.  
Saratoga Springs—Kaydeross Park, Jack Gross, mgr.; has 4 rides, 3 concession games, Penny Arcade, coin machines.  
Sea Breeze—Boardwalk, A. H. Bornkessel, owner-mgr.; has 7 rides, 18 concession games, Penny Arcade, coin machines; books attractions.

Sylvan Beach—Northside Amusement Park, John Yauger, mgr.; has 4 rides, 3 concession games.  
Williamsville—Glen Park, Harry Altman, mgr.; Clyde Urban, supt.; has 8 rides, 6 concession games, rink, Penny Arcade, coin machines; books orchestras, pay and free attractions.  
Youngstown—Lakewood Park, C. H. Tothill, owner-mgr.; has 4 major and 4 kiddie rides, 10 concession games. Books orchestras and free attractions.

North Carolina

Asheville—Recreation Park, owned by city; Harry McDonnold, supt.; has 5 rides, 3 concession games, pool, rink; books pay attractions.  
Atlantic Beach—Atlantic Beach, Inc.; A. B. Cooper, owner; Newman Willis, mgr.; has 8 rides, 12 concession games, Penny Arcade, coin machines; books orchestras, pay and free attractions.  
Atlantic Beach—Atlantic Amusement Park, Earl Klutz, mgr.; has 8 rides, 8 concession games.

Charlotte—Suttle Amusement Park on Route No. 29; Ralph Suttle, mgr.; has 4 rides, pool; books attractions.  
Charlotte—Airport Park, Partlows, Inc., owner; J. A. Partlow, mgr.; has 16 rides, 12 concession games. Books free attractions.  
Hickory—Lake Hickory Amusement Park, E. W. Hollar, owner; W. E. Horne, mgr.; has 6 rides, 15 concession games, beach; books attractions.

Winston-Salem—Reynolds Park, Ivan J. Basch, mgr.; has 3 rides, 3 game concessions; pool, rink, coin machines.

Ohio

Akron—Sandy Beach Park, W. I. Warensford, owner; T. D. Longworth, mgr.; has 7 rides, 7 concession games, beach, Penny Arcade. Books local orchestras.  
Akron—Summit Beach Park, Ed M. Palmer, mgr.; has 16 rides, 14 concession games, pool, rink, Penny Arcade, coin machines. Books occasional free attraction.

Bucyrus—Seccalum Park, R. A. Jolly, mgr.; has 6 rides, 10 concession games, Penny Arcade, coin machines.  
Buckeye Lake—Buckeye Lake Park, John J. Carlin, owner; A. M. Brown, mgr.; has 16 rides, 60 concession games, pool, rink, Penny Arcade, coin machines. Books local and traveling orchestras and free attractions.  
Canton—Meyers Lake Park, Carl M. Sinclair, mgr.; has 7 rides, concessions, beach, rink, Penny Arcade, coin machines; books orchestras, free acts.

Celina—Edgewater Park, Mrs. G. M. Myers, owner; T. V. Temple, mgr.; has 3 rides, 6 concession games, beach, Penny Arcade, coin machines. Books local and traveling orchestras and free attractions.  
Chippewa Lake — Chippewa Lake Park, Parker Beach, owner-mgr.; has 24 rides, 30 concessions, Penny Arcade. Books local and traveling orchestras and occasional free attractions.

Cincinnati—Zoological Garden, owned by city; J. P. Heusser, mgr.; has 8 rides in Kiddieland, Penny Arcade; books attractions at times.  
Cincinnati — Coney Island, Edward L. Schott, mgr.; has 25 rides, 12 concession games, pool, Penny Arcade. Books local and traveling orchestras and free attractions.

Cleveland—Puritas Springs Park, J. E. Gooding, mgr.; has 20 rides, 15 concessions, rink, Penny Arcade. Books local bands and free attractions.  
Cleveland—Euclid Beach Park, The Humphrey Co., owner; H. C. Shannon, mgr.; has 14 big and 7 small rides, concession games, rink, Penny Arcade, coin machines.  
Columbus—Zoo Park, Leo and Elmer Haenlein, mgrs.; has 16 rides, 4 concession games, Penny Arcade, coin machines.

Craig Beach Village—Craig Beach Park, Harry H. Jacobs, owner-mgr.; has 11 rides, 12 concession games, beach, Penny Arcade. Books free attractions.  
Dayton—Frankie's Forest Park, Frankie's Amusements, Inc., owner; E. C. Oliver, mgr.; has 8 major and 10 kiddie rides, 7 concession games. Books local orchestras and free fireworks.

Pindlay—Riverside Park, owned by city. Service-Director, mgr.; has 10 rides, 10 concession games, pool, rink, Penny Arcade; books orchestras and attractions.  
Geauga Lake—Geauga Lake Park, Charles W. Schryer, mgr.; has 22 rides, 20 concession games, pool, rink, Penny Arcade.  
Bascom—Meadowbrook Park, J. C. Haugh Estate, owner; has 8 rides, 5 concession games, pool, Penny Arcade. Books local orchestras.

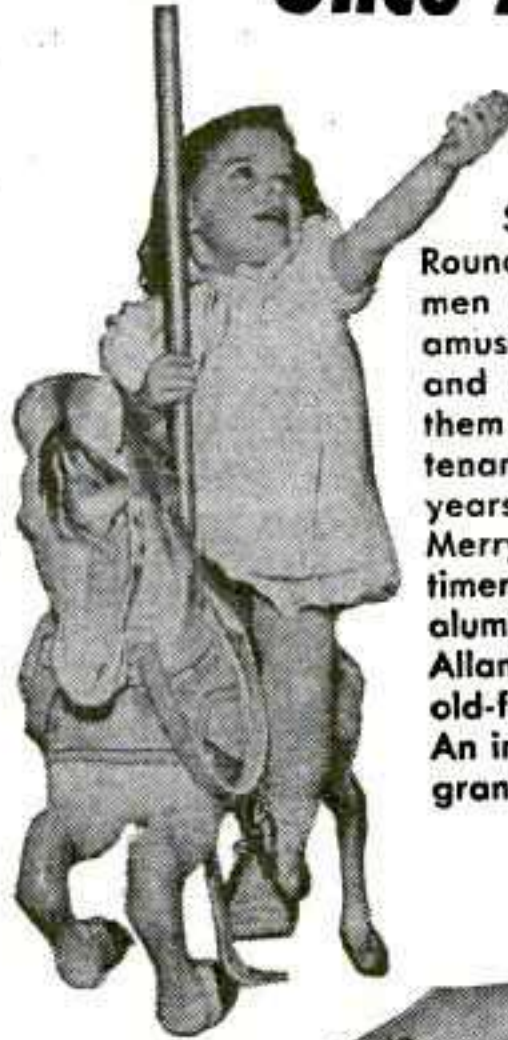
Middletown — LeSourdsville Lake, Don Dasey, mgr.; has 12 rides, 5 concession games, pool, Penny Arcade; books orchestras and attractions.  
New Philadelphia—Tuscora Park, owned by city; has 3 rides, 3 concession games, pool, rink, Penny Arcade. Books orchestras and free attractions.  
Russells Point—Russells Point Boardwalk, Jack Stone, mgr.; has 7 rides, 15 concession games, pool, rink, Penny Arcade, coin machines; books orchestras and attractions.

Russells Point—Sandy Beach Park, Spor Enterprises, Inc., owners; Paul Spor Sr., mgr.; has 15 rides, 10 concession games, rink, Penny Arcade, coin machines; books orchestras; attractions occasionally.  
Sandusky—Cedar Point, owned by Cedar Point, Inc. and managed by E. S. Starr; has 20 rides, 20 concessions, Beach, Penny Arcade and Sportland. Uses local and traveling bands and books free acts.

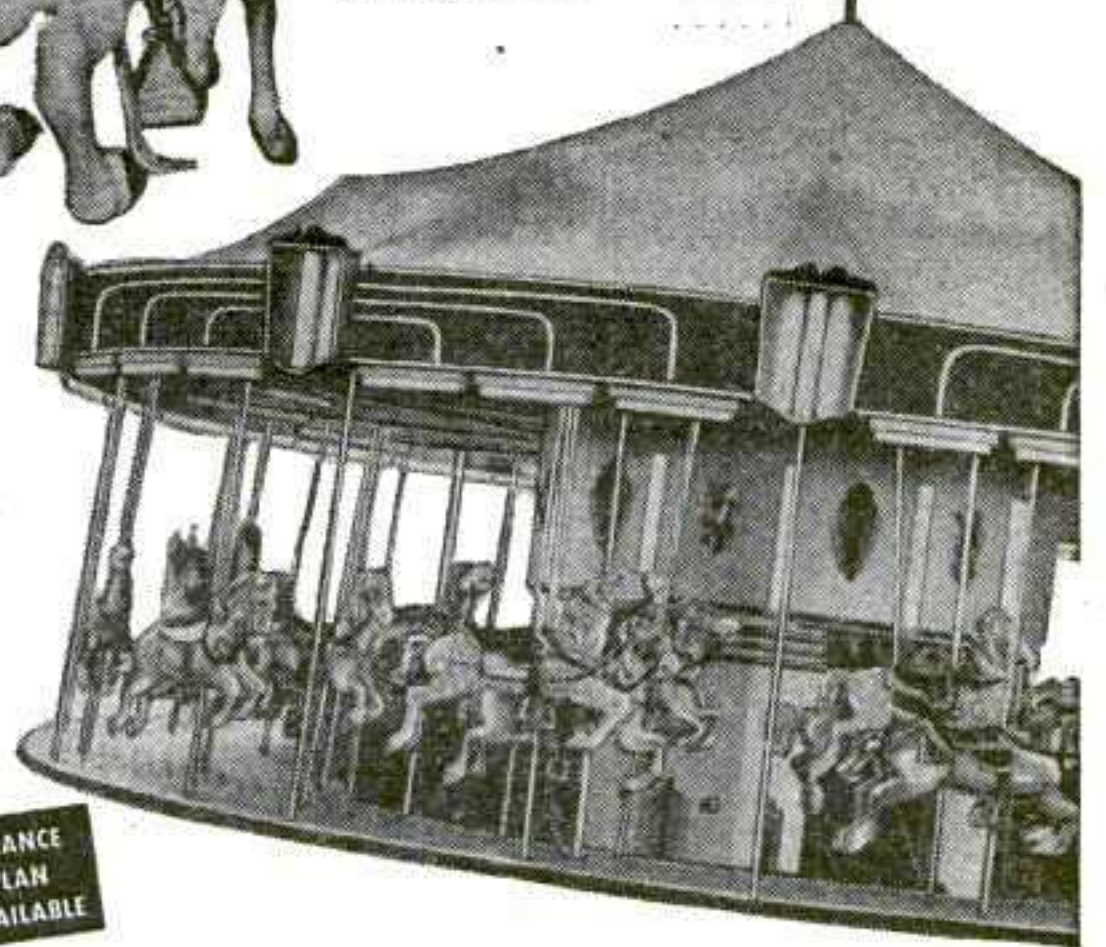
Springfield—Springfield Springs Park on Route 40, Fred L. Rivenburgh, owner-mgr.; has pool, rink. Books orchestras and free attractions.  
Toledo—Sunnyside Beach, Louis A. Abrass and Charles Abde, mgrs.; has 10 rides, 10 concession games, pool.  
Toledo—Walbridge Park, T. M. Harton Co., Inc., owner; S. E. Custer, mgr.; has 15 rides, 6 concession games, Penny Arcade.

Urbana — Lakewood Beach Park, D. L. Conrad, owner; Danny Pinch, mgr.; has 7 rides, 8 concession games, pool, Penny Arcade, coin machines. Books local and traveling orchestras; pay and free attractions.  
Vermillion—Crystal Beach Park, James M. Ryan, mgr.; has 12 rides, concession games, Penny Arcade; books orchestras and attractions.

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Since 1880, Allan Herschell Merry-Go-Rounds have been the choice of carnival men and park operators because no other amusement device has such enduring appeal and steady profits. Allan Herschell builds them better, to last longer, with less maintenance. Many have been in service for 40 years. Five different sizes, including a Kiddie Merry-Go-Round, all with fluid drive and timer. Gay, colorful decorations . . . sturdy, aluminum horses painted by Allan Herschell artisans . . . old-fashioned band music. An investment for your grandchildren!



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Youngstown-Idora Park, M. A. Rindin, mgr.; has 25 rides, 15 concession games, Penny Arcade, coin machines; books attractions and orchestras.

Oklahoma Cache-Craterville Park, Frank Rush, mgr.; has 6 rides, concession games, pool, rink, Penny Arcade; books attractions. Lawton-Dee Dee Park, B. F. Hutchins, owner; has 3 rides, 4 concession games, pool, rink, coin machines; books orchestras, pay and free attractions.

Oregon Portland-Jantzen Beach Park, Hayden Island Am. Co., owners; Erle G. Swanson Jr., mgr.; has 20 rides, 21 concession games, pool, rink, Penny Arcade; books orchestras and attractions.

Pennsylvania Allentown-Dorney Park, R. L. Piarr, pres.-mgr.; has 21 rides, 10 concession games, pool, rink, Penny Arcade; books orchestras and free attractions.

Altoona-Lakemont Park, S. B. Taylor, mgr.; has 17 rides, 12 concession games, pool, rink, Penny Arcade; books attractions occasionally. Barnesville-Lakeside Park, Ed J. McGrath, owner-mgr.; has 5 rides, 6 concession games, pool, Penny Arcade, coin machines. Books orchestras and free attractions.

Erie-Waldameer Beach Park, F. W. A. Moeller, owner-mgr.; has 9 major and 7 kiddie rides, 9 concession games, Penny Arcade, coin machines. Books orchestras and free attractions.

Lake Ariel-Lake Ariel Park and Beach, Bert Derby, owner-mgr.; has 10 rides, 8 concession games, Penny Arcade. Books attractions.

Lancaster-Maple Grove Park, Nick Saucola, owner; has 5 rides, 1 concession game, pool, rink. Books local and traveling orchestras and free pay attractions.

Lewistown-Kishacoquillas Park, John H. Miller, owner-mgr.; has 7 rides, pool, coin machines. Books attractions.

Mechanicsburg-Williams Grove Park, Roy E. Richwine, owner; J. Robt. Richwine, mgr.; has 18 rides; 12 concession games, beach, Penny Arcade, coin machines. Books local orchestras and free attractions.

Middleton-Swatawa Park, Coy and Ray Parr, mgrs.; owned by Parr family; has beach, Arcade, 3 rides, picnic facilities. Moose-Sterlings Rocky Glenn Park, Mae and Ben Sterling, owners-mgrs.; has 15 rides, 10 concession games, pool, rink, Penny Arcade. Books orchestras and free attractions.

Mount Gretna-Mount Gretna Park & Beach, Gens F. Otto, owner-mgr.; has 11 concession games, beach, rink, Penny Arcade, coin machines. Books local orchestras and pay attractions.

Philadelphia-Woodside Park, John J. Worthington, mgr.; has 17 rides, 11 concession games, pool, Penny Arcade. Books free attractions.

Pittsburgh-West View Park, Geo. M. Harton, owner-mgr.; has 18 major and 11 kiddie rides, 16 concession games, Penny Arcade, coin machines. Books orchestras and other attractions.

Pittsburgh-Kennywood Park, Carl E. Henninger, mgr.; has 26 major and 15 kiddie rides, 10 concession games, pool, Penny Arcade, coin machines; books orchestras and free attractions.

Portersville-Shawood Park, Stanley M. Shaw, owner-mgr.; has 5 rides, 14 concession games, beach, rink, Penny Arcade, coin machines. Books local orchestras, free attractions.

Rhode Island Riverside-Crescent Park, Arthur R. Simmons, mgr.; has 18 rides, 20 concession games, rink, Penny Arcade, coin machines; books attractions.

South Carolina Beaufort-Sea Island Park, Sherman Husted, owner; L. E. Raley Jr., mgr.; has 15 rides, 30 concession games, rink, Penny Arcade, coin machines; books orchestras and attractions.

South Dakota Artesian-Ruskin Park, Maury Dowdell, mgr.; has 9 rides, beach, rink. Books local and traveling orchestras.

Chattanooga-Lake Winnepesaukee, owned by Mrs. Minette Dixon; has 13 rides, 6 concessions, pool and Penny Arcade; used acts occasionally.

Texas Cisco-Lake Cisco Park, Am. Legion, lessee; W. P. Knight, mgr.; has 2 kiddie rides, 1 concession game, pool, rink.

Galveston-Galveston Pleasure Pier, Jack Mankey, mgr.; has 1 ride, 9 concession games, Penny Arcade; books orchestras.

Houston-Katy Road Kiddieland, Harry W. Hennies, owner. Joseph B. Scholibo, mgr.; has 14 rides; books free acts at times.

Utah Salt Lake City-Saltair Beach, William M. Armstrong, mgr.; has 8 rides, 6 concessions, games, Penny Arcade, coin machines; books orchestras and attractions.

Virginia Buckroe Beach - Buckroe Beach Park, P. V. Stieffen, owner-mgr.; has 7 rides, 10 concession games, Penny Arcade, coin machines. Books local orchestras, free and pay attractions.

Washington Blaine-Birch Bay Amusement Park, M. I. Cook and G. R. Nordman, mgrs.; has 5 rides, 10 concession games, Penny Arcade, coin machines.

West Virginia Chester-Rock Springs Park, R. L. Hand, mgr.; has 12 rides, 4 concession games, Penny Arcade, coin machines. Books local and traveling orchestras.

Wisconsin Milwaukee-State Fair Park, C. S. Rose, mgr.; has 15 rides, 15 concession games, Penny Arcade; books free attractions.

Wyoming Cheyenne-Playland Park, C. C. Miller, owner-mgr.; has 6 rides, lake and beach.

Canada Crystal Beach-Ontario-Crystal Beach Park, F. L. Hall, gen. mgr.; has 20 rides, 20 concession games, rink, Penny Arcade, coin machines; books orchestras, free attractions.

Ontario-Hamilton-Ont.-La Salle Park, owned by city; has 8 rides, 15 concession games; books orchestras, attractions occasionally.

Quebec-Montreal-Que.-Belmont Park, Rex D. Billings, mgr.; has 16 major and 6 kiddie rides, 14 concession games, Penny Arcade; books orchestras and attractions.

Quebec-Port Dalhousie, Ont.-Lakeside Park, Can. Nat'l Railways, owners; S. H. Brookson, mgr.; has 7 rides, 19 concession games; books attractions occasionally.

Port Stanley, Ont.-Port Stanley Park, Albert A. Marek, mgr.; has 3 rides, 10 concession games, Penny Arcade, coin machines; books orchestras.

Toronto, Ont.-Sunnyside Beach, owned by Harbour Commission, E. B. Griffith, gen. mgr.; has 12 rides, 15 concession games, pool, Penny Arcade; books attractions.

Vancouver, B. C.-Happyland Amusement Park, Marion Ross, mgr.; has 7 rides, 14 concession games, rink, Penny Arcade, coin machines; books pay attractions.

Winnipeg Beach, Man.-Winnipeg Beach, 10 concession games, Penny Arcade, Winnipeg Beach Amusements, Ltd., owners; H. Gault, mgr.; has 6 rides, coin machines; books Canadian bands.

Winnipeg, Man.-The Rendezvous (Lockport) E. J. Casey, owner-mgr.; has 12 rides, 16 concession games, pool, rink, Penny Arcade; books orchestras and attractions.

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OFFERS 25G Lake Ontario Swim Repeat Set by CNE

TORONTO, April 2.-A \$25,000 swim across Lake Ontario will be sponsored this year by the Canadian National Exhibition. "At least four or five persons" are expected to participate, Harry I. Price, chairman of the exhibition's sports committee, announced. No decision as to how the money will be divided has been made.

Among those who have signified their intentions to participate was Florence Chadwick, who last year failed to pick up a \$10,000 guarantee for swimming Lake Ontario. Instead, 17-year-old Marilyn Bell picked up the fat check.

Another person expected to participate is Brenda Fisher, who swam the English channel both ways. Entries also are expected from Egypt.

Pan Am Games Set, Hope for Cleveland World's Fair Gains

CLEVELAND, April 2.-Support of a talked Cleveland World's Fair in 1959, timed to mark the opening of the St. Lawrence Seaway, was indicated when the Pan American Games were booked to be held here in '59.

Feeling now is that the games will give the city a base on which to build a World's Fair. The athletic meet pulls entries from 24 countries and is figured good for an attendance of about 100,000.

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## Supplementary List

(The following are not completely equipped amusement parks, but have pools, coin-operated machines, rinks and book orchestras and acts.)

- Arkansas**  
Little Rock—Willow Springs Park, J. A. Jacobs, mgr.; has 3 concession games, pool, rink, Penny Arcade, coin machines.
- California**  
Napa—Vichy Springs Amusement Park, Merle E. Harris, owner-mgr.; has 6 rides, pool, coin machines; books orchestras and attractions.
- Colorado**  
Estes Park—Riverside Amusement Park, G. H. Gillian, mgr.; has 3 concession games, rink.
- Connecticut**  
Killingly—Wildwood Park, P. J. Sheridan, owner; Rob. Sheridan, mgr.; has pool, rink, Penny Arcade; books orchestras.
- Florida**  
Pensacola—Gulf Beach Amusements, Fred R. Rainey, owner-mgr.; has Penny Arcade, coin machines.
- Georgia**  
Macon—Ragan's Park, Will C. Ragan, mgr.; has 1 ride, 3 concession games, lake, Penny Arcade, coin machines.
- Indiana**  
Cedar Lake—Community Center Park, E. R. Will, mgr.; plays vaudeville, free and hillbilly acts.
- Iowa**  
Waterloo—Electric Park, C. E. Peterson, owner-mgr.; has 10 concession games, Penny Arcade; books orchestras, attractions occasionally.
- Kansas**  
Wichita—Sandy Beach, Norris B. Stauffer, owner-mgr.; has 6 concession games, pool, Penny Arcade, coin machines; books orchestras and attractions.
- Massachusetts**  
Northampton—Look Park (Florence), M. P. Narum, mgr.; has one ride, pool.
- Michigan**  
Benton Harbor—House of David Park, Clarence (Chic) Bell, mgr.; has 2 rides, 2 concession games, coin machines; books orchestras and free attractions.
- Minnesota**  
Fairmont—Hand's Park, E. R. Hand, owner-mgr.; has 2 rides, 2 concession games, lake; books orchestras and attractions.
- Missouri**  
Excelsior Springs—Lake Maurer Park, Chas. E. Garder, mgr.; has 2 rides, pool, rink.
- Nebraska**  
Crete—Tuxedo Park, F. J. Kobes, mgr.; has 2 rides, lake; books orchestras and attractions.
- New Hampshire**  
Lochmere—Gardner's Grove, J. Copeland, mgr.; has 1 ride, 9 concession games, pool; books orchestras and attractions.
- New Jersey**  
North Wildwood—Sportland, Lew Tendler and Harry Corliss, owners; S. B. Ramagosa, mgr.; has pool, concession games, coin machines.
- New York**  
Cuba—Olivecrest Park, William Rasmussen, owner-mgr.; has 6 rides, 6 concession games, pool, rink, coin machines; books free attractions.
- Ohio**  
Alliance—Lake Park Amusement Co., R. D. Williams, mgr.; has 2 rides, 5 concession games, pool, rink; books orchestras.
- Oklahoma**  
Enid—Lake Hellums Park, Carlyle Russell, mgr.; has 1 ride, 4 concession games, pool; books orchestras and attractions.
- Pennsylvania**  
Hanover—Willow Beach, D. M. Witmer, owner-mgr.; has 1 ride, 6 concession games, pool, rink, coin machines; books orchestras and attractions at times.
- Rhode Island**  
Warwick—Midway Park, Joseph L. Carrolo, owner-mgr.; has 2 rides, 8 concession games, rink, Penny Arcade, coin machines.
- Tennessee**  
Columbia—Mid-State Fair Park, has 3 rides, 12 concession games, rink, coin machines; books orchestra and attractions.
- Texas**  
Fort Worth—Forest Park, owned by city; Harry Adams, supt.; has 5 rides, pool, concessions, zoo.
- Utah**  
Salt Lake City—Sunset Beach, Phil W. Dern, mgr.; has 10 concession games, lake, Penny Arcade, coin machines; books pay and free attractions.
- Washington**  
Redondo—Redondo Beach Park, W. J. Betts, owner-mgr.; has 6 rides, 2 concession games.
- Wisconsin**  
Appleton—Waverly Beach, Howard Campbell, owner; Rud Fischer, mgr.; has 2 rides, rink, Penny Arcade, coin machines; books orchestras, free attractions.
- Illinois**  
Chicago—Chicago Group To Operate H. C. Evans Co.

## NUMBER GROWS, TOO

# Oldsters on Rise; Give 'Em Benches

CHICAGO, April 2.—Is the middle-aged or elderly person the forgotten patron of outdoor amusements.

Yes, judging by a sampling of opinion among showmen by The Billboard.

Everyone, it seems, is acutely aware of the nation's record post-war birth rate and the crop of new customers it has and will continue to create. And, most owners-operators have been doing something about it.

But, in all the well-based hubbub about the soaring number of youngsters, the possible customer of 45 or over has been forgotten. Yet, figures show, that segment of the population has been rising sharply, tho not as sharply as the number of youngsters.

What can be done about attracting the oldsters?

### Disney Pitch

Much, in the opinion of Walt Disney and his associates. That's why the exploitation guns to be fired preliminary to the opening of the \$10,000,000 Disneyland will be aimed at adults. They're the ones who make the final decision as to whether the youngsters go. And, by framing attractions with an eye to adults as well as the kids, Disney and his staffers figure they'll have adults pulling as strong as the youngsters to visit his "kiddie-adult land".

Or, an entirely different front—at fairs—much has been done to accommodate the very young and the small fry. Some fairs have put in nurseries, provided baby sitters, and installed playgrounds for the tiny tots so that their folks might be free to take in the fair, secure in the knowledge that their children were safe. Some fairs have set up their own Kiddielands. Carnivals playing at others have expanded their battery of kiddie rides.

But, reports to The Billboard indicate, very few fairs have done much to make a trip to the fair not only more attractive but less wearing.

### Some Slip Away

Many fairs are in dire need of more benches to provide rest for the older fairgoer. Some fairs are palpably remiss in not providing such accommodations. And, as a result, many oldsters, knowing of past fatigue built up while at a fair, slip out of the ranks of year-and-year patrons.

There is a like need for benches—and for picnic tables, too—at many parks. Without the adequate facilities for the weary, many fun-spots are losing out on a segment of the population that not only has the money to spend but in many instances directs the amusement directions of the younger generation.

### More Seats With Backs

Pre-occupation with providing for the very young and young has caused many events to lose sight of the oldsters. Most fairs give emphasis to kids' days—and this emphasis is, of course, amply warranted. But, none, reports show, feature a day aimed at the oldsters—a day which normally gets the lightest attendance of the run... and which, if promoted properly, would thus become more inviting to the elderly, for they would know such a day would be less wearing and thus more pleasant.

One bright note for oldsters: An increasing number of fairs which have had backless seats in the grandstands or in the bleachers are now providing seats with backs. This trend is expected to continue, as more fairs become aware of the cost and availability of comfortable, backed seats that may be attached to their existing bleacher and grandstand boards.

## Chicago Group To Operate H. C. Evans Co.

CHICAGO, April 2.—A corporation is being formed here that will carry on the title and games business of H. C. Evans Company, John Wasylyk, of Four Aces Distributing Company, merchandise firm announced.

Wasylyk and others purchased the Evans title along with its carnival and casino games and the shooting gallery department at a public auction held here Tuesday (29). In the sale the combine bought all the patents, designs and patterns used in making the Evans line of games.

Legal details are being worked out at present but Wasylyk said they should be completed by next week. The new group will continue to operate under the same policies set by Evans, he said.

Andre, dancers; Lee Marx and Billie, juggling; Graci Nichels, Jimmy (Finnegan) Conlin and Dorothy Ryan, comedy; the Royaliers, singing ensemble; Sanger, Ross and Andre, dancers; Janet Brace, recording vocalist; Whitey Roberts, and the Rudels, trampoline.

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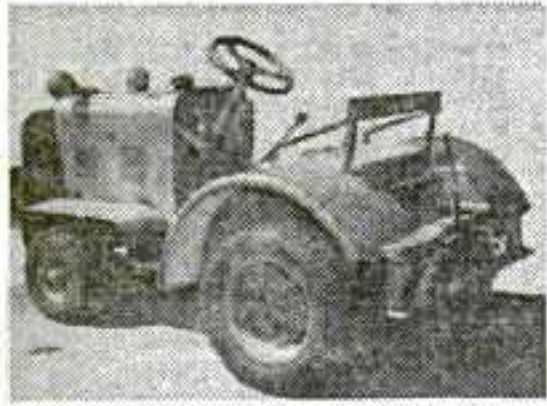
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**RECOMMENDS ALKYDS, ROLLER**

**Paint Expert Looks at Shows, Parks; Urges New Products for Special Uses**

By DR. J. S. LONG

Chemical Director, Devoe & Raynolds Co., Inc., Louisville.

**P**ARK, CIRCUS and carnival executives at this time of the year are concentrating on openings and on ways to attract more people and make more money. Important in this is choosing the proper types of paint to make the attractions attractive and insure that they will retain their beauty as long as possible.

This is the age of science. Many changes have been made. Great progress can be made in retaining beauty if you consider new products and buy the right materials for your maintenance men to apply.

First of all, a word of warning about prices. A very large paint manufacturing company, with great advantages in purchasing, large volume and assembly line production, often has a profit of 4 to 5 per cent. This means that for quality paints sold at say \$5 per gallon, if someone can underbid more than 4 per cent, or 20 cents per gallon, the chances are strong that the material in the other manufacturer's cans is a definitely lower quality.

**Urges Alkyd Use**

I mention this because I want to urge strongly the use of alkyd

resin finish coats for a high percentage of your surfaces. This is a class name, not the brand name of one manufacturer. The alkyd resin vehicle or base is desirable, especially in colors such as bright red, yellows, blues and greens.

The alkyd vehicle imparts three main virtues. It is tougher, will stand more knocks and abuse. It holds gloss longer and hence causes the colors to remain bright longer. Whites do not turn yellow; this gives a cleaner effect and is especially important in food areas.

**Rollers Save 30%**

Alkyds are a little more expensive per can, but the cost per square foot of area, per year, is less. Their first cost is somewhat greater but in the end they are more economical. And there is another compensating suggestion. Use of a 7 or 9-inch paint roller—preferably of dynel—will enable you to cut by about 30 per cent the labor cost of painting flat surfaces, including all backgrounds for panels, interior wall areas, floors and roofs. This, of course, does not refer to the smaller surfaces—mouldings, Merry-Go-Round horses, wheel spokes or chairs—but it does apply to the seat planks of circus bleachers.

By cutting the labor cost some, you can afford to use the alkyd type paint for the many uses where it is logical. In fact, you cannot afford not to use the alkyd. There are some places where oil-base paints are preferable, for instance the white finish coat on the framework of Roller Coasters. The oil type paint will chalk more freely and give a white appearance on this. But for all hand rails or surfaces which the customers touch, or sit on, use the alkyd.

So the first point is to use the roller on some types of surfaces to save money so you can buy base finish coats. Differences for the same types of colors should not be over 50 cents per gallon of paint or enamel.

**Nylon Brushes Improved**

The new tip-treated nylon brushes cost much less than corresponding bristle brushes and will apply paint to several times the area before they wear down to a non-useful point. And now, due to improvements made in the bristle itself, they require fewer dips per gallon than bristle brushes do. Your paint foreman will question this at the start, but after he tries one for awhile he will form a new opinion about nylon brushes. Science has made real progress here.

For painting of metal there are four simple rules, but you must follow all four to get good results on the metal of, say, Ferris Wheels or Merry-Go-Rounds.

The metal as painted must be free from rust. Do not paint over rust barnacles or scales. Use a scraper or a hand buffing wheel to remove scale and rust. Where the old paint is adhering strongly, let it alone.

The first coat next to the metal must contain the proper amount of one of the six pigments that stop rust. They are called "rust inhibitive" pigments. They are red lead, blue lead, lead chromate, zinc chromate, strontium chromate, and zinc dust (powder). The quantity of them per gallon is very important.

Note that aluminum paint is not rust inhibitive. It should not be applied right next to metal, and this applies to all other types except the six named.

The total thickness of rust inhibitive primer must be enough to cover all projecting points of metal, file marks and edges.

Over the rust inhibitive primer use alkyd base finish coats in the colors you want or aluminum paint. At least two coats' thickness of finish coats is essential to shut out water as well as you can. Three coats are better.

**Won't Peel**

For use generally, all new bare metal, and all places you touch up metal where you scraped off the old paint, or where it peeled off down to metal, should receive one heavy coat of zinc dust primer. This is the best of the metal protective paints. It has given wonderful results over bare metal of all kinds, and is the only paint that surely sticks to galvanized iron, copper, brass, bronze and aluminum. It is very expensive and the quart and gallon sizes come in two-compartment cans, but it more than pays its way.

By all means, use zinc dust primer on metal after scraping or wire brushing to remove rust. It is gray but easily can be tinted to almost any color. It is not my formula. It was developed by the New Jersey Zinc Company's research laboratory about 25 years ago. There is no record of failure of this product anywhere during a quarter century. It does not peel off of galvanized iron. Non-toxic, it can be used on the interior of portable water tanks. It's an indispensable tool in the maintenance of metal.

If there is paint on the metal, there is no use using this expensive paint.

**Aluminum Paint**

There is a species of aluminum paint that is called rust inhibitive aluminum. It contains a substantial amount of one of the good rust inhibitive pigments, strontium chromate. This on bare metal is reasonably good, much better than conventional aluminum paint, but not in a class with zinc dust primer. Use this rust inhibitive aluminum where you want the effect of aluminum but can only stop to apply one coat of paint.

Paint on exterior surfaces fails by a gradual erosion process. The short sharp rays of the sun, known as the ultra-violet rays, penetrate a very short distance into the finish coat and destroy the oil or other vehicle part of the film. They are reflected from the particles of pigment and can also change the pigment if it is colored (red, yellow, blue, etc.) but not white or black.

As the oil is destroyed the pigment that had been bound up in it is now free or loose, and if you rub over it, it comes off on your hand or suit. We speak of this as chalking, tho it is not chalk. Then a rain comes along and washes this down onto the ground. Right after the rain, if you rub over the surface it does not come off on your hands because the rain washed the loose pigment away.

Then the sun penetrates into the second layer of the film, destroys the oil in this, and some more pigment is loose to rub off. The film gradually chinks away or erodes by repeated alternating action of sun and rain. This is the ideal way for the film to fail because you can repaint without any scraping or extra work, when repainting is needed. A good film of well-designed finish coat will wear out in the open sun, say on a Roller Coaster, in about five to seven years on the south and west sides. It takes longer on the north and east.

This process is described for two reasons:

Where no one gets against the paint, a finish coat that chinks away will carry the dirt and soot off after each rain and make the sur-

face look very clean, white and bright, thus aiding the appearance of your equipment without any effort on your part.

The pigment is the protection to prevent the ultra-violet rays penetrating very deep at any time. The more titanium pigment present, the whiter and greater the hiding power, and the longer the film will last. This lowers your maintenance costs.

**Study Hiding Units**

The chemist measures pigment and hiding power of a paint in terms of hiding units. If a paint has 17 hiding units and you pay \$4 per gallon for it, then for one with 34 hiding units you can afford to pay much more than \$8 per gallon because it will last more than twice as long and the cost of labor is the same to apply either. In other words, the maintenance costs—cents per square foot per year—divided by the number of year's life you get, will be much less for the expensive paint than the one that had less cost per gallon as purchased. We call these high hiding paints "one-coat paints" because for repaint work on wood, one coat of them is enough. It is unnecessary to spend the labor to apply two coats of paint in repainting most surfaces. The one-coat paints will last longer than two coats of previous conventional finish coats.

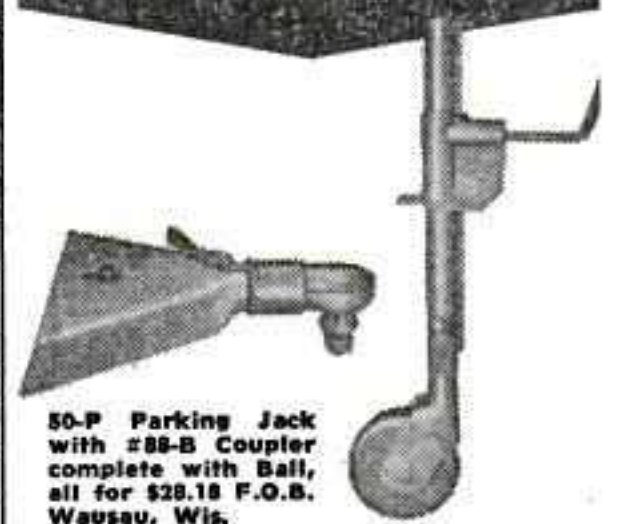
**Men or Women?**

There are three main factors that affect the effect of color on you—source of light (in exterior, this is, of course, the sun), the reflecting surface, and peculiarities of the eye that receives the color. Men prefer blue; women prefer red. This is because in general, men's eyes are more deficient on the red side of the color spectrum. Tests show that fewer women are even partially color blind and, in general, women's eyes are superior on the red side.

If you can decide that your job is to please more women than men, then accentuate the reds. If you are catering to men and boys, use

(Continued on page 72)

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### 1955 RIDE MANUFACTURERS' SURVEY

Continued from page 50

FIRM NAME	UNIT	CAPACITY	PRICE RANGE
National Amusement Device Co. Box 488 V. A. F. Dayton 7, O.	Kiddie Pony Trot	10-20	\$6,800-8,400
	Kiddie Auto	10-20	4,800
	Kiddie Boat	10-20	4,800
	Kiddie Pony Cart	20	4,800
	Kiddie Ferris Wheel	12	2,490-2,690
	Century Flyer Train	12-120	7,880
	Comet Jr. Coaster	..	(plus installation) 17,500
	Large Roller Coaster	12-48	100,000 up
	Mirror Maze	..	6,500 up
	Walk-Thru Fun House	..	6,000-20,000
	Major Fun House	..	50,000 up
	Old Mill	..	40,000-80,000
	Kiddie Old Mill	..	15,000 up
	Trackless trains	..	.....
	Ferris Wheel	24 adults	9,000
Orbit Mfg. Co. P. O. Box 2446 Wichita Falls, Tex.	Orbit (park model)	16-24	\$12,500
	Orbit (portable)	16-24	15,000
Ottaway Amusement Co. 224 N. Douglas Wichita, Kan.	Miniature Steam Train	12-100	\$5,650 up
Overland Amusements U. S. Route 1 Saugus, Mass.	Kiddie Fire Truck	20-26	\$3,395
	Roller Coaster	12-18	20,000-25,000
C. W. Parker Amusement Co. Monticello, Ia.	Kiddie Circus	24-48	\$1,475-2,925
	Baby Q	4-12	900-3,375
	Ferris Wheel	24-48	1,425-7,200
	Merry-Go-Round	..	900-28,000
	Kiddie Swan	12	1,700
	Kiddie Swan	12	1,700
	Fairy Swing	10	700
	Airplane	10	900
	Boat	10	1,875
	Coaster	12	6,675
Philadelphia Toboggan Co. 130 E. Duval St. Philadelphia 44, Pa.	Sports Cars	48 per hour	\$4,000-10,000
	Junior Coaster	..	30,000-40,000
	Large Coaster	..	65,000 up
	Mill Chutes	..	45,000 up
Pretzel Amusement Ride Co. Bridgeton, N. J.	Pretzel	..	..
	Whirlo	..	..
	Circus	..	..
	Toonerville Trolley Jeep	..	..
Robinson-Rider Co. Box 26 Oregon City, Ore.	Action Air Streak	..	..
	Kiddie Rides	..	..
Sellner Mfg. Co. 501-535 Fowler St. Fairbault, Minn.	Tilt-A-Whirl	28	\$13,400-13,700
Smith & Smith, Inc. 303 Franklin St. Springville, N. Y.	Ferris Wheel	30	.....
	Auto Ride (Trailer Mounted)	20	.....
	Space Plane	10-15	.....
	Atomic Jet Fighter	16-24	.....
	Boat	14	.....
	Chairplane	20	.....
	Chairplane	24	.....
Stacy Johnson Mfg. Co. 3640 N. W. 47th St. Miami 42, Fla.	Kiddie Tank	28	\$3,250
	Portable-Scooter-Dodgem bldgs.	..	..
	Space Chaser	28	3,850
	Little Tug Boat	28	2,450
	Jr. Ferris Wheel	36	2,750
	Rocket Plane	15	2,500
	Aerial Swings (Trailer Mounted)	20	2,100
Standard Kiddie Ride Mfg. Co. 201 E. Broadway Long Beach, L. I., N. Y.	3-abreast Merry-Go-Round	..	..
	Water Boat	..	..
	Locomotive Train	..	..
	Circus	..	..
	Chair-o-Plane	..	..
	Roller Coaster	..	..
	Ferris Wheel	..	..
	Rocket Fighter	..	..
	Jet Aeroplane	..	..
	Elephant	..	..
	Tank	..	..
	..	..	..
Sunshine Mfg. Co. 2106 E. Chelsea St. Tampa, Fla.	Sunshine Choo Choo	20-30	\$1,800 up
	Baby Ferris Wheel	8-12	995 up
	Water Boat	24-36	1,500 up
	Airplane	24-36	1,500 up
	Whirl Wind	24-36	7,900 up
	Auto	10-24	2,000 up
	..	..	..
Supercar (Coventry), Ltd. Gunnery Terrace Leamington Spa Warwickshire, Eng.	Kiddie Electric Speedway	..	..
	Peter Pan Engine	..	..
	Tug Boat	..	..
	Dodgem Cars	..	..
	Speedway Cars	..	..
Tinker Ent. 6035 .. St. Los .. 45, Calif.	Gay 90's Trolley Ride	..	..
Universal Train Co. 606 W. Clarendon Drive Dallas, Tex.	Miniature Train	40	\$5,500-6,500
We .. Body Co., Inc. 5903 .. Court Brooklyn, N. Y.	Merry-Go-Round (trailer towed)	8	\$3,000
	Kiddie Train	14	2,750
	Triangular Whisp	9-car	2,650
	Boat Ride	24	2,650
	Plane Ride	15	2,150
	Truck Mounted:	..	..
	Swing	24	1,975
	Whisp	8	2,895
	Whisp	6	2,650
	Merry-Go-Round	10-horse	2,150
	Merry-Go-Round	10 galloping horses	3,250
Ferris Wheel	24	3,650	
Williams Amusement Device Co. 2820 N. Speer Blvd. Denver 11, Colo.	Kiddie Electric Train	18	\$2,750
	Kiddie Silver Streak	24	3,250
	Deluxe Flyer	20-30	6,000
	Kid-E-Coaster	15	3,975

**\$4,000 gross  
in 11 days**



### KIDDIE BOAT RIDE

That's what one owner took in with his Allan Herschell Kiddie Boat Ride. Other operators also report high grosses. It's profit-proven, safe, thrilling, and with a high capacity. Equipped with Allan Herschell Fluid Drive for smooth starts and stops. No clutch to wear out or adjust. Timer and motor starter in cast-aluminum, all-weather control box are standard equipment. The Kiddie Boat Ride is easily carried on a 20-foot truck.



FINANCE PLAN AVAILABLE

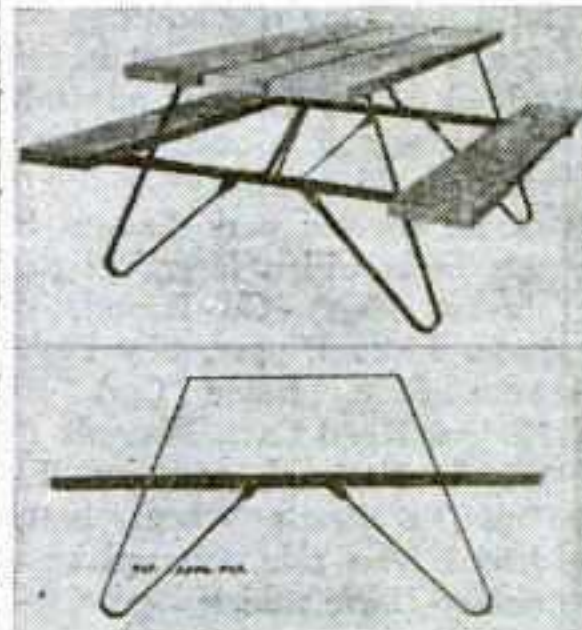
MERRY-GO-ROUNDS • BOAT RIDE • KIDDIE AUTO RIDE • PORTABLE ROLLER COASTER • JOLLY CATERPILLAR • SKY FIGHTER • TANK RIDE • BUGGY RIDE • GASOLINE SPORT CARS • RECORD PLAYERS • MERRY-GO-ROUND RECORDS • TAPES • RIDE TIMERS • CANVAS TOPS • SIDE WALLS AND COVERS • PARTS AND ACCESSORIES FOR ALLAN HERSHELL AND SPILLMAN RIDES

## ALLAN HERSHELL COMPANY, INC.

"World's largest manufacturer of amusement rides"  
NORTH TONAWANDA, NEW YORK

## PICNIC TABLE Years Ahead!

6 ft. Long, Top 28 in. Wide, 29 in. High



EVERLASTING REDWOOD ON WELDED IRON FRAME

**\$27.75** Complete

12 Tables for Price of 11

LEGS AND BRACES (See Illus.) SOLD SEPARATELY

**\$14.75** Pa. Res. Add 1% Sales Tax

12 Pairs for Price of 11

SPECIAL QUOTATION LARGER QUANTITY

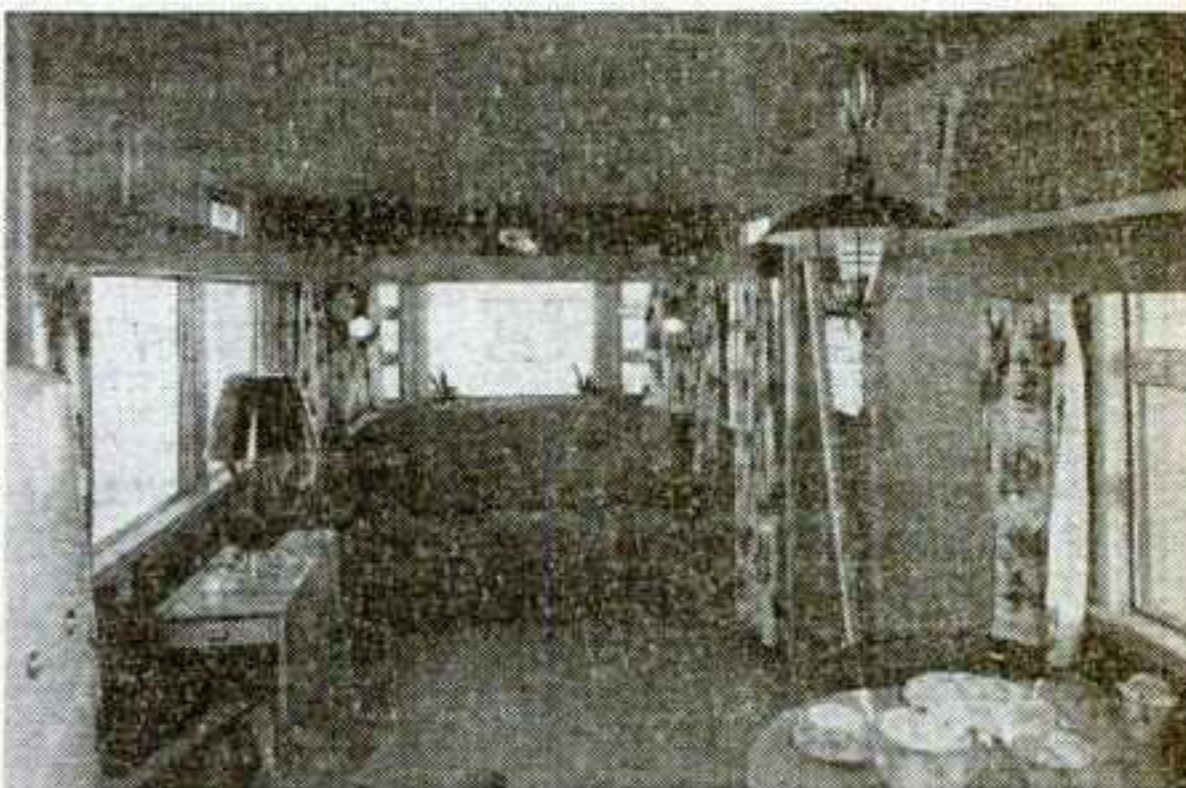
Cash With Order—F.O.B. Mifflintown

No Tables Delivered Before Apr. 1

Immediate Delivery Legs and Braces

Also Mfrs. of Park Benches and Other Outdoor Furniture

## R. S. WORMSER CO. Manufacturer MIFFLINTOWN, PA.



LIVING ROOM OF MODEL 37-S

Hitting the circuit again? Don't worry about living quarters on the road... take your Travelo home right with you. The word for a Travelo is big. Big living room with studio couch, big bedroom (single or double), big kitchen with four-burner range, twin sinks, 9 1/2 cu. ft. refrigerator. With a Travelo it doesn't matter if you're playing one-nighters or a year's run: you're always at home. And in real comfort.

131

TRAVELO RAYMOND PRODUCTS CO., INC., SAGINAW 1, MICHIGAN  
TWENTY-FIVE YEARS OF CONTINUOUS MOBILE HOME CONSTRUCTION

## Ops Differ on Mixing Rides

Continued from page 51

Mangels notes, "the small one hurts the big one." He notes that if the family comes upon the large Carousel, the parent must ride it with the kiddie. With a miniature device alongside, the parent is prone to place the child on it, and the park owner has therefore missed a chance to have the adult take a ride.

The Mangels organization claims that in most cases where a kiddie park has expanded by adding large devices, the operators tell them "it's not so hot."

Generally speaking, the predomi-

nant opinion has its two sides. Those who aver that there is no room in the kiddie park except for a possible Carousel or Ferris Wheel are as firm in their belief as are those of the group which holds that the location is the key. Qualifications are that the spot be in a highly populated, heavy traffic location and that numerous, competent ride help be employed. It is generally recognized, according to those queried, that where an outlying kiddie park sets up an adult thrill ride which is not suf-

ficiently removed from the kiddie rides, the operator is faced with a safety problem and a discouraging factor for the parents who bring their toddlers to the park.

### OARC... WHAT DOES IT MEAN FOR YOU?

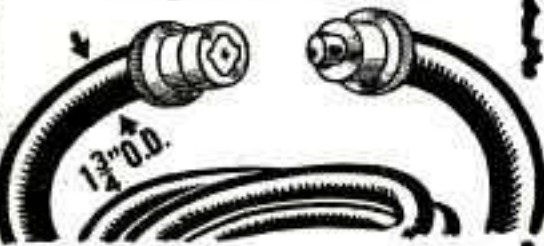
Get the facts today on the trend to planned one-stop fun spots—Outdoor Amusement-Recreation Centers—to help fill the amusement needs of America... Attach this ad to your company letterhead for your free copy of Billboard's special reprint booklet on OARC potential.

Send to:  
The Billboard, OARC Reprint  
2160 Patterson Street  
Cincinnati 22, Ohio



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At Fraction of Original Cost!



### U. S. Gov't Closeout PORTABLE ELECTRIC POWER CABLE UNITS

75 Ft. only  
2 Cond. \$37.50  
1/0  
Flexible f.o.b. Chicago

Ideal for extending power for heavy motors, generators, light plants, etc. Rated for 600 volts, 130 amperes. Two conductor, flexible (133) stranding, rubber insulation, extremely rugged Neoprene jacket overall. Oil and acid proof. Comes complete with attached male and female watertite Hubbelock connectors to enable numerous lengths to be interconnected. New and perfect condition. Satisfaction Guaranteed.

Other types and sizes available at similar low prices. Tell us what you need.

TERMS: Check with order or 1/2 deposit, balance C.O.D.

**COLEMAN CABLE & WIRE CO.**

Dept. B-4  
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Specializing in  
DIFFICULT & UNUSUAL LINES

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Latest Comedy Material for MC's, Magicians, Entertainers, etc. Send for our latest price list of great ORIGINAL gagfiles, monologs, dialogues, parodies, skits, etc. Written by show biz top gagsmen. Or send \$10 for \$50 worth of above. Money back

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## MESSMORE • DAMON

1461 PARK AVENUE

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NEW YORK 29

### MAKE 'EM LAUGH

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#### MECHANICAL ATTRACTION

DARK RIDE STUNTS  
WALK-THRU SHOWS

MECHANICAL FIGURES  
LAUGHING CLOWNS

**NEW: Large Outdoor Kiddie Park Features in Fiberglass**

## FREE RIDES BRING CUSTOMERS

# Drive-In Parents Can't Miss Rides, Each Kid in Car Gets Free Tickets

DRIVE-IN theaters and Kiddielands, when wedded, comprise a compatible and highly successful combination.

"They help each other," is the way Chet Philbrook and Floyd McClellan sum it up.

And Philbrook and McClellan have ample proof to back up their belief. As managers of a 1,100-car drive-in in Lodi, N. J., on a much-traveled highway in the thickly populated New York suburban area, Philbrook and McClellan for the past four years have also operated a Kiddieland in connection with the open-air movie and have built impressive grosses with the kiddie funspot. Smith Management is the owner, with Philbrook handling the theater and McClellan the rides.

What's more, the Kiddieland, as Philbrook and McClellan are quick to point out, has greatly aided attendance at the theater. The dual operation is of such magnitude that Philbrook devotes his entire attention to the theater and McClellan most of his time to the funspot, though he also gives some time to another drive-in theater in Northern New Jersey.

#### Theater Tie-Ins

Tie-ins between the Lodi theater and Kiddieland are numerous. Two ride tickets, for instance, are given to every child in a theater-going party. The brace of free ducats serves as a good starter, McClellan observes, for once the moppets use them up, which doesn't take long, the adults are usually kept on the premises for several more rides by their offspring.

On week-days, the Kiddieland opens at 6 p.m. On Saturdays, Sundays and holidays during the season the park is open from 1 p.m., like most kiddie parks. Tickets for adults and children are priced the same, 14 cents each, five for 49 cents. Sole exception is for a live pony ride and one other ride in on a concession, at 10 cents. Added money-getter is an 18-hole miniature golf course, the fee for which is 35 cents.

The regular park line-up consists of an Allan Herschell three-abreast Merry-Go-Round, Boat Ride, Little Dipper, Sky Fighter, Auto Ride, Horse Cart Ride, Hodges Hand Cars, Mangels Roto Whip, National Century Flyer Train, a Ferris Wheel, battery-driven Jeep ride, Chairplane and Hobby Horse ride.

From a promotion standpoint,

the management goes all-out to establish its operation and gain good will in its area. It sponsors a Little League baseball team for which it pays uniform and equipment expenses but does not take a hand in the actual team management. It's enough, Philbrook says, for the youngsters to bear the Route 46 label—the name of the drive-in, without the theater meddling in the intricacies of league management.

Still another activity pushed is the "filling" of the Kiddieland to charitable organizations and fund-raising groups. In operation, such organizations handle all the ticket selling. Printing costs come off the top, and the park and the organization split the remainder. Under the system used, the organization has the run of the Kiddieland exclusively for stipulated hours on a certain day or days.

During the coming season the Kiddieland will use a clown on a regular basis. Jerry, the Clown, played by Roy Winters of nearby Hasbrouck Heights, has appeared intermittently in recent years, and his success was such that it was decided to make him a regular Sunday feature. A seasoned joey, he has a variety of costumes. He is also a "talker" and converses with

the youngsters as he wanders about the park.

Besides the success with Jerry, the Clown, the funspot also has scored with the presentation of TV kiddie attractions and circus-type talent. The Merry Mailman and the Great Berosini, pole act, are among those who have registered hits.

One of the highlights of the Kiddieland is "Lolly-pop Tree," so named because every day several hundred lollypops are placed in machine-bored holes in the trunk of a dead tree and at the message, "Lollypops ready at the Lollypop Tree" the youngsters make a mad dash to pluck off one or two lollypops. The tree, spotted in the center of the park, is painted in vivid colors and gleams with shellac.

The tree trunk is surrounded by a chain, leaving room for only a few kids to enter at a time. An attendant hovers closely to see that none of the kids hog the lollypops.

The park has one central ticket booth and a good-sized food concession stand. Numerous benches and picnic tables offer resting space for patrons. On peak summer days the rides and miniature golf course together have grossed about \$800.

Biggest gross for the Kiddieland

## RUST INHIBITIVE?

# Chemist Gives Tips On Selecting Paints

Continued from page 70

more blue. However, children find most bright colors appealing. Nearly everyone sees yellow well, so yellow is a very good color to use and it has great attracting value. A yellow background will have more attention-getting value than a white one.

#### Bulletin Colors

Toluidine red has much greater fastness to light than a para red. The latter costs less. A good guide is to buy the standard lines of "bulletin colors" sold by a number of the national manufacturers. These are made to meet the rather stringent requirements of the National Outdoor Advertising Association, especially on billboards and signs. There are 19 colors plus black and white, all selected carefully to have and to retain the maximum eye appeal. In other words, you can get some help from the experience of the advertising association in choice of colors. The colors chosen, naturally, must have good light fastness. They are not cheap, but they are alkyd, which I have stressed before as being important. These would be especially pertinent for the decorations on the panels for the show fronts, for horses on Merry-Go-Rounds or for Ferris Wheels.

#### No More Blues

For circus seats I question the customary use of blue. Gray would be a cheaper color. For new seats, apply a coat of exterior wood primer, purposely designed as a first coat for wood that gets beat around. Tint it, say gray. Allow to dry over night and then apply one coat of gray alkyd base enamel. These are often referred to as porch and floor enamels because they are designed to be walked on and are very tough.

There is one modern material that is even tougher and it is in the highest price range. It is the 100 per cent Epoxy resin. It has the greatest resistance to bumping and scuffing. Two coats of Epoxy resin enamel can be applied within a

single eight-hour day and will give unusual service—at least double anything else you ever used. Two coats on a gymnasium floor were still in good condition after four years despite the severest use. Also, this will be good for the interior of animal cages, to withstand frequent washings with strong alkalies. It would help keep the floors sanitary in cars that carry elephants and horses. Non-toxic, it is used on the interior of food cans.

For the exterior of trucks, semi-trailers, and wagons keep in mind that the alkyd stands up best against sunlight.

There is a series of so-called "fluorescent" paints which have great eye appeal. You see them on advertising banners and signs. They are not very light-fast and their appeal diminishes so that they must be repainted more frequently, but used judiciously they can accent a feature you wish to emphasize. There is another variety, known as luminous paint, which is activated by light, both sunlight and electric lights, and "glows" for some hours after the light source is removed. This would be useful in limited amounts to find certain spots in the dark, such as light switches, ends of pull chains, steps, fuse boxes and danger points.

Paints today are designed for specific purposes:

Rust inhibitive primers for metal. One-coat paints to save labor in repainting surfaces. Alkyd resin paints to hold gloss, color and beauty longer in exteriors. Paint rollers to save you money in application. Epoxy resin vehicle for maximum toughness and ability to withstand strong cleaning solutions. Light-fast colors to retain eye appeal.

Maintenance of your equipment in a more attractive condition can be much less costly if you buy and use the types best adapted to your many specific uses. The difference can be very significant.

was scored in its first season of operation. The reason for this, Philbrook and McClellan agree, was that since then three competing Kiddielands have opened in the surrounding areas. To offset this, they have stepped up their drive for outright sales or special rates to groups. And some of these have become perennial deals. The Rutherford Playground, for example, has developed into a once-a-year customer, buying the park for a two-hour stretch for its 100 children. Under this plan, each child is tagged and gets all the free rides he wants for a two-hour stretch.

Despite competition from new Kiddielands in the area, the Lodi funspot continues to yield a good profit. Just as important, tho, it has helped business at the drive-in theater.

A sleek, modern design highlights the appearance of the Kiddieland. A futuristic sign fronts the highway. And the Kiddieland is entirely fenced to protect children. A thousand feet of miniature railway track circles the park, with bridges in two places offering access to the park within.

The sum effect is eye-catching. And the law of averages takes over, turning many motoring families into patrons. At the same time, parents who take their youngsters to the drive-in invariably find themselves spending money on the kiddie rides after using up the two free tickets given them for each of their children.

## Allan Herschell To Make 8-Car Kid Auto Ride

NORTH TONAWANDA, N. Y., April 2.—A new Kiddie Auto Ride has been announced by the Allan Herschell Company, ride manufacturers of this city. The new eight-car model has the same drive as the ride it displaces, but its cars are radically different, being long, low and racy.

New length is 74 inches, an increase from 62 inches, a height to the top of hood of 15 inches, instead of 19, and a width of 32 inches, instead of 24.

New seat width is 25 inches, an increase from 19, permitting the comfortable seating of two children and providing a total capacity of 16. The old model had 10 cars, each with one-passenger capacity. Each of the eight new cars has two steering wheels and two horn buttons, where the cars of the old model had one of each.

Construction of the cars is of fiberglass on a steel chassis. Platform, cornice and over-all dimensions remain the same. The price also continues unchanged.

## JOHN BUNDY

President & General Manager

YOUNG-BUNDY MOTORS, INC.

CHRYSLER-PLYMOUTH AGENCY

806 St. Louis Ave., East St. Louis, Ill.

Phone: Bridge 5313

## ED MURPHY

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Several Makes and Models of

NEW AND USED

TRUCKS AND TRAILERS

"Special Finance Plan for Showmen"

See Us for a Good Deal on a

NEW OR USED CAR



Write for full details and photo.

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ADVERTISING IN THE BILLBOARD SINCE 1904

## ROLL OF FOLDED TICKETS

DAY & NIGHT SERVICE SPECIALLY PRINTED

CASH WITH ORDER PRICES --- 10M \$12.50 - ADDITIONAL 10M'S SAME ORDER, \$2.50

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.

**STOCK TICKETS**  
1 ROLL ..... \$1.50  
EACH ADDITIONAL ROLL SAME ORDER AT 75c PER ROLL

**WELDON, WILLIAMS & LICK**  
FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax. Must Show Name of Place, Established Price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number.



I SHALL PASS THROUGH THIS  
WORLD BUT ONCE,  
ANY GOOD THING I CAN DO, OR  
ANY KINDNESS I CAN SHOW TO  
ANY HUMAN BEING,  
LET ME DO IT NOW, FOR I SHALL  
NOT PASS THIS WAY AGAIN.



## BETTER PROFITS FOR YOU IN 1955

### PROMPT SERVICE—LOWEST PRICES—BEST QUALITY



All Electric Action Display,  
Refrigerated, Capacity 12  
Gallons ..... \$379.50

#### COLD DRINK DISPENSERS

Priced from \$37.50 to \$379.50

#### COLD DRINK SUPPLIES

- Orange Crush Syrup, with or without pulp ..... Per Gal. \$2.25
- Syrups—All Flavors, Case 4 Gallon ..... 6.40
- Syrups—All Flavors, Single Gallon ..... 1.80
- Concentrates: All Flavors, 1 Qt. ..... 1.75
- 4 Qts. .... 6.50
- Cups—9 Oz. Per Case of 2500 ..... 18.50
- 12 Oz. Per Case of 2500 ..... 21.00
- 14 Oz. Per Case of 2500 ..... 27.50
- Mes-u-rite Syrup Dispensers ..... each 12.50
- Hot Drink Cups—4 Oz. .... Per M 12.50
- 8 Oz. .... Per M 13.50
- Flatwood Spoons, 5 Inch ..... Per M 1.75



Kool-Air Dispenser  
With 5 Gallon Jug.  
\$37.50 each



Approved by  
"Pure Food  
Laws"



THE SNO-KONETTE \$135.00  
With Door 140.00

#### DISPENSER OF DISTINCTION

Measures One Ounce of Syrup

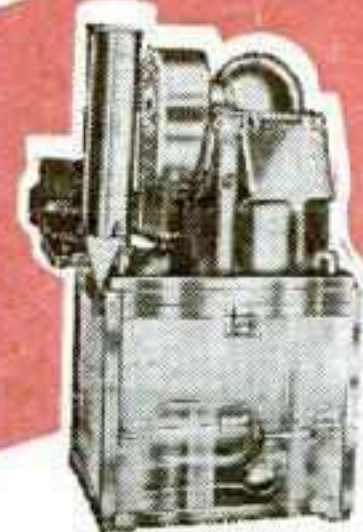
For use with all concentrated fruit and cola syrups. Ideal for Sno-Cone flavors.

**FAUCET MEASURES**—One ounce of syrup at each operation insures perfect drink and full profit from every bottle.

**FITS STANDARD BOTTLE**—Faucet attaches to standard 38 MM gallon bottle, replacing bottle cap. **STAINLESS STEEL**—Faucet is made from stainless steel—clean and sanitary.

**EASY CLEANING**—Faucet can be quickly and easily taken apart for washing.

**DISPENSER** clamps to any counter or back bar.



ECHOLS IMPROVED  
ICE SHAVER  
With Large Case \$325.00  
Without Case 250.00

#### SNOW CONE SUPPLIES

- 6 Oz. Sno-Kone Cups ..... \$18.75
- Per Case of 5,000 ..... 34.00
- Per Case of 10,000 ..... 4.00
- Less than case lots—Per 1,000 ..... 1.35
- Wood Spoons, 3 1/2", Per 1,000 ..... 12.50
- Per Case of 10,000 ..... 6.40
- Syrups, Per 4 Gal. Case ..... 1.80
- Single Gallon ..... 1.75
- Concentrates, Per Qt. .... 6.50
- 4 Qts. .... 1.50
- Snow Cone Dippers, Each ..... 19.50
- Snow Cone Fluorescent Sign ..... 12.50
- Mesurite (1 Oz.) Dispensers ..... 2.50
- 4 Hole Aluminum Tray ..... 2.50

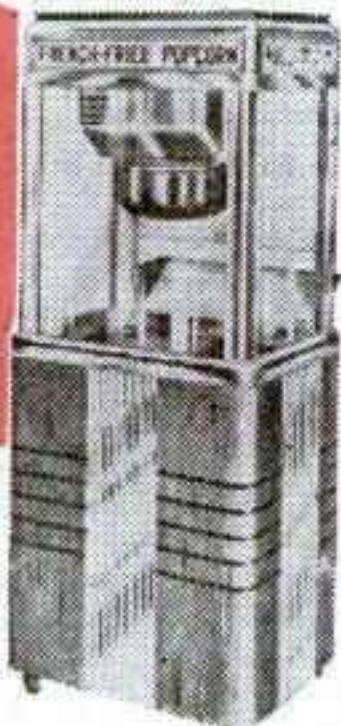
Whirlwind Floss  
Machine.  
\$275.00  
FOB  
St. Louis, Mo.



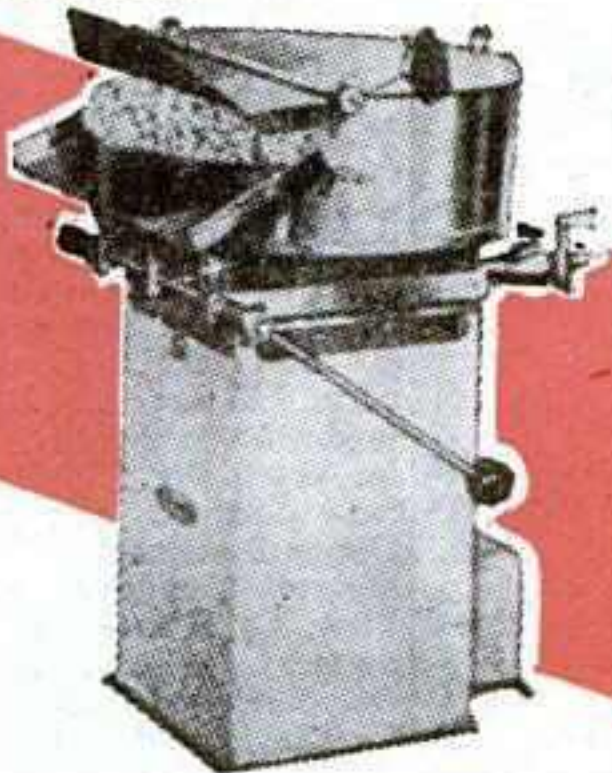
Nashville De-  
Luxe Floss  
Machine.  
\$275.00  
FOB St. Louis, Mo.

### POPCORN MACHINES STAR & CRETORS

All Sizes  
Gas & Electric



STAR #50P  
Electric  
Floor Model  
List Price  
\$345.00



CRETORS #41

Popping capacity: 2 lbs. of  
raw corn per popping. Di-  
mensions: Overall height to  
top of pan, 26". Base 11 1/4"  
by 17 1/2". List Price

\$300.00



#### "PUT ON THE DOG"

Star Steamro Jr.—Electric combination Hot Dog  
Steamer and Bun Warmer. 150 Hot Dogs and  
warms 40 buns. Sell more "Hot Dogs" with  
this outfit.

Only \$59.75

#### POPCORN AND SUPPLIES

- Popcorn—Best Grade. Per 100 Lbs. .... \$ 9.00
- Seasoning—Coconut Oil. 50 Lb. Dr. .... 14.50
- Regular Popping Oil—Colored. 5 Gal. .... 9.50
- Popo—Popping Oil. Per Case & Gal. .... 13.50  
(6 One-Gal. Cans)
- Cartons—Automatic—Dime Size. Per M ..... 9.10
- Regular—Dime Size. Per M ..... 8.75
- Small Size (5c). Per M ..... 7.50
- Bags: 1/2-Lb. Size. Per M ..... 2.00
- 1-Lb. Size. Per M ..... 2.25
- 1 1/2-Lb. Size. Per M ..... 2.50
- Salt: Case of 18—3-Lb. Boxes (54 Lbs.) ..... 2.75

- PEANUTS: Jumbo, Roasted, Packed 90 Lbs. to Bags. Per Lb. .... 28 1/2¢
- Raw. Per Lb. .... 27 1/2¢
- Circus-Type Peanut Bags. Per M ..... \$ 1.75
- Per Case 10 M ..... 15.00

#### CANDY FLOSS SUPPLIES

- Ready Rolled Floss Cones.  
Per Case of 4,000 ..... \$15.00
- Floss Papers, 4x12—60 Wt.  
Per Case of 5,000 ..... 7.00
- Wrapping Wax Floss Tissue.  
Per 1,000 ..... 3.00
- Colors: Red, Orange, Yellow.
- 1 Lb. .... 4.25
- 1/4 Lb. .... 1.75
- Green Color, 1 Lb. .... 6.75
- 1/4 Lb. .... 2.25
- Floss Ribbons ..... 5.00
- Floss Bands ..... 5.00
- Vanillin Flavor. Per Lb. .... 3.50
- Complete Floss Stand, All  
Aluminum ..... 125.00

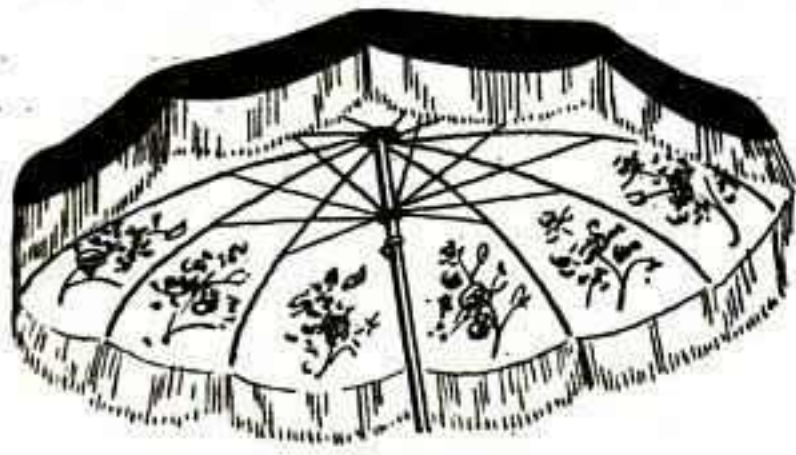
### CARAMEL APPLES AND SUPPLIES

Ready to use, just heat and dip apples.  
1 gallon covers 10 dozen apples. Will not  
run off cover.

Supplies Needed: Kettle for heating and  
dipping, our Caramel, Apples, Skewers,  
Granular Peanuts or Shredded Coconut for  
coating.

- Caramel—1 Gal. Can ..... \$ 3.50
- Case of 6 Gal. .... 18.00
- Skewers—4 1/2 x 11/64. 1,000 ..... 1.35
- Case of 10,000 ..... 12.50
- 5 1/2 x 1/4. 1,000 ..... 2.25
- Case of 10,000 ..... 22.00

- Topping—Shredded Coconut.  
25 Lb. Can ..... \$10.00
- Granular Peanuts, 30-Lb. Carton ..... 10.50
- Glassine Bags—For Apples. Per M ..... 4.25
- Complete Stove—Kettle With Cole-  
man Gas Plant ..... 75.00
- Or With Bottled Gas Burner ..... 75.00
- Candy Apples Pans, 18x26. Ea. .... 2.00
- For Red Candied Apples—  
Glucose, 5 Gallon ..... 7.00
- Red (Dry) Color. Per Lb. .... 4.25
- Setsquick. 1 Lb. .... 1.00
- Send for recipe.
- Beach Umbrella, 7 Ft. Spread ..... 25.00



#### CONCESSION UMBRELLA

Tilttable—7 ft. spread. Color—Red, Green or Yellow  
Only.

\$22.50 and Up

Due to Paper Shortage we recommend strongly that  
you order bags now while available. Keep this ad  
for future needs and reference.



All Prices F.O.B. St. Louis. One-Third Deposit With Order, Balance C.O.D. No Shipments Without Deposit.





# Ice in a trice!

... as you want it  
... when you want it

- PEBBLED
- FLAKED
- CRUSHED
- DICED
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Whatever your need, Clawson has the ice device that does the job, efficiently and economically.

Just "for instance"—look at this page:



**HAIL KING**  
ICE CUBE FLAKER

Automatically flakes ice cubes and other size pieces up to 4 1/2" in diameter, into uniform crystals. Pick-type cutterhead also available to produce pebble ice, pea size and larger.

White aluminum, finished in high gloss enamel; oilless bearings; powered by 1/4 H.P. 110 volt 60 cycle motor.



**Hail Queen**  
ICE CUBE DICER

Pebbles Ice Cubes Crushes Cake Ice

Dices ready-made ice cubes into uniform pebbles, from green-pea to hickory-nut sizes. Unique patented feature—a handy dial on front of Hail Queen—permits instant selection of size, even while cutting is going on.

Mechanical unit housed in gray hammer tone enameled steel case. Top and hinged hopper cover of stainless steel. Occupies space of 16" wide x 20" deep x 17" high.

WRITE FOR CATALOG SHEETS giving detailed information or see your Clawson dealer. Name of nearest supplier on request.

Also ask us about our SNOW BALL Electric Ice Shaver. ROTARY Ice Cube Flakes and Chippers. SNOW KING for processing block ice only with Flaker or Chipper or both. Electric or hand powered.

**CLAWSON Machine Company**  
5 Clawson Avenue, Flagstown, N. J.

### Disneyland Bow

• Continued from page 48

grown-ups. The park will carry thru on this appeal.

Disneyland's debut is being timed to hit the peak of the tourist season. And the potential for the park is figured on the basis of research, as was its placement near here.

The potential is divided into two sections—immediate and ultimate. The immediate includes prospective customers near the park or within a day's driving time from it. According to research, similar to that directed by Disneyland's vice-president and general manager C. V. Wood Jr., in spotting the 160 acres here, there are 8,500,000 people in this category. The ultimate division takes in the remainder of the nation.

#### Research Pays Off

Prior to directing Disneyland, Wood guided the work done by the Stanford Research Institute. This was in two divisions—to find the location of a park and the type of amusements that would appeal. The location is within eight miles of Southern California's center of population.

Altho this work cost \$25,000, it will pay off handsomely. Already and without any signs posted to identify the place, the checkers report from 7,000 to 10,000 cars near the park between noon on Saturday and 6 o'clock Sunday evening.

Also in line with the research, the medium of publicizing the park was studied. Disneyland is designed for the family and is not ballyed as a super-duper Kiddieland. Toward this end, the publicity department is working with press representatives. Most of the publicity, once the park is opened, will be promotional in nature rather than advertising. The reason behind this approach is that research shows that of the tourists coming to Southern California 65 per cent stay with friends or relatives. This is the group Disneyland will reach.

#### Few Jobs for Pros

According to George Whitney Jr., who grew up in his father's famed amusement area, Whitney's-at-the-Beach in San Francisco, there will be few jobs for outdoor show people. Disneyland will not have a concession area such as generally exists in conventional parks. Expert ride help will be used. Again there is a difference, for practically all of the devices were designed and made on the Disney Burbank lot. Arrow Development Company in Mountain View, Calif., is turning out some devices and a Merry-Go-Round was purchased from J. W. (Patty) Conklin. With these few exceptions, the rides will be creations with movie techniques playing an important part.

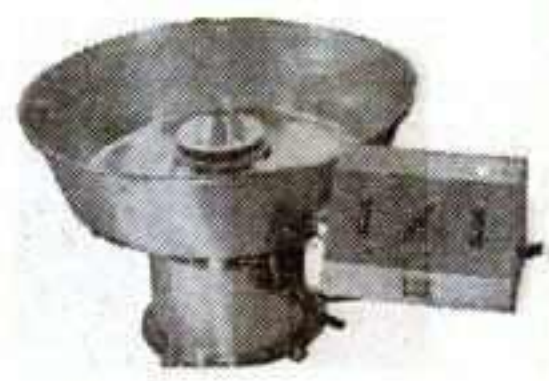
#### Hire "Locals"

Disneyland is following a close policy of hiring Orange County residents. If the applicants have the necessary ability and reside there, they are given preference. This is a continuation of Disney's policy to co-operate with the residents in the area. Prior to making any move to establish Disneyland here, the feeling of the people toward the project was checked by the Stanford researchers.

Those people employed to work in the park will be trained to meet the public. Dan France, personnel training expert, will begin classes for the approximately 500 employees about May 15. The lectures will be held, probably, in the local high school.

Altho the emphasis will be on fantasy and the park divided into True-Life Land, Adventure Land, Land of Tomorrow, Frontier Land, Fantasy Land, Recreation Land and Holiday Land, there are some realistic problems connected with the operation. Construction is moving along on schedule with an outstanding job being done of coordinating the efforts of nearly 1,000 people. Also in the true-to-life category may be included the increase in construction costs. Originally set at \$9,000,000, this figure already is upward of \$10,000,000. The closest this comes to fantasy is fantastic.

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**PRICES UNCHANGED**

**Food Equipment Mfrs. Introduce Record Number of New Appliances**

• Continued from page 53

corn machines introduced this year at Star. The new units come in both counter and floor models. Kettle capacity is 12 ounces and units are said to pack plenty of eye appeal. They list at \$395 and \$335 for the floor and counter models respectively.

**Improved Line**  
Altho General Equipment Sales, Inc., of Indianapolis, has not brought out any new appliances this year, it has made a number of improvements to its line of soft-

serve dairy freezers and milk-shake makers. Unchanged prices prevail and the season looks good to R. E. Wiedman, firm's secretary-treasurer.

New additions to the line of the Medalie Manufacturing Company, Minneapolis, are improved models of conveyor type hamburger and hot dog broilers. The units, which are equipped with automatic loaders and bun warmers, are unchanged at \$450 for the burger broiler and \$225 for the frank cooker, according to M. A. Medalie, owner of the company.

A new type spinner head, which sells at approximately \$100, is being introduced by Electric Candy Floss Machine Company, Nashville. George E. Brent, part owner, isn't too optimistic about the season.

New Orleans Concession Supply Company, New Orleans, is another firm that hasn't made any additions to its line but has improved most of its machines at no increase in prices. Early demand has been good for its line of cotton candy machines, ice shavers, popcorn machines, peanut roasters and candy apples and hot dog equipment and supplies.

**Pizzas Popular**

The popularity of pizza pies at outdoor amusement centers has opened a new market for Bakers Pride Oven Company, Inc., Bronx, N. Y., and prospects for this season are excellent, according to Ira Nevin, president. The firm, which makes gas and electric pizza ovens, gas broilers which broil like charcoal and gas and electric bake ovens for frozen foods, have expanded their line. New additions are a one-deck stainless electric pizza oven that operates on 110-volt current, and a glo-brick broiler that cooks hot dogs and hamburgers speedily.

Samuel Abelson, president of Dalason Products Manufacturing Company, Chicago, looks to a good year for his line of hot dog cookers and bun and sandwich warmers. Main addition to his line is a Jumbo Bar-B-Frank Barbecue that can cook over 1,000 hot dogs per hour, Abelson announced. The drum holds 111 standard size franks. It lists at \$239.50.

Helmo-Lacy, Chicago biggie in the manufacturing of a broad line of food service equipment, reports it's holding prices to an unchanged basis by absorbing increases in labor and material costs. F. P. Lacy Jr., executive vice-president, believes the first half of the year will be as good as '54 but looks for a 10-15 per cent decrease during the final six months.

**Sales Up**

The first quarter is up 5 to 10 per cent for Long Eakins Company, Springfield, O., which handles dry rotary type corn poppers, candied popcorn equipment, cheese popcorn equipment, potato chip outfits and nut roasters and fryers. Owner H. W. Eakins reports that price-wise there have been a few minor adjustments upward to care for cost increases but basically their prices have not changed.

An increased demand for soft-serve ice cream freezers is anticipated by William S. Stinson of the Cherry-Burrell Corporation, Chicago. Prices remain level. Firm is now marketing a two-tube machine at \$3,150 to \$3,570, and a single tube machine at \$2,150 to \$2,470, all f.o.b. Cedar Rapids, Ia.

Expansion of the uses of portable refreshment trailers are being felt by Kwik-Kool, Inc., who manufactures mobile eat-and-drink stands. Clarke D. Larsen, vice-

president and secretary of the firm, announced its line of trailers are the same but they are being made with new equipment and provisions are being made for the installation of companion equipment by the operator. Prices, however, are unchanged.

Latest addition to the line of the Lily-Tulip Cup Corporation, New York, is a nine-ounce hot drink cup that sells at \$11.26 per thousand and has a close nested, broad base for non-tip landing and a special taper for positive dispensing.

**Cube Maker**

Sno-Master Manufacturing Company, Baltimore, is now marketing a new ice cube maker at \$475, according to David Davison, partner in the firm. Demand for its line of ice shavers, snow cone makers and machines has been exceptionally good and prices are unchanged, he reports.

Only change in the price structure at Heat Exchangers, Inc., Chicago, is the placing of a \$5 warranty on the list price of its non-carbonated beverage dispensers. Expansion of sirup programs by many bottlers speaks well for a big season on soft drinks, according to George F. Brummett, of the firm's sales department. Firm is introducing a new Buckingham twin dispenser at \$499.50, and animated Kwik-Kool, ice-cooled dispenser at \$109.50.

W. W. Young, sales manager of the Maryland Cup Company, Baltimore, expresses the opinion that the cup industry has hardly scratched the surface and he sees nothing but bright horizons ahead. Prices of the firm's line of cold drink cups is unchanged.

Business in general is on the up-swing, according to Elsinghorst Bros.' Company, Inc., of Buffalo. In preparation for this upswing, the manufacturer of warmers, roasters and grills recently expanded its facilities with a sizable factory addition. Prices are unchanged.

**Higher Prices**

Prices of continuous ice cream freezers manufactured by Tekni-Craft, Rockton, Ill., are slightly higher this year due to improvement and added features, according to A. Greenwood, manager. Only two models have actually been upped and the increase amounts to 5 per cent, he said. Firm is now featuring a completely self-contained 110 volt plug-in counter unit that produces a continuous flow of the refreshment.

James K. Hires Company, Philadelphia equipment dealers, are holding to unchanged prices on their Connolly Roll-A-Grills, fruit juice sirups and beverage dispensers. The same is true on the line of hamburger forming machines produced by Automatic Food Shaping Company, Inc., of New York City.

Ice cream dippers and transfer spades produced by Roll Dippers, Inc., Maumee, O., will be unchanged in price this year, according to R. B. Kelly, president. Last year's levels on utility and concession trailers are being adhered to by A. J. Roth & Son, North Baltimore, O., according to Donald Roth, who is optimistic about the '55 season.

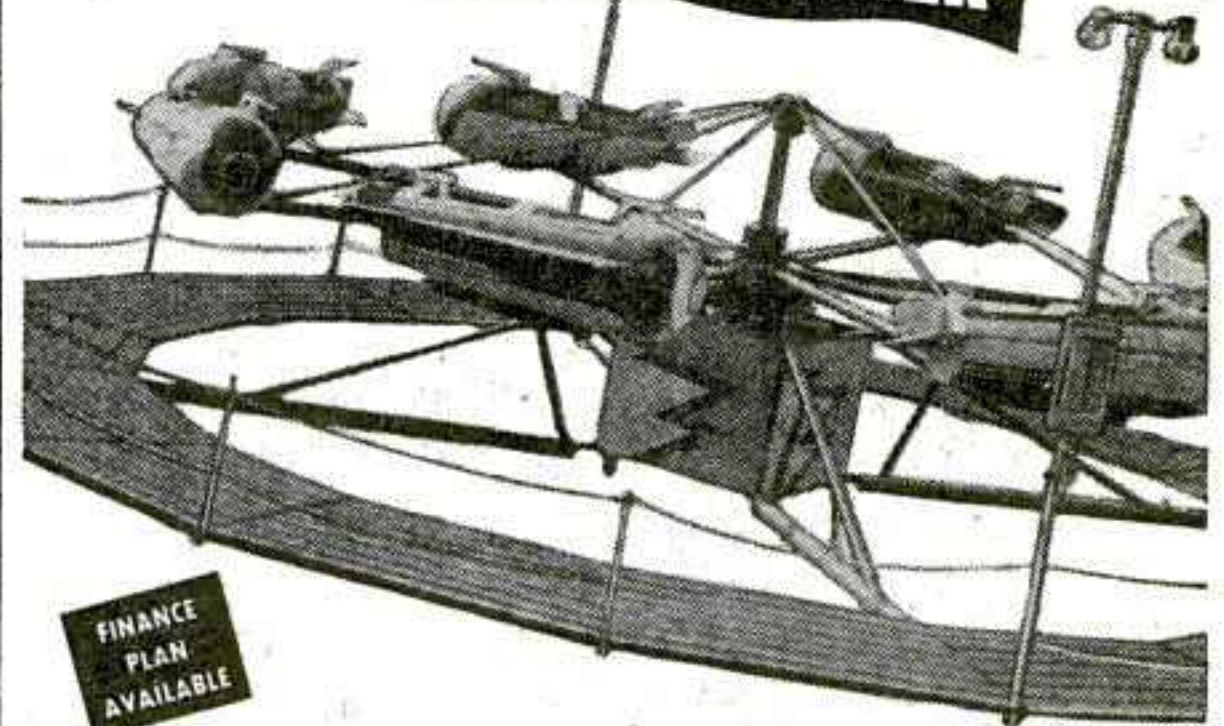
Star Metal Manufacturing Company, Inc., Philadelphia, has introduced a new 10-spit rotisserie that cooks up to 30 chickens at one time. Unit lists at \$735. W. Kestenbaum, Inc., New York City, reports no changes in price on his dispensers, frank griddles and glass enclosures.

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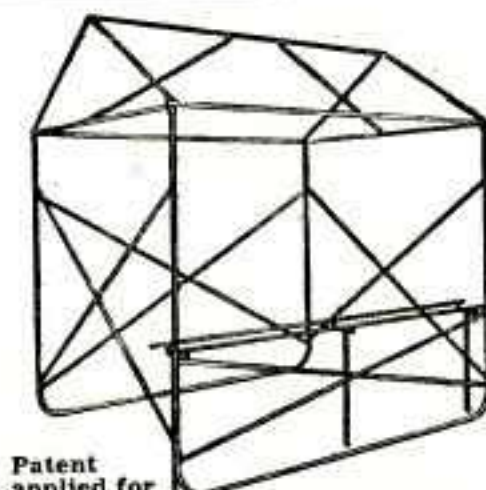
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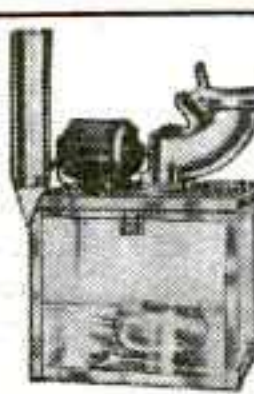


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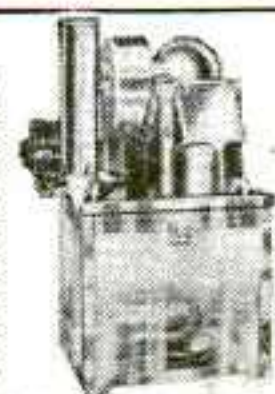
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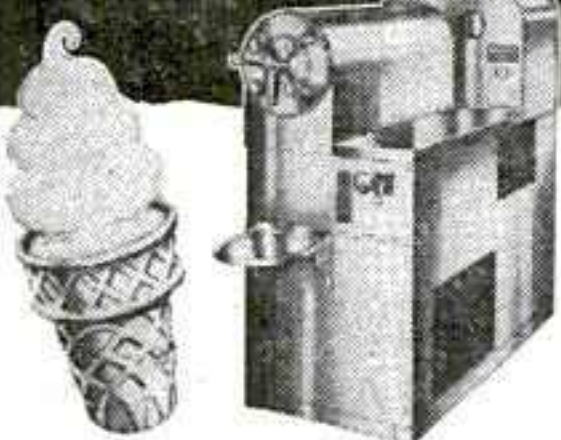
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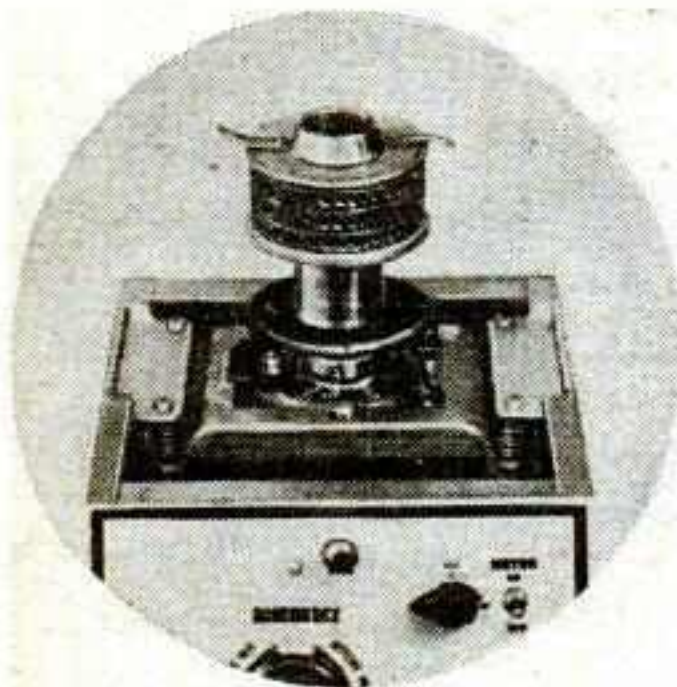
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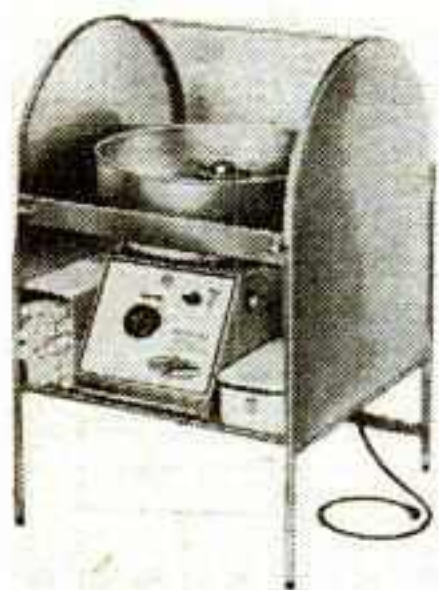
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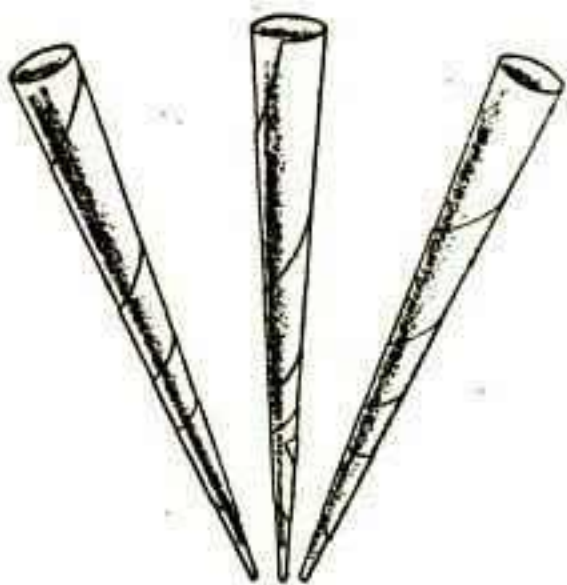
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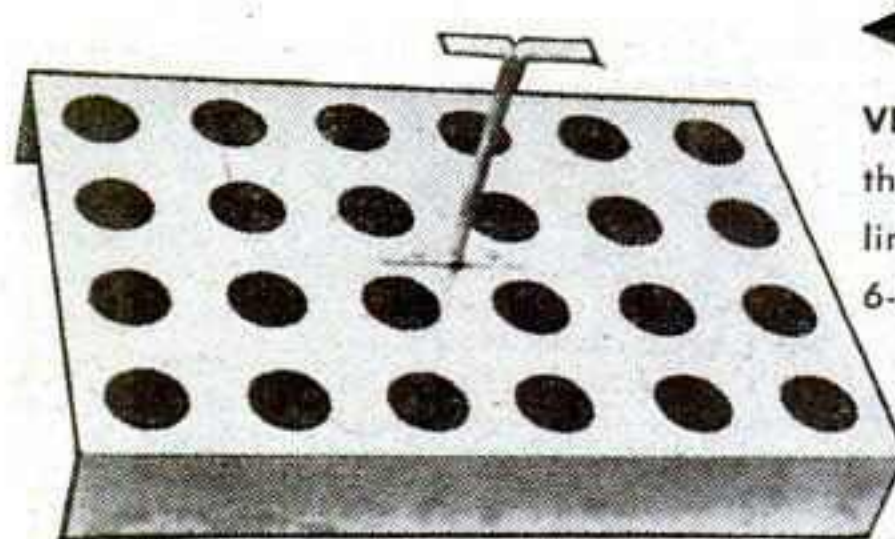
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## NEW DEVELOPMENTS

# Barbecuer, Soft Drink Mixer Are Introduced

NEW YORK, April 2.—An attention-getting barbecue machine that operates on the infra-red principle, and is capable of roasting six chickens at one time, is being manufactured here. Unit is made of stainless steel and heat-resistant glass, which is said to be an attraction to would-be customers. Heat controls for each of three motors, one for each spit, are located on the front and the heating unit is adjustable up and down to meet varied roasting requirements. Stainless steel drip pan is removable for easy cleaning, and doors slide into the bottom of the machine for convenient access to the interior. Other larger models, with more capacity, are also being manufactured to handle large numbers of fowls or roasts.—Mechanical Products Manufacturing Company, 227 West 64th Street, New York 23.

### Beverage Mixer Speedy . . .

RACINE, Wis.—An electric beverage mixer that's said to whip up a fruit drink, malt or other mixed drink in five seconds, is being marketed here. Called the Speed Whip, the unit requires only one trip to the mixer station. Operator inserts cup and pulls lever down for five seconds to produce the finished drink. After each use, a split-second backward push on the lever whirls agitator dry. Thoro mixing and blending action is said to produce a smooth, tasty drink, even when coarse ingredients are used. Mixer has twin-blade agitator powered by a quarter horsepower General Electric motor. Top-casting is all aluminum. It occupies a space 9 by 10 inches.—Andis Products Corporation, Racine, Wis.

### New Crystals For Soft Drinks . . .

PLANT CITY, Fla.—Orange and grapefruit juice crystals that require no refrigeration have been developed here. The product is said to reconstitute quickly in plain water, has a freshly squeezed flavor and appearance. Manufacturer claims most of the vitamin content is retained.—Orange Crystals, Inc., 1204 West Haines Street, Plant City, Fla.

### Plastic Fly Killer . . .

PITTSBURGH—A new fly-killer, made of plastic, is being manufactured here. Unit is a small plastic dispenser with a pylon arrangement that rises out of the dispenser and becomes a series of "landing platforms" for flies. Dispenser is filled with an extremely lethal chemical that's not harmful to humans. As the pylon is raised thru the solution, it takes on a coating of the chemical sufficient to be effective for an entire day. When the solution dries, the attractant in the chemical consists of the dispenser and solution bottle said to last about six weeks.—Pittsburgh Coke & Chemical Company, 2000 Grant Building, Pittsburgh.

### Plastic Bowls For Fountains . . .

CHICAGO—A plastic bowl, that is claimed to be practically break-proof, is being offered here by Helmeo-Lacy for its cabinet fountains. They are made of high impact plastic in sanitary white colors and have a capacity of 48 ounces. Main advantages are said to be faster cooling and easier cleaning. They are coming as standard equipment in all fountains being manufactured by the firm.—Helmeo, Inc., 7400 Lawrence Avenue, Chicago 31.

### Canned Meat For Barbecue . . .

NASHVILLE—Pork and beef barbecue meat canned for quick service is being offered here. According to the packer, the can contains 100 per cent cooked meat with just enough sauce to give it a hearty flavor. The firm states the item is priced to yield a 60 per cent profit to the food processor.—Southern Style Foods, Inc., 491 Craighead Street, Nashville 4.

### Ice Cream Dish is Sturdy . . .

BELLEVUE, N. J.—A new ice cream disher that is claimed to be exceptionally sturdy in construction has been introduced. Made of stainless steel, the disher is said to have an unbreakable spring concealed in the handle that assures smooth, carefree operation. Bowl is spot welded to the post, and the unbreakable molded handle is colored to identify scoop size.—C. T. Williamson, Inc., Bellevue, N. J.

### Dry Cooler Has Warranty . . .

ST. LOUIS—A dry cooler that carries a five-year warranty, is being marketed here by Beveco Company. Unit is 19 inches deep, has nine cubic feet of interior and occupies a floor space of 28 by 48 inches. It is designed to hold any glass, paper or metal container up to gallon size. Grill dividers are optional for separating the various sizes and types of containers. Interior is said to be free of any obstructions to make for capacity storage, easy cleaning, complete sanitation and fast service. Exterior is baked enamel with stainless steel sliding lids.—Beveco Company, Inc., 3320 South Broadway, St. Louis 18, Mo.

### Varied Size Straw Dispensers . . .

CHICAGO—A line of straw dispensers in five different styles to accommodate individually wrapped or bulk straws, is being marketed here. Included are plastic containers and mechanical dispensers. The mechanical type—available in stainless steel, lacquered hardwood or natural wood—require a simple touch of the side or dial to dispense a single straw at a time.—National Soda Straw Company, 2230 South Union Avenue, Chicago 16.

### Fryer Has Varied Uses . . .

CONCORD, N. H.—A deep fat fryer that is said to have many uses has been introduced here. The unit, which is electric, is counter size and is said to have extra-heavy elements for super-fast heat distribution. It has a fat capacity of 15 pounds, a rated wattage of 5 kilowatts and operates on voltage of 208 to 230. It is available in satin chrome or stainless steel finish. Fryer measures 12¾ inches high by 20 inches deep by 17 15/16 inches wide.—J. C. Pitman & Sons, Inc., 295 North State Street, Concord, N. H.

## Nat Rodgers

• Continued from page 48

that event, and in that year and again the following year he operated attractions at the Dallas exposition.

Subsequently, he went to Houston to launch, then operate the Houston Stock Show for three years. During World War II he was in charge of producing shows for the National Guard camps of the Eighth Army Command, which embraced Texas, Louisiana, Mississippi and parts of Oklahoma. In four years he was responsible for putting together 484 shows.

Following the war, he assisted in the management of the Alabama State Fair, Birmingham, for a year before he turned to operating war shows on carnivals.

He was past president of the Greater Tampa Showmen's Association and a member of the Showmen's League of America, the Miami Showmen's Association and the Hot Springs Showmen's Association.

Long active in Shrine work, he was past president of the Royal American Shrine Club and an ambassador-at-large for the Kaaba Shrine Temple, Davenport, Ia.

Surviving are his widow, Mrs. Bette Rodgers, Tampa; a daughter, Sherry Mae Rodgers, St. Petersburg, and a brother, John C. Rodgers, and a sister, Mrs. Louise Specht, both of Los Angeles.

# New Truck Line Is Introduced By Chevrolet

DETROIT, April 2.—Chevrolet last week introduced its new line of trucks consisting of 75 models on 15 wheelbases in the light, medium and heavy-duty field for an increase of four wheelbases over its 1954 models.

High spots of the '55 models are:

More compact design, reduction in most wheelbases, some as much as eight inches.

Wider panel bodies and a consequent gain in load space.

Reduction in maximum cab heights, up to seven inches on some models.

Improved cab comfort, with cabs roomier and with a ventilation system that places the inlet across the top of the cowl.

Increased safety, with bigger window areas that adds up to 36 per cent in visibility.

Tubeless tires, new to the truck industry, as standard equipment for light duties.

## Nashville Fair Re-Inks Young Grandstand Show

CHICAGO, April 2.—Ernie Young Agency this week announced it had signed to provide grandstand attractions at two major fairs and a number of other fairs and celebrations throughout the country.

Office will again have shows at the Tennessee State Fair, Nashville, and the Tennessee A. & I. Fair at Knoxville. Other fairs booked in recent weeks include those at Hutchinson and Wilmet, Minn.; Dayton, O.; Friendship, Wis.; Hartford, Mich., plus the Allegheny County Fair, Pittsburgh, which was booked thru Joe Hiller of that city. The agency will also provide talent for the Nashville Firemen's Show April 7; Casper, Wyo., Oil Show, June 23-25, and the annual Ak-Sar-Ben kids show in Omaha, July 25-27.

The Bill Atterbury Sky Kings, double-sway pole, has also been set by Young as part of the grandstand show at the Minnesota State Fair, St. Paul.

## Hollywood Candy Adds Additional Factory

CENTRALIA, Ill., April 2.—F. A. Martoccio, president of Hollywood Brands, Inc., manufacturer of candy that is sold at many outdoor amusement centers, has purchased all the stock of Hoben Candy Corp., Ashley, Ill. Assets of the Hoben plant include a two-story factory that is equipped for the production of bar candy. Martoccio estimated that production at the plant should be nearly as large as at the Centralia factory.

## Cardston Skeds Rodeo

CARDSTON, Alta., April 2.—Plans are under way for Cardston's annual rodeo, July 18-19. President of the rodeo committee is Bob Shaw.

## Eddie Vaughan

• Continued from page 48

he fought in the Spanish-American War. He was a member of the Lone Star Showmen's Club of this city and the Society of the Sons of the Revolution.

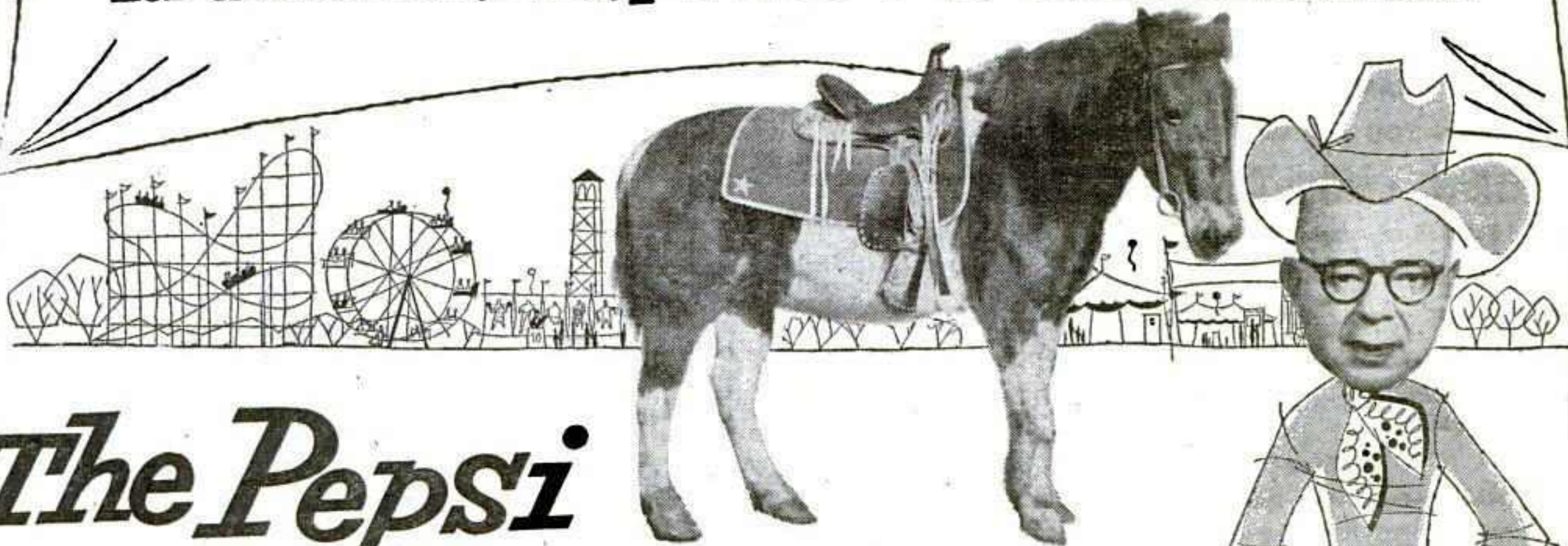
A member of the Dallas Elks for 40 years, Vaughan was honored in 1954 on his 78th birthday by more than 1,000 members of the organization. Members of the Dallas Elks conducted the graveside services.

Vaughan is survived by two daughters, Mrs. Margaret Hardwick, La Grange, Ill., and Mrs. Thomas Cannon, of Providence; two sisters, Oma Vaughan, St. Louis, and Mrs. Virginia Honett, Houston, and one granddaughter.



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## The Pepsi Pony Promotion

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Here's how it works!

1. Local Pepsi-Cola Bottler (if he participates) buys live pony—dresses it up with Western style saddle and bridle.
2. Pepsi Bottler, and you, publicize fact that pony will be given free, as first prize, to some lucky boy or girl (up to 16 years of age)—plus complete "Pony Boy" cowboy or cowgirl suit. And two additional prizes of "Pony Boy" Double Holster sets with adjustable belts, to next two winners.
3. Nothing to buy—nothing to do. Free tickets for drawing will be distributed by all Pepsi-Cola dealers. (Supermarkets, syndicate stores, groceries, candy stores—every outlet where Pepsi is sold or vended.)
4. Tickets must be deposited in box on your show grounds. (The more tickets deposited, the better the chance to win.)

Final drawing  
to be held on your grounds!

*That's all there is to it!* No cost to you, except nominal cost of your promotional material to tie in.

Terrific publicity builder. This sensational offer pulls youngsters and parents to your show. Booms business for you for the duration of your stand.

Contact local Pepsi-Cola Bottler in territories where you plan to show. Set up a Pepsi Pony Promotion. Every kid in the area will dream of owning the Pepsi Pony. Every kid—and his parents—will respond to this spectacular give-away.

The PEPSI BICYCLE promotion works the same way. Just substitute a big, handsome bike for the pony. Better yet—do both. Use the bike as second prize.



Get that telephone book right now and pick out your local Pepsi bottler's number. Call him today and get full details.



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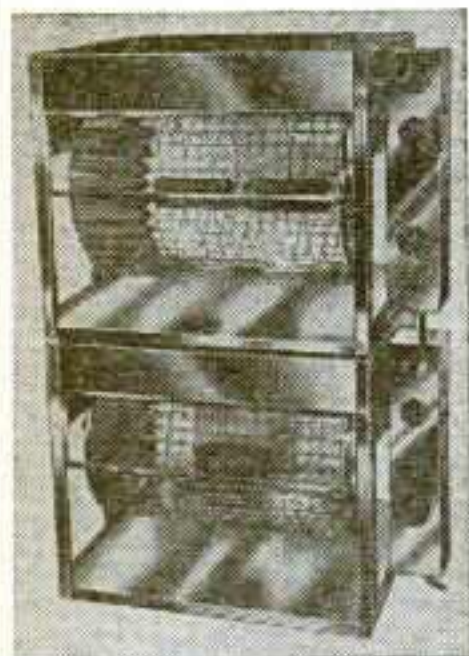
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★ Motion, Color and Lights Attract. ★ Infra-Red cooking expands the hot dog, bringing out the full flavor and producing a juicier, fluffier, more tasty frank. ★ Assures increased sales.

Model #900 holds 111, 27"x17", 19 1/2" high—110 volt AC 1250 watts, 45 1/2 lbs. shipping weight. Plug into any outlet—ready to make money.

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Spectacle, Fine Acts Make It Better Yet,  
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• Continued from page 48

from 8:30 to 1 a.m., including an estimated hour given over to the appearance of personalities. Dedicating this hour would make for a three and a half-hour preem effort. The usual tightening up job appears to be relatively simple for director Pat Valdo.

The performance went off with notable smoothness despite a difficult rehearsal period which was broken up by the considerable work needed to produce the coast-to-coast televising of circus features from the Garden on Tuesday night (29). This delayed the start of the first dress rehearsal until 10:15 p.m. on the same night. This session ran until 3 a.m. and work was resumed at 11 a.m., continuing thru much of the afternoon.

**Brilliant Display**

The presentation is truly a production in the sense that there is little awareness of high and low spots. The experience gained by Richard Barstow, who again stages the show, and his sister, Edith, choreographer, is evident from the start. The imaginative designing effort of Miles White literally explodes thruout the arena as the lavish production numbers begin to form.

The parade numbers rank with the best ever produced by the circus. Whether they are better or more magnificent than others staged since World War II is unimportant. What is important is the fact that no other live show presentation anywhere even comes close to equalling them.

The principal production number, "Holidays," fills the arena with color and fantasy in motion. As the name implies, the year's holidays form the theme. St. Patrick's Day was noted by rotund Keystone Irish cops with green hair and leprechauns peeking from beneath toadstools. For April Fool's Day there was a tremendous dragon and even a flying saucer. A bunny and eggs were included on a massive float used in the Easter display. Performers dressed as baby chicks were all over the place.

**Christmas, Too**

The Spirit of '76 naturally headed the Independence Day section with George Washington represented. Halloween was noted with a hobgoblin float and all kinds of characters with pumpkin heads. The horn of plenty dominated an eye-catching float for Thanksgiving. Indians and Pilgrims were included. Walking snowballs followed by ponies disguised as reindeer pulled a heavily-laden and spectacular sleigh for Christmas. The New Year was noted last. Elephants bearing howdahs from which were suspended simulated sections of a railroad train, including the engine, wound up the spectacle.

Two songs, "Three Cheers for Holidays" and "Birthdays," with music by John Ringling North and lyrics by Irving Caesar, provided the background.

A second spec, "Mama's in the Park," placed the emphasis on personnel and bulls. The pachyderms wore old-time police helmets. Costuming represented a bygone era when band concerts were identified with parks. The mamas were much in evidence, as were their offspring in the long stockings and high button shoes of the period. Musical background was a song, "Mama's in the Park," also by North and Caesar.

**Colorful Finale**

Beautiful pageantry was created for the final and closing spectacle, "Rainbow 'Round the World," with music bearing the same title and also written by North and Caesar, forming the background. As colorful as a rainbow, the display featured the ballet riding the track on hobby horses with the beautifully costumed band of Merle Evans in the center ring. Mermaids held on to the fishing lines held by pseudo fishermen. Three large rainbow-colored balls were raised above the

rings. Girls performed iron jaw routines beneath each for a rousing finale.

This display was a welcome relief from the flag-waving and President's-portrait displays with their expected red, white and blue color motifs that have been used with a monotonous regularity in recent years.

The aerial ballet was highlighted again in On Honolulu Bay, with the inimitable Pinito Del Oro featured over the center ring on the swinging trapeze. Two songs, "On Honolulu Bay" and "Impossible," by North and Caesar, provided background. Del Oro made her entrance on a bamboo carrier. Thirty-six girls worked web with an equal number of attendants and 11 Oriental hula girls on the track. Gigantic prop turntable records flanked the center ring. Except for the Hawaiian costuming, the display was a facsimile of all aerial ballet efforts of the recent past.

**Conventional Start**

The show opened with the conventional three cages of wild animals. Trevor Bale put seven tigers thru their paces in the center ring. Paul Fritz worked seven lions in a flanking ring, and Walter Stone handled seven bears, Himalayan, polar and brown bears in the remaining ring. Personalities are not featured, and the public will find little reason for focusing on any one display unless their preferences have to do with the beasts involved.

Five aerial acts follow a clown walk-around. Miss Mara is featured with her hazardous heel and toe catches on the flying trapeze. The Renelleys do a nifty aerial hand voltige with the free pass and catch made as the partners sit alongside of each other, unlike the Geraldos who move only in a straight up and down direction. Logano, aerial contortionist, works well as does Delia Canestrelli, making her first appearance with the show. The Rixos and Antionette Bisbini, round out the display. The latter later works with the riding act, Behee's flyers and in spec.

Three fast working wire acts formed a single display. Attalina, a niece of aerialist Pinito Del Oro, worked center ring. She missed her backward somersault on three tries opening night but had done it easily at rehearsal, and her work showed poise and confidence. In flanking rings teen-ager Tonito, a brother of Miss Mara, did a forward, and Luis Munoz performed in excellent fashion on the slack wire, culminating with a fast one-foot swing.

**Good Dressage**

In the dressage display Alexander Konyot, in the center ring, with Marion Seifert and Mlle. Nadia Houcke, offspring of a famed European circus family flanking, work their horses in a notably smooth fashion. The principals form a handsome appearance.

Liberty drills follow the Honolulu Bay spec. Czeslaw Mroczkowski, his wife, Gina, and Hans Ussim, a German appearing for the first time, each work 12 stallions, acquired from the famed King Ranch. The horses, a number of whom have to be muzzled, are a long way from knowing all that Mroczowski will eventually teach them.

Unus, one-finger equilibrist, is back performing in his usually adept showmanly manner. His one-finger and one-hand cane stand atop a pedestal remain marvelous displays of balancing proficiency.

**Good Dog Act**

A good trained dog act featuring a novel grouping of Irish setters and pointers is presented by Octave De Jonghe, appearing for the first time with the Big Show. His brother, Alphonse, a holdover, continues to present a group of chimpanzees. They were former circus owners in Belgium. Marion Seifert works ponies in a side ring. Riding acts follow with the Jus-

tino Loyal troupe in the center ring and the Karoly's, Ilonka and Evy, a teen-ager, in the flanking rings.

This display was probably the least impressive of the opening show. The arena surface was not yet fit for the proper working of horses, for one thing. Loyal, a peerless rider and comedy worker, had to carry his big act practically by himself, and he managed to complete his tricks, including somersaulting from one horse to a trailing horse.

The personable and beautifully costumed Josephine Berosini soloed with her high wire presentation, including her usual exciting ascent to the apparatus up an inclined rope with only a small fan to aid in balancing and her concluding descent along the same route. Her wire stunts again include a blind-fold bit, the riding of a bicycle and the performing of tricks atop the machine in center wire.

**Palacios Excellent**

An intermission follows the Holiday spec with the flying acts starting the second half. The Flying Palacios, over center ring, are one of the highlights of the show. The three men and a girl, considerably improved over last year, are possibly one of the finest flying acts ever seen. Their fly-overs, doubles and triples are performed with unbelievable dexterity. One trick was missed on opening night, but most of their stunts are so complicated that the audience doesn't expect completion anyhow. The Sabro Jets and Clayton Behee's Falcons perform creditably to round out the display.

A clown walk is followed by rope and whip acts. Included are the Charros, remnants of the riding-roping group imported last year from Mexico, and Marion Seifert, who also appears in production, handles ponies and rides high school. Featured are the Cordons, German imports, a father, his son and two daughters. The father strips the outer costume from his daughter with a whip and performs a number of other tricks, including lighting matches held by the girl and the cutting down of newspaper also held by the girl. The performance adds up to a fast sight act.

Takeo Usui, a nimble Japanese, in his first appearance with the Big Show, practically scampers up a rope anchored to the arena floor and topmost balcony. He first ascends backward and then slides down on his seat. He then ascends forward and slides down backward on his feet. He uses no balancing aid of any kind. The act would be much more impressive to the audience if the selling qualities and showmanship of a Harold Alzana were included. Usui, reportedly brought here by Uyeno, former acro troupe head, along with 11 Japanese girls who work specs, is rightly featured in a solo spot.

**Burton Good**

A clown walk and the park spectacle are followed by a display of ground acts. Burton and Son work very well in the center ring, with the offspring showing remarkable endurance in maintaining one-hand stands while building blocks on the upright supports of a ladder. The Naukos, German imports, skip rope on unicycles. The Radinos climb stairs with unicycles. Rounding out the display are Evy and Everto, cyclists, and the Ferris-Feroni Duo, rolling cylinders.

An acrobatic act display follows. Featured are the Yong Brothers and Sisters with one of the boys out here because of age. Their top stunt is a nifty, with the man supporting girls on his hands and his feet and turning his body from back to belly and back again. The Fredonias, with their Risley; the

(Continued on page 135)

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LARGE SELECTION OF ANIMATED SET  
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**COMPETITION KEEN**

**Soft Drink Trade Faces Brisk Season**

SOFT DRINKS, long one of the major refreshments in the outdoor amusement field, are in for a busy and, in all probability, prosperous season. This is the consensus of most people polled in a survey conducted by The Billboard.

The big bottlers, including Coca-Cola and Pepsi-Cola, are waging a

determined fight for their share of the business. And the sirup divisions of the biggies are also expanding their programs to snare more dollar volume in the open-air amusement industry.

Price concessions, advertising tie-ins, contests and giveaways are only some of the promotions used in the campaign. Traveling shows, mainly carnivals and circuses, have been wooed during the winter months with a variety of offers.

**Looks for Increase**

Green River Corporation, New York, is another firm that is looking for a continued increase in its sirup business, according to Charles McQuade, vice-president. Firm is maintaining its price schedule, which has not been changed since 1932.

Prices of orange, grape and lemon-lime sirup produced by Mission Dry Corporation, Los Angeles, are due for a 10 per cent increase, according to officials of the firm. The increases will mark the first change since before World War II and have been instituted as a result of the rising costs of fresh fruit, labor, containers and transportation. Firm is optimistic about the future, pointing out that the consumption of soft drinks generally is increasing year by year.

Latest addition to the broad variety of soft drinks are whipped orange, pineapple and tropical fruit beverages being offered by Tropical Fruit Products Company, Chicago. Six ounces of the base is whipped in a malted milk mixer and produces an eight to 10-ounce drink that usually retails at 10 to 15 cents. Cost to the operator is 3 cents per portion. According to

L. H. Ounsworth, general manager, the new innovation has caught on.

Prices of fountain sirups handled by V. & E. Kohnstamm, Inc., New York, are unchanged, E. J. Kohnstamm, president, reports. Firm's new Cherry Cola flavor has found wide acceptance and interest in its clear lemon flavor is also on the move, he disclosed.

Paul Little, manager of outdoor show sales for the Pepsi-Cola Company, New York, believes that steadily increasing sales of Pepsi sirup are in the offing. Prices are unchanged.

Some slight price increases will prevail on the sirup and fountain

flavors handled by Trufruit Syrup Corporation, Brooklyn. Arthur H. Melnikoff, president, says some levels will remain unchanged, others will be increased, from 2 to 7 per cent.

**New Beverage Base**

A new lime-mint beverage base is being introduced by Cramore Fruit Products, Inc., Point Pleasant, N. J., according to Henry Moore, president-general manager. The new item, which is called Gilhooley, sells at \$38.40 for a case of 24 bottles. Moore is optimistic about the season as a whole.

Fruit juice bases, which have gained increasing popularity among

outdoor fun seekers, are slightly higher this season, according to H. R. Nicholson, of the Baltimore firm bearing his name. Prices will generally be 6 per cent more due to higher raw material and packing costs.

General Flavor Company, Philadelphia, is holding to unchanged prices on its flavoring and extracts and the same is true with Penn Flavor Company, Pittsburgh.

Given favorable weather, the sale of soft drinks should be better than '54, according to B. Kleiner, vice-president of Eskay Syrup & Supply Company, New York. Firm is holding to last year's price levels.

**BERT'S** AUTOMATIC SNOW CONE MACHINE  
12 1/2-LB. CAPACITY MAKES 50 CONES



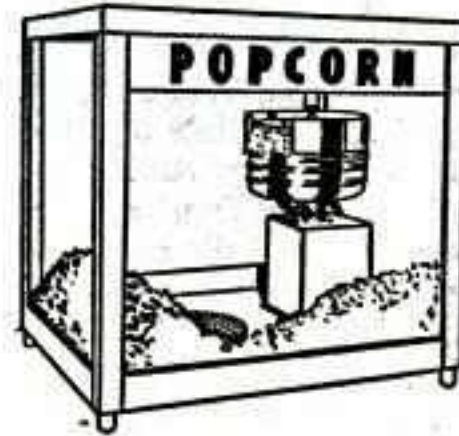
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**NEW! low-cost Cretors counter model popcorn machine**

Here's the biggest little money-maker in the country—the new CRETORS "America" Counter Model. All-steel kettle pops 6 oz. of raw corn per charge, turns out \$12.00 of corn per hour. Automatic cover lift. White all-metal frame with red top and blue "POPCORN" sign. Popper case heated by electric element. Measures 25 1/2" high x 27" wide x 21" front to back. Plugs into any ordinary AC outlet.

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**Giant popping units gas or electric**

The ever-popular CRETORS Giant Popping Unit with 2-lb. capacity is now available with either Gas or Electric Kettle. Either can produce \$75.00 worth of popped corn per hour. The Giant Electric Popping Unit is also available with an 18-oz. capacity kettle.

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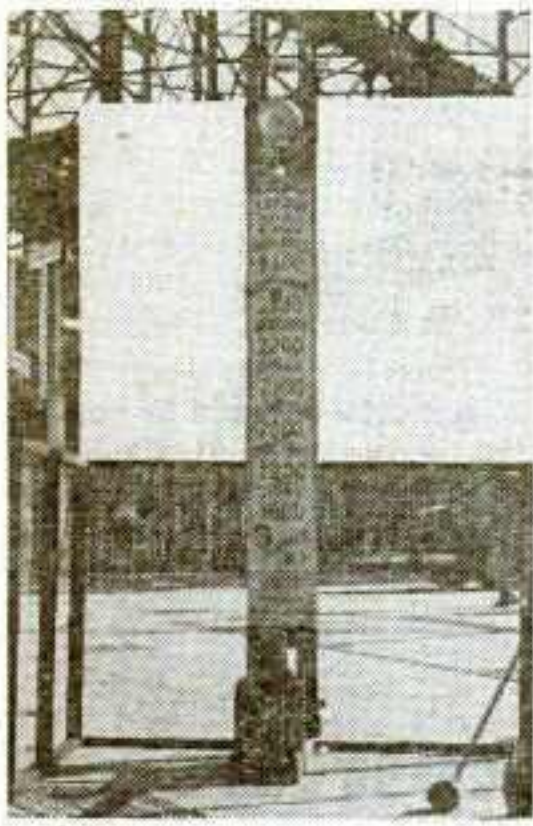
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## BRISK BUYING SEEN

# Bright Prospects, Steady Prices Loom for General Equipment, Games

**S**UPPLIERS of general show equipment are almost unanimous in the opinion that the '55 outdoor season will bring a vast improvement over '54, which for many wasn't up to other recent years.

A survey, conducted by The Billboard brought predictions that business would be up from slightly better to 30 per cent higher.

Prices for equipment in general will be unchanged this year. Some exceptions to this are certain types of games which will be unchanged to as much as 10 per cent higher, and lighting equipment, which will be 10 to 15 per cent lower in some cases. Among those products that are holding to '54 price levels are seats, tickets, public address equipment, posters, decorations, coin counters and sorters and plaster.

### Games Demand Big

H. W. Terpening, Ocean Park, Calif., manufacturer of shooting galleries and supplies, reports his prices are up 5 per cent as a result of higher steel and labor costs. Despite this hike in price, early indications are that volume this year will far surpass the poor '54 season.

Scientific Machine Corporation, Brooklyn, is basing its season business on the latest addition to its line of Arcade equipment, Bing-O-Reno. Initial shipments of the new device have been made and the firm is planning a run of 500 units this season, according to Max D. Levine, president. The game operates on the same mechanical principles as does the firm's Pokerino, and both units will continue to be made. The game is described as a six-ball skill-type rolldown. Purpose is to line up five numbers—either horizontally, vertically or diagonally—in six tries.

Firm is also banking on its 3-In-Line to make the season a good one. Levine said that concessionaires and Arcade ops with new equipment should wind up with good business. The price picture at Scientific remains at '54 levels.

Another games manufacturer optimistic about the coming season is Robert R. Hammer, owner of the Louisville amusement firm bearing his own name. He is holding his prices to \$2,950 for both his ballon race and monkey race, and Hammer looks for a good season on both items.

"Very good," is the way Eldon Daly, top man at Dale Engineering Company, Long Beach, Calif., describes the games outlook. Daly reports he has several new items off the drawing board which will be introduced in the near future.

### Lighting Cheaper

Lower prices will prevail on fluorescent lighting fixtures produced by Belnord Products Corporation, Philadelphia, according to A. Starr, manager, who is looking forward to a good year. Prices will generally be lower by 10 per cent as a result of improved production methods, he said.

Concurring in the lower prices is Electrical Wholesalers, Inc., of Chicago. Irving T. Soudek disclosed that 10 to 15 per cent reductions have been put into force on light bulbs, wiring material, electric fans, fuses, tape and fluorescent equipment. Soudek recently introduced a new type street railway lamp that is specially designed for carnival rides. Also new is a line of outdoor spot and flood lighting units for midway use.

Buyers of seats and chairs for outdoor functions will pay no premiums this year. Prices quoted by the Durham Manufacturing Corporation, Muncie, Ind., will hold to last year's levels. F. A. Hanley, assistant sales manager, reports, He

also added that the firm is optimistic about business in the field.

### Flag Prices Steady

Prices of flags, decorations and similar novelties are unchanged to slightly lower in some instances, according to James Notarianni, president of Utica Flag & Decorating Company, Utica, N. Y.

The outlook for indoor and outdoor speakers and trumpets is good, according to early orders, Irving Greene, of University Loudspeakers, Inc., White Plains, N. Y., reports. And prices are unchanged for the most part. Firm is marketing a number of new products, including a full range weather-proof coaxial speaker for \$75; wide angle horizontal dispersion speaker at \$28.75 and \$40, and an exclusive wide angle trumpet design that lists at \$35.

Weldon, Williams & Lick, Fort Smith, Ark., ticket makers, have held to '54 price levels, according to C. Lick Jr., president. The firm, which supplies roll and folded machine tickets, reserved seat ducats, strips, coupon books and other types, is already feeling an upturn in business and looks to a good season.

Improved conditions exist for circus and carnival posters, cards, date strips, heralds and bumper strips, according to Neal Walters, head of the Eureka Springs, Ark., poster company bearing his name. Prices are unchanged, he reports.

### Coin Sorters

Two manufacturers of coin sorting and counting machinery are optimistic about the season as a whole. King Koin Sorter Company, Lincoln, Neb., which manufactures manually operated sorters for all coins, is quoting unchanged prices. The firm recently introduced a new all plastic sorter and two other models, one with plastic tray, the other with a steel tray, both in steel cabinets.

G. W. Hill, executive vice-president of Abbott Coin Counter Company, Inc., New York City, is equally optimistic about the season and is quoting unchanged

prices on the firm's equipment. A new coin payer has been added to the firm's line, which pays 1 cent to \$1 automatically. Unit comes with a three-year guarantee and lists at \$235 plus tax.

### Plaster Off

Demand for plaster of paris statuary as carnival and roadside prize use is apparently down, according to Tony Guerrini, owner of the Indianapolis (Ind.) Statuary Company. Prices will be unchanged, Guerrini reports, but demand is expected to decline.

Hilo and Siro Pellegrini, partner in Pellegrini Bros. Statuary, Old Forge, Pa., are of the opinion that business will be better on plaster products, at least show an improvement over last year, which was poor. Prices remain unchanged even on the firm's new items which are currently being introduced.

Little change is seen in the demand, price or supply situation or astrology charts, graphology charts and facial charts. At least that's the opinion of Frank LeDoux, proprietor of Joseph LeDoux & Son, Hicksville, Long Island.

Demand for electric light and power plants is excellent, and business should be about 30 per cent ahead of last year, according to J. L. Rush, of Universal Motor Company, Oshkosh, Wis. Due to higher material costs, however, prices will be up about 10 per cent, he reports.

Buyers of hoists and hoisting equipment are faced with unchanged prices, Gene Henry, of Coffing Hoist Division of Duff-Norton Company, reports. Demand thus far indicates orders should top last year by 10 per cent, the Danville, Ill., firm figures.

Curvest, Inc., Muskegon, Mich., is putting most emphasis this year on its Rink-Cote, a product used to convert any smooth wood floor to a skating surface. Prices are unchanged at \$5.75 per gallon, the product coming in five-gallon cans only.

## WEYER LIGHTED WAY

# Early Circus Lights Recalled by Inventor

**I**T TOOK more than 30 years to light show business by electricity, but before that came the time that show lighting was changed over to a new system in less than three seasons.

That's the word of J. J. Weyer, inventor of the Bolte & Weyer gas light, which major circuses used as recently as 1947. Living now in Jacksonville, Fla., and recalling the time T. W. Ballinger came into his Chicago shop a half century ago, Weyer speaks of the past that was dim and dark, but not so long ago, when electricity was still a novelty, neon light towers were not yet envisioned and shows struggled with open-flame kerosene equipment.

### Takes Gentry Offer

It was three decades after electric lights were invented and circuses showed them as a feature that the system was in general use for actually lighting shows. Weyer cut this time to a tenth as a 25-year-old with a pattern shop in which he also experimented with a lighting system using gasoline and mantles. He figured it might be used in buildings not served by electricity and his own shop was illuminated with experimental models.

Into the shop walked Ballinger, manager of Gentry Bros.' Circus, with a kerosene lantern to be repaired. Seeing the bright light in the shop, he asked Weyer to see if the new equipment could be used inside circus tents.

In 10 days Weyer had a test model in operation with the show. As he recalls, it was so much brighter than the older system that the other end of the top seemed dark. Then he stayed with the show for the remainder of its 30 three-day stands in Chicago to work out parking and tear-down problems. In that first year he sold the new equipment to the three units of Gentry Bros.

### Barnum & Bailey Nixes

In 1902 he demonstrated to Barnum & Bailey, but got little encouragement from the boss chandelier man, who said the lights might do for the little Gentry shows but not for the Big One. At Moline, Ill., near the end of the tour, he was told to ship his demonstrator back home, that it had been turned down.

The afternoon show that day drew 12,000. Then the sky darkened between shows and James A. Bailey ordered the night show canceled. While a thousand men la-



**MICHAEL BURKE, 37,** new executive director of Ringling Bros. and Barnum & Bailey Circus, who will work with John and Henry North on all of the North enterprises. Father of three daughters, Burke, a New Yorker, was 1938 All-American halfback for the University of Pennsylvania. He was also a Philadelphia sports writer, motion picture and radio writer, and special advisor to the U. S. High Commissioner in Germany. He and Henry Ringling North formed an acquaintanceship in the services during World War II.

bored to load the show, Weyer's light burned brightly atop a menagerie pole. When that top was lowered, Weyer pulled his light up the pole again to illuminate the muddy lot. The cluster of 12 mantles was not affected by rain or wind. Weyer produced refreshments for the exhausted workmen about 2 a.m., and perhaps that added further light and cheer to the dismal lot. Not until 8 a.m. did the show get off the lot, and then the chandelier man told Weyer he'd better leave the light for another week's test. A week later, at Racine, Wis., Weyer was told that his light had been recommended to Bailey, but still the sale wasn't made. He sent a light to Bridgeport winter quarters for a further test and then was called to New York, where he was given a \$4,400 contract.

### At Columbus Sale

In January, 1903, all the leading executives in circus business gathered at Columbus for a memorable event—the auction of the big Forepaugh-Sells Circus. Each manager had listed the equipment upon which he would bid during the three-day sale. But in the opening minutes of the first day the auctioneer said an unforeseen condition had come up. "I have one bid," he said, "for \$275,000. Going once! Going twice! Going three times! The entire show is sold to Barnum & Bailey and Ringling Bros.' circuses."

When the other showmen recovered from the surprise, they realized the sale was over before it began and the two giant rivals now were co-owners of the third biggest show.

At George Arlington's suggestion, Weyer had delayed sales approaches to other shows until after the Forepaugh sale. Now he was ready, and he approached Otto Ringling in a Columbus hotel. Mister Otto said the light would not do for a big show, but Weyer waved his Barnum & Bailey contract, and Arlington confirmed that Barnum & Bailey would use the lights.

Weyer demonstrated a week at Baraboo, Wis., quarters of the  
*(Continued on page 85)*

## Cristiani Opens

**FORT PIERCE, Fla., April 2.**—The Bailey-Cristiani Circus opened here Saturday (26) to three-quarter houses. Rhanda Keo was injured during a morning rehearsal of the Cristiani Aerial Bears act and 13 stitches were required to close the wound, but she worked the afternoon show. Five elephants and a sound car made town bally.



**SITUATION MIXED**

**Popcorn, Nut Prices Subject to Changes**

CONCESSIONAIRES handling popcorn and peanuts are faced with a mixed and fast-changing situation this season. That's the over-all conclusion reached after a survey of the trade by The Billboard.

There's a difference of opinion about the supply and probable prices of raw popcorn. Some contend prices will remain low all season due to the large carryover that has existed. Others point to curtailed plantings and effects of the drought as strengthening factors. At any rate, those polled figure prices can range from 10 per cent below last year to as high as 20 per cent above those prevailing during the '54 season.

**Mixed Situation**

A mixed situation also exists in peanuts but some of the strength that pushed prices up to high levels has abated. The shortage of domestic nuts, the underlying reason for the increase, has been alleviated somewhat by the recent action of President Eisenhower in permitting importation of an additional 51 million pounds of peanuts between now and June 30. Import duty on these, however, has been increased to 9 cents from the former 7 cents. This move, however, is still far below the needs of domestic peanut users, who are shooting for an increase of 265 million pounds in imported nuts in the crop year ending in August.

Dave Evans, president of Gold Medal Products Company, is one authority who believes popcorn prices will remain low all season. Victor Zender, of Victor Popcorn Supply Company, Richmond, Va., is of the opinion that prices will be unchanged. W. B. Dennis, president of Dennis, Inc., Winston-Salem, N. C., looks for unchanged prices and sees good prospects for a big popcorn season.

Shorter supplies, particularly in the hybrid white hullless variety of popcorn, are cited as strengthening market factors by J. L. Larson, of Midland Pop Corn Company, Minneapolis. As a result, he looks for a 10 per cent hike in unpopped corn prices.

**Higher Prices**

Unchanged to 10 per cent higher is the way George K. Brown, vice-president of Wyandot Popcorn Company, sums it up. Latest addition to the Wyandot line is a new Super X-30 corn, which is said to have a popping ratio of 38 to 1, approximately 20 per cent greater than top corns in previous years. Prices on LCL shipments range from \$8.50 to \$9 per cwt. f.o.b. Marion, O. Brown says that the market could strengthen depending on how the '55 crop of popcorn shapes up later this summer.

John B. Mortenson, of the Chicago popcorn firm bearing his name, looks for corn prices to be generally 10 per cent lower. Salt, cartons, seasoning and bags should hold the line, however, Mortenson adds.

The shorter crop of unpopped corn will boost prices 15 to 20 per

cent, according to C. Cross, of Detroit Popcorn Company. Other equipment will probably remain stable, he said.

**Little Supply Change**

Little change in supply or prices is looked for by J. L. Love Jr., of Theatre Candy Company, Inc., Boston. This contention is backed by Food and Popcorn Supply Company, of Winona, Minn. D. W. Mayborn, of the Baltimore popcorn supply company bearing his name, figures prices are mixed but that business will be better than '54.

Demand is good for most popcorn ingredients, according to S. Spiegel, general manager of Super Pufft Popcorn, Ltd., Toronto. Prices with this firm are unchanged from those prevailing a year ago.

Peanut prices should increase 15 per cent this year, according to Carl G. Myers, of Myers Coffee Company, Jackson, Miss. Shortages in the domestic crop are the main reasons for these higher prices, he said.

**Sees Good Demand**

This same reasoning is given by Leon P. Kalvostian, of the Virginia & Spanish Peanut Company, Providence, R. I., which handles a general line of roasted peanuts, popcorn, seasoning and supplies. Despite the higher prices, up 5 per cent, he sees no reason why demand shouldn't be as good or better than a year ago.

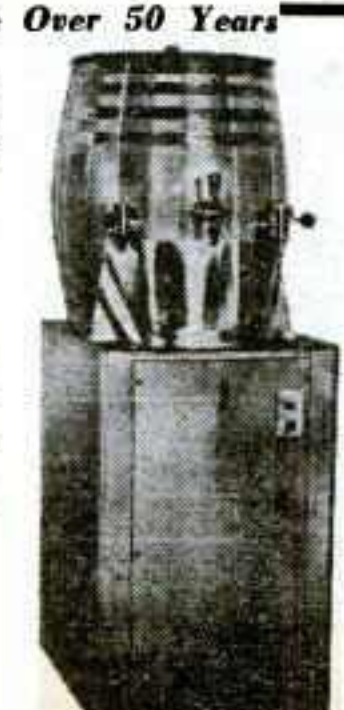
Walter W. Watson, sales manager of Lummis & Company, Philadelphia, looks for a 15 per cent rise in peanut prices due to the short supply. Other products handled by the firm, including popcorn, popcorn supplies and peanut roasters, should remain unchanged in price, he contends.

Popcorn seasoning should hold to unchanged levels, according to J. A. Ryan, president of C. F. Simonin's Sons, Inc., Philadelphia, and a recognized authority in the field. The firm's Popsit Plus and Seazo are holding to '54 rates and the outlook for the business is good, Ryan reports.

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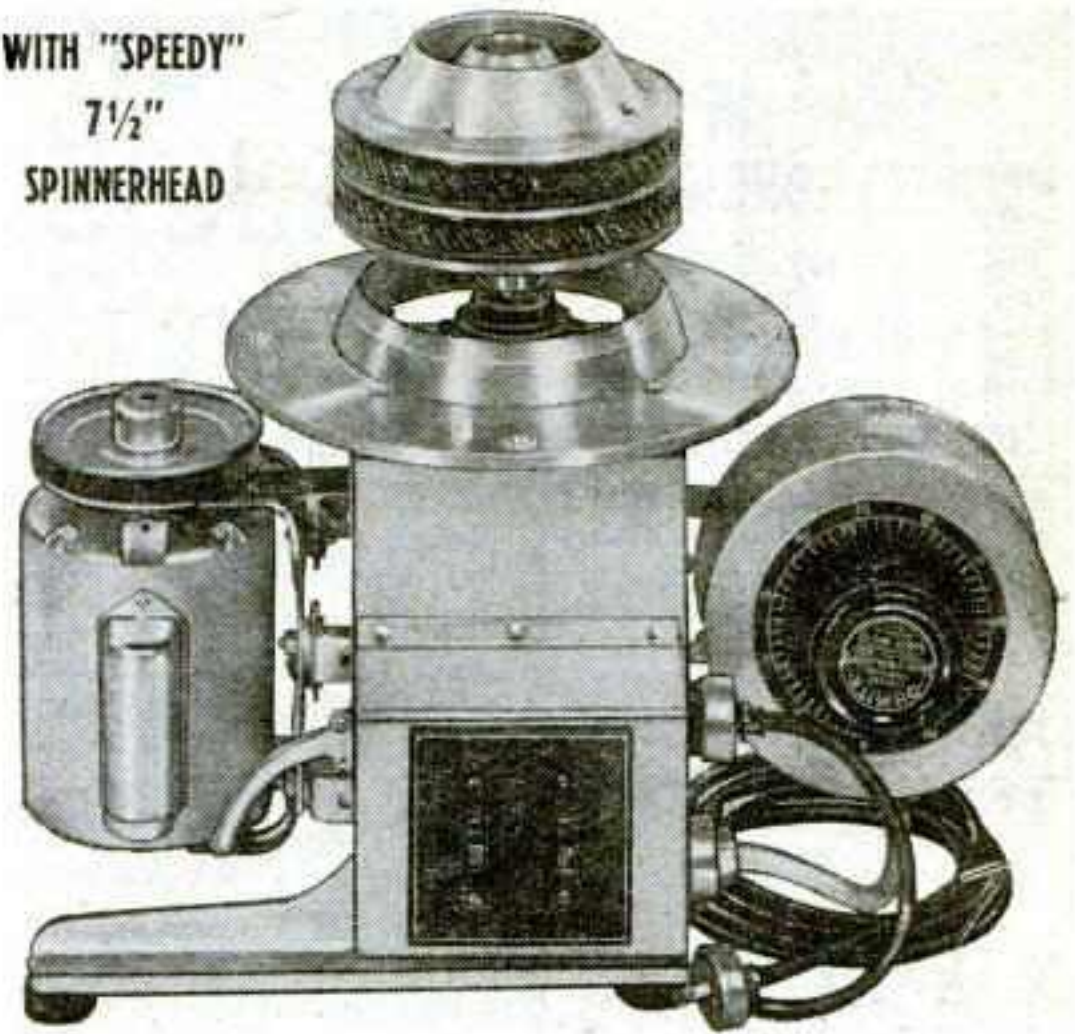
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## MIDWAY TRADEMARK

# Color, Contrast Point Up Side Show Banner-Line Art

By TOM PARKINSON

TRADEMARK of midways since tips were first turned has been the brilliant, grotesque collection of oil paintings, works of art that comprise the Side Show banner line.

These garish portraits of strange people, oddities and curiosities probably have stopped more people than all the art museums in the nation and set more jaws ajar than surrealist art. It's a safe bet that over the years more Americans have mulled the question of how oddities manage with two heads or no arms than the question of why the Mona Lisa smiles.

Hundreds of fat girls, half boys, geeks and giants, bell ringers and

bag pipers, minstrels, magicians, musicians and midgets have been portrayed in the big murals that are among the most startling point-of-sale advertising pieces in the business of selling.

Yet, like the art of tinting glass for church windows, the art of producing Side Show banners rests in the hands of very few. It won't become a lost art. Mankind won't forget the basic thing of how to draw pictures of its stranger members, but it might misplace the trade secrets that have been perfected and handed down by a compact fraternity of artists with skills and knacks that make them old masters in their field.

### Still Powerful

For now, the banners are flying, and they probably are nearly as effective and popular as ever. Lined up at circus Side Show tents, fronting funhouses and mirror mazes at carnivals, dressing doorways of pit shows, walk-thrus, ding shows and annexes, banners still are a trademark of outdoor show business.

Banner painting is centered in two places, Chicago and Tampa. In the Florida city, Snap Wyatt holds forth with brush and canvas, turning out paintings for many shows, mainly carnivals. In Chicago is Fred Johnson, last active member of a royal line of banner painters that dates back to the 1890's.

### Nieman in Chicago

Johnson is with the O. Henry Tent & Awning Company. Also in Chicago is another of the big names in banner business, Neiman Eisman, who signed his banner work with his first name only. For 45 years Neiman banners have backed up the bally on hundreds of shows. He presided and painted at studios on Halsted Street until he sold the business to O. Henry prior to last season.

When Eisman retired, he presented Johnson with a rare old book, Brehm's "Life of Animals." Spot a cobra or a zebra in a Neiman banner and chances are that one of Brehm's 1896 drawings posed for it. In one way the book represents Johnson's royal crown in the banner business. In another, it harks back to the time he and Eisman were co-workers in an earlier banner plant.

### Paints Millie-Christine

Eisman came from Europe as a boy, and his father, a sign painter, started him off with paint brushes. He went to work for Sigmund Bock, one of the early banner painters to set up shop in Chicago. There Eisman first painted snake charmers, Circassian beauties and

even the famous Siamese twins, Millie-Christine. That was about 1910. In a few years Bock died and Eisman went to work for Ed Neuman at the old United States Tent & Awning Company, Chicago.

There he was in company with one of the greatest assemblages of banner line artists in any location. There was H. C. Cummins, now ill and inactive, but then making a reputation as one of the best drawers in the field. A co-worker was William T. Lee, noted for mixing the most brilliant and lasting colors. Another was James Anderson, who gave everyone nicknames. And Cad Hill hobbled on a peg leg as he painted highly detailed scenes on banners.

### Trained in Europe

In any collection of such artists there was bound to be a frustrated classical painter. This was Manuel (The Artist) Salerzano, who spoke longingly of Mexico and of artists and schools in Europe. Perhaps feeling he had fallen a few rungs in the eschelon of artists, he turned to liquor to paint some of his gayest scenes. Once he was doing a banner depicting a horse. But he started twice, once from each end, and when the assorted parts met in the center they didn't look like a horse. Ed Neuman mentioned this and Manuel took up an ax and chased the boss around the block.

Eisman stayed with U. S. Tent until about 1920, when he went to Neuman's new firm, and in 1924 he joined Driver Bros.' tent company. That company went out of business and Eisman opened his own studio in 1931.

### Johnson Begins

Meanwhile, Johnson, one of nine boys in a Chicago family, lived next door to an employee of U. S. Tent, who arranged for Fred to go to work with Cummins as an assistant artist on banners. He painted oddities for nine years and then for two years during World War I his job was to paint ammunition trucks a warning red.

Out of the service, he went to U. S. Tent for two years, working with Eisman and the others. He was with Driver Bros. from 1921 to 1930 except for a brief time in which he and Charles Driver broke away to try their hand with a new company.

In 1934 he came to the O. Henry Tent & Awning Company, where today he is turning out banners for some of the biggest names in Side Show, carnival and circus business.

Just as banners come from Chicago and Tampa now, they used

to come mainly from Chicago and New York. In the East was the firm of Millard & Bulsterbaum, with studios at Coney Island. To Millard & Bulsterbaum goes credit for one of bannerdom's basic devices—the liberal use of orange paint, particularly for extra wide borders. Rube Merfield was the artist who probably hit upon this idea which nearly every banner shop has since adopted to some degree. The product of the Eastern shop became identifiable by the orange hues and also by scenic pieces in which backgrounds were limited to brief sketches instead of fully developed views.

Eisman's work, on the other hand, points up the style developed in the Chicago center. His depictions are in great detail. Colors are bright but not monopolized by orange. And behind the figures are fully developed background scenes. Other Chicagoans' work was similar.

### Not Exaggerated

In orange or in detail, banners have the function of stopping people. The whole point is to give the talkers someone to work on. And banner art does just that. The techniques are simple and effective. First, Johnson shies from saying their portraits "exaggerate" the subject matter. He prefers to say it is "elaborated" or "embellished."

But in any case the idea is to point up unusualness by contrasting it with the normal thing. This is especially true of Chicago style banners, where background is important.

Thus a banner for a giant will show him in company with people much smaller than he, and he will tower over objects of known size, such as houses, cars or trees. An artist's device is to stress the size by painting a horizon low behind him.

### Contrast Played Up

A human skeleton may be shown at a beach in company with slightly plump girls. The bearded lady's midway portrait not only stresses a heavy black growth of whiskers but contrasts this with an over-emphasized female form. Seal boys are shown cavorting with seals on some Pacific shore. Frog boys are pictured in a puddle with more amphibians to bring out contrast with other humans. And leopard boys are painted in jungle surroundings.

### No Posing

Banner painters say that it is extremely rare for a Side Show attraction to come into their studios to sit for a portrait, altho an elephant boy did come to the Neiman shop to display a pachyderm-like growth on his knee.

Usually, the Side Show manager tells the studio he wants a set of banners depicting certain attractions. From then on it is mostly up to the artist. For guidance, Johnson has assembled a library which includes several volumes of animal pictures, clippings from Life magazine, a bundle of comic books and not a few books of children's classics. He points out that most reference pieces are mostly for animals because the species are different while the human form, even in freaks, is basically the same.

### Work From Sketches

Some show managers order art that depicts specific attractions by name and appearance. This, say Eisman and Johnson, is true of larger shows and especially of circuses. In such cases, some buyers send sketches, photos or written instructions for the artist.

Often the attractions themselves supply one of the souvenir postcards they sell in the show, and the artist models the banner from the postcard. A few human oddities have sent letters in which they give detailed descriptions of themselves.

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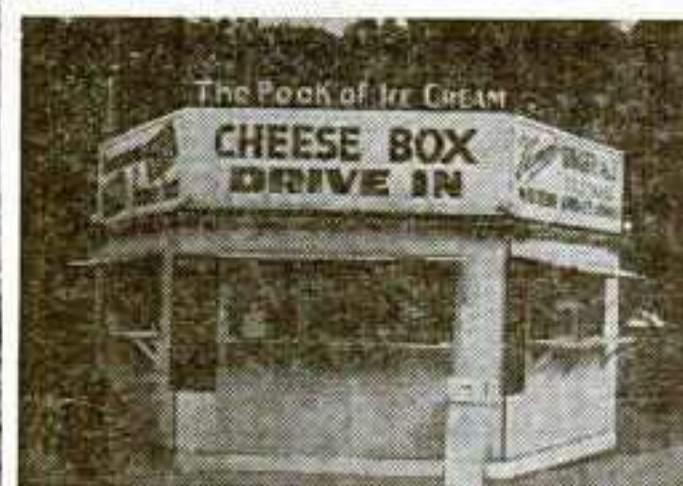
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Two top performers among banner-line artists are Fred Johnson (left) and Neiman Eisman, shown beside a pin head banner done originally by Eisman and now renewed by Johnson.



presario who goes to greatest effort to get exactly what he wants in banner art. With each order he supplies O. Henry with a full set of detailed sketches.

**Copy Brydon Set**

When Lloyd Serfass ordered a set of banners this spring, it was decided they should be like a particular set made for Ray Marsh Brydon some years ago, and Johnson produced them from memory and old records. For the Clyde Beatty Circus, King Bros.' Circus and Hunt Bros.' Circus jobs this spring he received detailed directions.

It might be expected that when directions are lacking, a buyer might sometime decide he didn't like the finished product. But that has rarely happened. The one case Neiman Eisman recalls involved the Miller Bros.' 101 Ranch Wild West Show.

That outfit bought 20 banners and upon receiving them, they wrote Eisman that 19 were fine but the giant's banner was terrible. The letter went on to say that while he was doing it over, he might make the giant's coat red, and he might paint in a different name. In other words, the first banner probably was okay but the show had hired a different giant in the meantime.

**Fewer Name Freaks**

The number of name freaks being painted has declined, according to Johnson and Eisman; more and more banners are for standard attractions and novelties. From where the banner people sit, it is clear that freaks comprise a smaller percentage of the Side Show attractions each year.

Reason for this, they say, seems to be that it is more difficult for a showman to acquire an oddity. In years gone by, a Side Show operator could contact relatives of a

young attraction and come away with a relatively simple arrangement for doing business. Now more complicated procedures thru official channels are often required.

**Mostly Magicians**

With fewer individual freaks available, showmen buy more standard banner lines, especially for smaller shows. Standard panels allow for the coming and going of personnel during a season. A standard set might include a fat attraction, snake worker, magician, knife act, vent and fire. Over the years, Eisman and Johnson declare, they have painted more magicians than anything else, with snake charmers a close second.

Once an order is in and the subject matter selected, the artist gets down to actual painting. Trade secrets enter into the selection and mixing of paint. Plain white canvas is sewed into banners and fitted with hardware, then stretched tightly on large boards. This canvas, unlike that used by the palette and easel crowd, is untreated and there is a special knack to painting on it.

**Sketch, Block, Detail**

Johnson explains that he starts a banner by sketching the general layout in black ink. Over this may go a primer, and then the colors are "blocked in." By this time an onlooker can make out the idea, but it takes the important final step of detailing to give the banner its highly specialized effect.

Important to showmen is the way the banners react to sun and rain. A test of banner work is how it stands up under showground conditions, and there again the various practioners have perfected pet methods and products to insure long and brilliant life for their products.

**1920's Were Best**

The best years for banners were from 1923 to 1929, in the view of Johnson and Eisman. That is when most orders were to be had. Shortly before, carnivals had come into their own, and they originated 75 per cent of the banner business. That percentage holds good today, but earlier most banners were for circuses. The biggest job in the memory of Eisman and Johnson was the front Pete Kortez had for his Side Show on Beckman & Gerety Shows. It was a three-high line with 30 panels, 15 on each side of a 20-foot entrance banner.

Standard size for carnival banners is 8 by 10 feet, while most double-decked circus banners measure 10 by 16 or more. The John Robinson Circus once had a dozen double-deck banners measuring 12 by 24 feet, plus a doorway. Many of the double-deck, two-picture banners now measure 12 by 18, and Eisman declares this height was determined by the size of the painting boards in his studio. These were nine feet high and an 18-foot panel could be completed with two moves, while a 24-foot model required a third move.

**Recall Old Shows**

Among the passing attractions for which Eisman and Johnson have done banners were such things as under-canvas movies; '49 Camps, for which Eisman's skill at painting girls came in handy; Law and Outlaw Shows; Igorotes; Wild West Shows; the Karn fat show; Baba Delgarian's girl shows, and the DeKrekos pioneer Glass Houses, for which Johnson's ability to paint clowns stood him in good stead.

They did Snake Oid's reptile banners as well as the rag fronts for Bejano's mule-face woman, Arthur Hoffman's American Circus Corporation circuses and Lew Graham's Ringling Bros.' Side Show. They recall that Graham was fussy about his banners.

Today they produce banners for Cliff Wilson, Pete Kortez, Lew Alter, Dick Best, Bobby Hasson, Glenn Porter and other leading

carnival show producers plus almost all circuses except Ringling, which has used panel fronts for years.

**Good Oddities Draw**

Once a good attraction is found and placed in a show, a capable promoter today can play to good business, the banner people believe. But modern show-goers are sometimes more hep. While they enjoy authentic attractions and even an obvious gag, they are less frequently to go for borderline presentations.

By the same token, banner people find they aren't painting banners for attractions the shows don't have. Showmen, they say, operate on the theory that they must have something to show for each panel in the bannerline.

But for the instances when they painted banners that were more expansive than the show itself, the painters developed another trade device. If the features were on hand, the banners stressed the word "Alive." If there was a problem, they painted "Past and Present." As to the banner business itself, it's very much "Alive."

**Circus Lights**

Continued from page 82

Ringling show and then picked up another \$4,400 contract. After that the other shows hopped on the bandwagon. Nearly every show—on wagons, two cars, 10 cars or 50—was soon equipped with Bolte & Weyer lights.

**Enlists Money Man**

After selling Gentry, Weyer believed he needed financing. So he sold half interest in his operation to C. G. Bolte for \$500. But the circuses paid quickly for their purchases. Ringling paid 25 per cent down and another 25 per cent in three weeks. The McCadden show, framed to tour Europe, paid \$2,700 cash. And others were equally prompt.

Thus the Bolte money wasn't needed, but he stayed in. After six years, they incorporated, and because a third person was required, Weyer gave a share to a friend. But later that friend sold the share to Bolte, giving him control. Bolte made his son the manager, voted himself a \$5,000 salary and a trip around the world, and trimmed Weyer's salary. While on the trip, he sent a \$2,000 order from China, but after Weyer shipped it, the money was never received. Weyer challenged the new management in court and won a \$16,200 judgement. That's when he settled in Florida.

**Stays With Gas**

Weyer feels that his invention was a boon to the gasoline business. Gas sold at 5 cents a gallon because there was little demand. Shows used 20-cent kerosene for lights. Then Bolte & Weyer lights, as well as early automobiles, created demand for gasoline. When he left the light business, Weyer stayed in the gasoline business, opening the first drive-in gas station in Jacksonville in 1915.

And good timing it was when he sold out of the light firm because electricity soon gave gas lights their worst jolt. In short order shows used their Bolte & Weyer equipment only for a few special uses on the lot and at the runs.

**'54 Profits Down For Coca-Cola Co.**

ATLANTA, April 2.—The Coca-Cola Company reported net earnings during '54 of \$25,943,845, compared with \$28,209,242 in '53. For the fourth quarter ending December 31, the firm rang up a net profit of \$4,731,207, compared with \$5,171,902 during the same period a year earlier.

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c/o The Billboard Cincinnati 22, O.

# Al Sweeney Sets Tie-Up With Sinclair Oil Co.

CHICAGO, April 2.—National Speedways, Inc., has entered into a promotional tie-up with the Sinclair Oil Company that will go into effect at a number of the organization's major auto race dates this season, Al Sweeney, president of NSI, announced.

The hook-up with the gasoline firm includes the services of Sinclair's "Voice of the Speedway," Bob Streeter, who will assist NSI staffers at a number of its race meets.

**Ad Tie-In.**  
The big firm will also provide newspaper, radio and television advertising and will post auto race paper on its one-sheet boards at

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gasoline stations in towns where races are to be held. In addition, banners will be strung in those areas.

First race under the tie-in arrangement will be the Iowa Futurity, which will be held at the Iowa State Fairgrounds, Des Moines, on June 5. Sinclair has posted an additional \$500 prize money for that event.

Sweeney said that this was the first of several commercial tie-ins with national automotive firms that is in the making.

Sweeney and his general manager, G. J. (Moke) Cosby, will establish headquarters in Des Moines about April 10 to begin the advertising and publicity campaign for the Futurity.

# Heavy Snow Smothers Vt. Sports Show

BURLINGTON, Vt., April 2.—an unseasonable and heavy snowfall paralyzed traffic and the concluding two days of the Sports Show which closed Sunday (27) in the Auditorium.

The days lost to the weather were the important ones. Last year on Saturday promoter Gene Barron had to stage the talent program twice to take care of the crowd.

Concessionaire A. Hymes reported the event started off good, although little is expected on the opening three days. Last year the show ran early in April and, although rain was encountered, attendance was excellent.

## Carnival Routes

Send to  
2160 Patterson St.  
Cincinnati 22, O.

(Routes are for current week when no dates are given. In same instances, possible mailing points are listed.)

- A. & D.: Sumter, S. C.
- American Midway: Victoria, Tex.; Potest 12-16.
- Blue Grass: Pensacola, Fla., 9-16.
- Bogle, F. C.: Pittsburg, Kan., 7-16.
- Borderland: Victoria, Tex., 4-10.
- Burke, Harry: Baton Rouge, La.
- Capital City: Valdosta, Ga.
- Crafts Expo.: San Gabriel, Calif.
- Dickson United: Ringling, Okla.; Tishomingo 11-16.
- Drew, James H.: Gaffney, S. C.
- Dumont: Douglass, Ga.; Hawkinsville 11-16.
- G. & B.: Mason City, W. Va., 8-16.
- Gentsch, J. A.: Laurel, Miss.
- Gold Medal: Atlanta, Ga., 11-16.
- Hale's Shows of Tomorrow: Kansas City, Kan., 1-17.
- Hamen, Bill: Port Worth, Tex., 11-16.
- Harrison Greater: Columbia, S. C.
- Interstate: Albany, Ga.; Warner Robins 11-16.
- Keystone Expo.: Springfield, S. C.
- Manning, Ross: Kinston, N. C., 9-16.
- Midway of Mirth: Mound City, Ill.
- Milliken Bros.: Alma, Ga.
- Norton's Rides: Altus, Okla.
- Powelson Am.: Newark, O., 9-16.
- Raley Bros.' Expo.: Beaufort, S. C., 4-16.
- Rocky Mountain Empire: Plainview, Tex., 7-14.
- Southern Valley: Lake Charles, La.
- Southern Valley: Hope, Ark.; Little Rock 14-23.
- Stephens, C. A.: Homerville, Ga.
- Strates, James E.: Washington 7-16.
- Tassell, Barney: Fitzgerald, Ga.
- Tennessee Valley Am.: Jackson, Tenn.
- United Expo.: St. Louis.
- Virginia Greater: Suffolk, Va., 11-16.
- Wade Greater: Cleveland.
- Wolfe Am.: Spartanburg, S. C.

## R-B PREEM NOTES

# La Monroe Stampedes Photogs at Premiere

NEW YORK, April 2. — The Arthritis and Rheumatism Foundation benefited heavily from the Ringling opener in Madison Square Garden on Wednesday (30), with the full house crowd drawn largely by names lined up for Mike Todd's "Dream Circus."

A long list of popular personalities appeared during the holidays spec but made individual entries instead of parading around as in recent years. Emsee Milton Berle introduced each guest and the following artist did not come on until the preceding one departed. The whole segment lasted an hour.

Stars who appeared were Marilyn Monroe, Dave Garroway with J. Fred Muggs, Jeanette MacDonald and Gene Raymond, Phil Regan, Red Buttons, Catherine and Arthur Murray, James Cagney, Sonja Henie, Eileen Barton, Bess Myerson, Sammy Davis Jr., Martha Raye, Ray Heatherton (The Merry Mailman), Terry Moore, Jinx Falkenberg, Julius La Rosa, and the Copa Girls.

**Lush Job for Schmitt**  
Capt. Hugo Schmitt, head elephant trainer, drew the choice assignment at the premiere. With photographers creating a mob scene as scantily-clad Marilyn Monroe rode around the arena on a pink jumbo, Schmitt's view was the best and the longest, since the job of leading the animal was entrusted to his care.

**House Nearly Turned Out**  
It was close to midnight before the stars did their bits and the circus could settle down to business for the second half of the show. But the Big One's personnel almost never got a chance to finish the program, for Berle was all set to turn out the house. Quick intervention prevented him from sending everyone home for the night.

**Photogs' Paradise**  
The Monroe appearance was as dramatic as could be. About 200 shutterbugs swarmed over the ring as she entered, and surrounded the elephant as it slowly plodded around the arena. Less than half of the cameras were held by working photogs. Every kind of photo equipment from box camera to expensive movie job was in use.

**Berle Dominates**  
"Ringmaster" Berle dominated the star portion, as he did the earlier workout and everything else he came in contact with, both backstage and out front. The only consolation for Count Nicholas, the

Big One's emcee, was that "at least my uniform fits properly; it was made for me."

**Press Crew Formal**  
Press chief Ed Knoblaugh and his crew were formally attired. Their job of publicizing the Big One was tougher than usual because the Jelke trial was eating up columns of newspaper space and the opening also coincided with the awarding of Oscars in Hollywood.

**Wathon on Hand**  
Stanley W. Wathon, who has booked many of the acts and their parents before them, was much involved, as usual, in the dressing areas. An accomplished linguist, Stanley is a valuable aid when it comes to getting messages across to the newly arrived acts.

Clown Otto Griebing appeared to have copped the photo honors in the Joey department when he posed with Mayor Wagner and his family.

## Displays Model Park

PITTSBURGH, April 2. — A Pittsburgh resident, Frank Salisbury, has built a "One-Man Coney Island," miniature mechanical amusement park, which was featured on the cover and in a story in The Pittsburgh Press March 27.

**Circus Routes**  
Send to  
2160 Patterson St.  
Cincinnati 22, O.

- Beatty, Clyde: Los Angeles 5-10.
- Cristiani Bros. & Bailey Bros.: Texarkana, Ark., 9; Marshall, Tex., 11.
- Cole, Geo. W.: Grand Saline, Tex., 5; Sulphur Springs 6; Farmersville 7; Celina 8; Whitesboro 9; Muenster 10; Decatur 11; Nocona 12; Marietta, Okla., 13; Wynewood 14; Konawah 15; Prague 16; Davenport, Orrin: Columbus, O., 11-16; Duluth, Minn., 18-23.
- Hagen Bros.: Henderson, Tex., 5; Jacksonville 6; Palestine 7; Waxahachie 8; Denton 9; Ardmore, Okla., 11; Pauls Valley 12; Ada 13; Shawnee 14; Norman 15; Oklahoma City 16-17.
- Hamid-Morton: Harrisburg, Pa., 18-23.
- Mills Bros.: Jefferson, O., 16; Warren 18; Salem 19; Painesville 20; Canton 21; Wooster 22; Shelby 23.
- Polack Bros., Eastern: Clarksburg, W. Va., 5-6; Madison, Wis., 11-12; Canton, O., 14-16; Akron 18-23.
- Polack Bros., Western: Santa Rosa, Calif., 11-12; Oakland 14-24.
- Ringling Bros. and Barnum & Bailey: New York 5-May 6.
- Von Bros.: Great Falls, S. C., 5; Winnsboro 6; York 7; Clover 8; Bessemer City, N. C., 9; Forest City 11.
- King Bros.: Macon, Ga., 9; Augusta 11; Athens 12; Decatur 13; Dalton 14; Chattanooga, Tenn., 15; Tullahoma 16; Nashville 18.

## Miscellaneous

- Hittier's Car: Lamesa, Tex., 5-6; Odessa 7-9.
- Magnum the Magician: Monterey, Ind., 5; Tippecanoe 6; Bremen 7; Knox 8.
- Merchants' Free Circus & Palace of Wonders: Three Rivers, Tex., 5; Beeville 6; Rockport 7; Seadrift 8; Taft 9; Fort Isabel 10; Harlingen 11; Edinburg 12; Palufurrias 13.

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## Ice Shows

- Holiday on Ice, International, No. 1: Hannover, Germany, 5-7; Berlin 9-24.
- Holiday on Ice, International, No. 2: Bangkok, India, 5-20; Japan, thru August.
- Ice Capades: Port Worth 7-12; Kansas City, Mo., 14-20.
- Shipsteads & Johnson's Ice Polies: Minneapolis 5-17; Milwaukee 19-24.

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## OUT IN THE OPEN

Lou Dufour, of St. Louis, former prominent outdoor figure who is now successfully operating in the motion picture field, spent last week in New York on business, then headed for Chicago. . . . Frank P. Duffield, head of Thearle-Duffield Fireworks Company, Chicago, was a New York visitor last week. . . . J. W. (Patty) Conklin, Mrs. Conklin and son Jimmy are returning this month from a round-the-world cruise.



## Michigan Club Honors Kelley, Don Swanson

DETROIT, April 2.—Two leading Michigan fairmen were extended top honors by the Michigan Showmen's Association with their selection as new honorary members who can be elected each year under the constitution. Recipients of the honors were Harry B. Kelley, secretary-manager of the Hillsdale County Fair and long-time secretary-treasurer of the Michigan Association of Fairs, and Donald L. Swanson, new secretary of the Michigan State Fair. Appointments were made by William H. Green, MSA president.

## Taber, Alta., Picks Bartram For 14th Term

TABER, Alta., April 2.—H. H. (Mike) Bartram has been elected to his 14th consecutive term as president and chairman of the Taber Rodeo Association.

Vice-presidents are Ural M. Lawrence and Peter Lindquist and treasurer is Fred M. Pritchard. Jack Hamshaw was named secretary to succeed G. A. (Jerry) Jenkins who is leaving the town.

The 14th annual rodeo will be held May 23-24.

Gayland Shows are signed for the midway. Org will provide \$50 in prize money and a trophy for the best amateur saddle bronk rider. Garrett Shows and Royal Canadian Shows were unsuccessful bidders.

## Revive Rodeo At Lethbridge

LETHBRIDGE, Alta., April 2.—A rodeo will be featured for the first time in four years at the Lethbridge and District Exhibition, June 27-28.

"We're bowing to public pressure to re-establish the rodeo as part of the fair," said A. W. Shackelford, president of the exhibition board.

The rodeo will be presented by Orval Zumwalt and Bud Lake, of Missoula, Mont. Zumwalt, who won his first bronk riding contest at the age of 13, has been active in the rodeo business for 25 years. Lake, prior to 1950, had been a partner in the Hellgate Rodeo Company.

## Georgia's De Kalb Co. Annual Calls It Quits

PANTHERSVILLE, Ga., April 2.—De Kalb County Fair, which has been staged here for the past 13 years, will not be held this year. Thomas M. Callaway, president of the De Kalb County Chamber of Commerce, in making the announcement, said "Existing facilities at the fairgrounds here are not adequate to hold the big industrial exhibits wanted at the fair."

## Saskatoon to Spend \$300,000 on Grounds

SASKATOON, Sask., April 2.—More than \$300,000 will be expended on the Saskatoon Exhibition plant before the annual summer fair, July 25-30.

An industrial and agricultural building is being built at a cost of \$250,000; a drainage system for the grounds will cost \$25,000; two

## ESE Chooses Sazani for Pageant Mgr.

WEST SPRINGFIELD, Mass., April 2.—The appointment of Demetrios A. Sazani of New York City as director of the Eastern States Exposition's Governor's Day Pageant for 1955 has been announced by General Manager Jack Reynolds. Sazani is a native New Yorker who has created pageants and parades for such diverse groups as the National Safety Council, the Cincinnati Sesquicentennial, the Coney Island Mardi Gras, and the Green Independence Day Parade held annually on Fifth Avenue in his home town.

The Exposition this year will put on a 90-minute pageant in the Coliseum before the governors of the six New England States. Floats depicting various phases of life in New England, youth activities at the Exposition, and industrial and agricultural themes, will be interspersed with drum and bugle corps, marching groups and color guards to dramatize the hour-and-a-half-long presentation.

The floats to be previewed in the Governor's Day ceremonies in the Coliseum will also be used in a daily parade to be held over a mile-and-a-half course on the Exposition grounds each noon.

## N. H. Solons Up Race Tax

CONCORD, N. H., April 2.—The New Hampshire Legislature has passed an administration-sponsored measure to increase the Rockingham race track pari-mutuel tax from 5 to 6 per cent of gross wagers. This tax furnishes aid for the State's agricultural fairs.

## Lacombe, Alta., Will Continue

LACOMBE, Alta., April 2.—A decision made last December to disband the Lacombe Agricultural Society and to transfer all assets to the Lacombe Board of Trade and Agriculture has been rescinded and the org has been reinstated.

Officers elected were: President, L. P. Ditzler; vice-presidents, J. F. Cole and Arthur Baur; secretary-treasurer, Ralph Greene. The society will sponsor a farm and home improvement program.

## Danbury Sets 18 Summer Race Events, Harvest Theme

DANBURY, Conn., April 2.—A total of 18 auto race meets on consecutive Saturday nights are planned for the Danbury Fair. C. Irving Jarvis, assistant general manager, said that the race season would get under way on Saturday, May 21, and extend thru September 17.

Stock cars will be featured and presented under the direction of the Southern New York Racing Association. The Danbury race programs in past years have been among the most successful in the area.

"Golden Harvest" has been

## ORANGE SHOW TABS 268,839 TO TOP 1954 ATTENDANCE

24,778 See George Gobel One-Day Stint; Holter Animals, 'Dancing Waters' Score

SAN BERNARDINO, Calif., April 2.—Two records—a new day attendance and a complete run without rain—were set by the 40th annual National Orange Show, which closed its 11-day run here Sunday (27). Pulling a total attendance of 268,839, the exposition ended with an increase of 4,743 over 1954.

George Gobel, television comic, added to the increase with his Tuesday (22) appearance pulling 24,778 visitors, compared with 12,217 that same day in 1954. The total for the comic was increased in the final audit for the figure was originally reported as 22,067. The Tuesday mark to that time was

21,359 when Bob Hope broadcast his show from the grounds.

According to Earl E. Buie, secretary-manager, the event started strong and had a lead of over 700 on the opening day over last year's debut. The record day of 51,979 came the first Saturday, by-passing the first Sunday in 1947 when a mark of 50,744 was chalked up. The 1954 figure was 45,074.

Cold Hurts  
The first Sunday (20) might have held up better to exceed '54's 40,039 had it not been for cold nights. With the surrounding mountain topped with snow, breezes after mid-afternoon were chilled.

During the 11 days, which started March 17, about a week ahead of the usual run to avoid bad weather, the show was ahead of its comparative 1954 dates on five occasions. At the end of the sixth day, during which it had beaten the previous year four times, the attendance cushion was approximately 12,000.

After Gobel's appearance, the gate dropped for three days. Attendance shot up to 49,388 the second Saturday, to beat the 1954 mark of 44,267. The finish with 32,790, was down from last year's 40,183. The 1954 total was 264,096. The record year was 1949 with 290,699.

### Holter Scores

The Orange Show's management went all out this year to fill the early evening lull in activity. One of the attractions aimed at bringing in early patrons and keeping the afternoon ones was Gene Holter's Wild Animal Show in the stadium. During the week, Holter gave a mid-afternoon performance and one starting at 7 p.m. An extra charge was made for this attraction.

An extra charge, new in the Orange Show policy, was made for "Dancing Waters," which was spotted on the independent midway. Business was brisk for this attraction. The nut was covered within the first five days, a reliable source said.

The free show in Swing Auditorium was booked for the second successive year by Scheppers Bros. Theatrical Agency here. Talent featured included Connie Boswell, Martha Tilton, Ginny Simms, and Tennessee Ernie Ford in addition to Gobel, the latter in for one day only.

### Aerialists

The Klines Kings and Queens of the Air were featured twice daily over the lagoon.

Crafts Shows played the midway with a striking set-up. Four-abreast Ferris Wheels were used at the entrance.

Pat Treanor & Son had the novelties on the independent midway for the 30th year. Alex Freedman had the novelty concession on the Crafts midway.

## Fredericton Repeats Races

FREDERICTON, N. B., April 2.—The Fredericton Exhibition Ltd. will again conduct night racing each Thursday evening from mid-June thru the last week of August. Climax of the harness season will be three afternoon cards during fair week, September 5-10.

## Jacksonville, N. C., Contracted by Rumley

JACKSONVILLE, N. C., April 2.—C. R. Rumley Enterprises have closed a five-year contract to operate the Onslow County Fair here. C. M. Rumley announced this week. Contract was closed with sponsoring American Legion, Junior Chamber of Commerce, Firemen's Club, and the Veterans of Foreign Wars. The county will be closed to carnivals except during

## Mich. State Maps Attraction Plans

Extend Rodeo, Drop Thrill Show; Mills Brothers May Head Aud Show

DETROIT, April 2.—The Michigan State Fair will make few changes in its attraction policy this year, it was announced here by Donald L. Swanson, new secretary-manager. Swanson was named to succeed James M. Hare in the management post when the latter was elected secretary of state in Michigan last fall.

Staffers concerned with entertainment and public relations were all reappointed this week. Included were Don Ridler, director of entertainment; Graham Overgard, music and parades, and Dick Frederick, advertising and publicity. Polly Luers will again head up the fair's home arts.

In making the reappointments, Swanson said, "We have a going concern at the present time and it would be unwise to change it."

### Extend Rodeo

One change will be the extension of the rodeo program, with Colonel Shelby tentatively set to return as producer. The Wild West event will be held nine days, two more than last year. Auto thrill shows, which have provided from three to five performances in recent years, have been dropped to make

way for the extended rodeo program. Also pared is the auto race schedule. One race, instead of two, will be run, with the meet scheduled for the fair's final Sunday.

Ridler's program in the Coliseum will again feature recording artists with the Mills Brothers tentatively contracted for the entire run.

### Kid Pitch

Swanson plans to build up more family interest in the fair this year. One method will be thru the installation of a children's barnyard exhibit. This will tie-in with the six-horse hitch and the space ship that provided free rides for youngsters last year. Both were under auspices of commercial exhibitors.

The fair management currently is centering interest on the progress of the bill before the Legislature that's designed to remedy the long-standing problem of dual control of the fairgrounds. Plant's administration is now divided between the Department of Agriculture and the fair board. The bill, which is getting bi-partisan support, would set up an independent State Fair Commission that would have full control of the property all year. Swanson pointed out that this commission would be strictly for the operation of the Detroit fair and would have no jurisdiction over any other fair in the State.

## Elgin, Ill., Event Moves to New Site

ELGIN, Ill., April 2.—The Kane County Fair, which has been held here for years, will be moved to St. Charles for this year's run. Event will be held at the livestock center there due to its more central location.

A. J. Yates, Geneva, was elected president of the fair, succeeding Ralph McKenzie, who held the post since 1950. Other officers are Merrill Howard, Mooseheart, vice-president; Richard Barney, general secretary, and John White Jr., Batavia, treasurer.

## Harrington, Del., Event Starts 300G Grandstand

HARRINGTON, Del., April 2.—Construction has begun here on a new \$300,000 all-steel grandstand for the Kent and Sussex County Fair with completion date set for June 15. The new stand will seat 4,500.

Footings and foundations were almost completed this week and steel will start to rise by the middle

of April. The grandstand will be a combination design, suitable for the fair and also a 30-day horse race meet with pari-mutuels in September. Gaylor R. Lewis, fairgrounds architecture, designed the stand.

Fair is scheduled for July 25-30, it was announced by T. B. Holloway, manager.

adopted for the 1955 theme, Jarvis announced. John W. Leahy, general manager, each year adopts a theme for the publicizing of the fair.

### Steele Troupe Back

Buck Steele's Western troupe will be back as a featured grandstand attraction. This year, however, the troupe, billed as Wild West, will be featured on the opening weekend, replacing the auto thrill show presentation in the past two years.

On opening Saturday and Sunday the Steele show will be presented for \$1 for adults, including tax, and 50 cents for children. On weekdays the grandstand will be free.

Stock car racing is scheduled for the closing Saturday and Sunday matinees. Admission will be charged. No night shows are scheduled since the fair ends its activities each day at six o'clock.

The I. T. Shows are returning to the midway for the third consecutive year. Show units arrive as much as a week in advance providing ample time for refurbishing of units, if needed.

A building program, outlined by Leahy, will get under way shortly. Plans call for the erection of new buildings on Grandstand Row North.

new cattle barns costing \$25,000 are going up; \$3,000 is being spent on renovating a building for farm boys and girls camp delegates, and a site is being developed near the grounds for use as a parking area.

Manager S. N. MacEachern estimates attendance this year will be better than 174,000, an increase of 50 per cent over last year.



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### FRANK WYLIE'S VIEW

# Good Salesmanship Held Lacking in Outdoor Field

By FRANK WYLIE  
Manager Special Events,  
Dodge Division, Chrysler  
Corporation

**T**HE general decline in many parts of outdoor show business must be charged against a single fault—lack of good salesmanship on the part of attractions, fair managers, booking agents and concessionaires. They have accepted a complacent and false philosophy that the fair or attraction will sell itself, and have lapsed into the laziness of routine behavior and a lack of flair-fashioned promotion. They have failed to recognize the demands for new material, the competition of new forms of entertainment, and the strong appeal of the unique promotion.

Today's fairs have their greatest opportunity for development. But neither fairs nor shows have a chance unless they are modified and sold in the current buyers' market.

A man or woman can sit comfortably at home, twist a dial and see and hear the best of entertainment—FOR FREE! Outdoor business must really sell if you are to disturb the convenience and luxury of home. Why should anyone battle traffic, parking lots, dusty fairgrounds, uncomfortable seats and

the weather—and then pay money to see your show?

**Promotion-Co-Operation**

The booking agent, attraction, publicity man and fair must cooperate to promote, stage, and sell a good show. Any lack of cooperative effort will put rust and cobwebs on the turnstiles or ticket boxes.

In order to support these statements, I should like to discuss both fairs and thrill shows. I chose these mediums as examples of show business—alho the suggestions, comments and criticisms are equally applicable to other forms of outdoor entertainment.

If these remarks seem brash and overly critical, it is because I have listened carefully and now quote a consensus of opinions. I sincerely hope that the following will make a definite contribution to the present and future success of this business.

At conventions, fair boards meet, party and buy acts. This good fellowship is important and vital to the fraternity of your business. But do you take full advantage of your opportunities? Do you favor your personal interests in performers and shows to the detriment of the business? Do you allow bad or irresponsible acts to continue because you are too proud to admit last year's mistake? Do you take the time to discuss fully your problems and opportunities—or do you concentrate solely on glossy reports of last year's success? Do you really discuss the types of en-

tertainment your customers preferred, and analyze the reasons for their success? Are you really making the most of your excellent associations and the fine opportunity for group discussion of the past, present and future of your business?

**Big Business**

Fairs are big business and should be operated accordingly. The association, or board, should not try to select the acts that each prefers but should select qualified managers (entertainment specialists) to direct each phase of fair activity.

Your fair is the event of the season, the culmination of many months of work by men, women and children. The success and future of Grange, 4-H and Future Farmer activities center about the awards which are made at your fair.

Recognize your obligation to provide good, high quality entertainment for the whole family. Exclude all smut and filth from your midway, grandstand and attractions. The good attractions don't have to "stoop" to conquer.

Are you taking full advantage of this magnificent opportunity? Do you exercise every judgment and test before you purchase an act? Are you in show business just one week a year—and still classify yourself as an expert? Can you really select a good attraction from a few still pictures? Or, do you really make a full study of each attraction; check your findings with other fairs who have booked the

*(Continued on page 90)*



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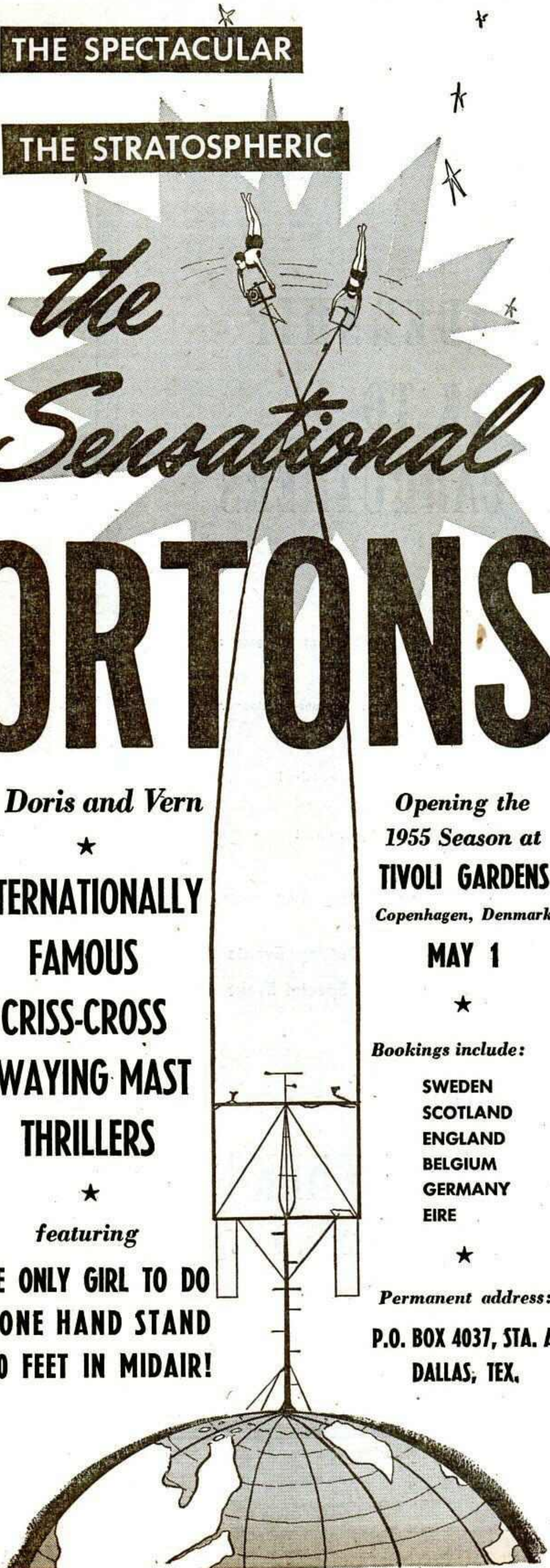
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## FRANK WYLIE'S VIEW

### Fairs Held Lacking Good Salesmanship

• Continued from page 88

attraction, and whenever possible preview the act?

#### Documented Sales

Do you buy on reputation and friendship alone, or do you demand a full explanation and documented sales talk on each act? Are you giving serious consideration to the value of all acts, or do you purchase one outstanding unit and "economize" on the rest?

Many years ago John Ruskin wrote, "There is hardly anything in this world that some man cannot make a little worse and sell a little cheaper, and the people who consider price only are this man's lawful prey." This statement deserves careful and constant consideration!

Do you give full consideration to the legitimate over-all costs of a first class attraction? Do you expect a good attraction to handle current costs, while you buy at prewar prices? You want good, responsible entertainment, but are you willing to pay the necessary price? Do you bleed an attraction "this year" and casually forget your promises and switch the following year?

Do you recognize the advantages of an attraction, such as a thrill show, which is associated with a national concern? Do you appreciate the extra advertising and promotional benefits which such association gives your fair? This extra, free-to-you, value should be carefully considered when you select your attraction. Are you really buying the value of a good attraction, or do you buy price and hope for quality?

#### Selling Fair

Do you expect the booking agents and acts to know that you have the best fair, or do you really sell your fair? Perhaps you are building a new fair, or rebuilding an old one, but in either case you must sell your fair if you are to obtain the best entertainment. Do you send a monthly fair newsletter to community leaders? Do you have a balanced promotional and news release program which reminds people of your fair throughout the year?

Do you have a balanced fair? Are you concentrating on the agricultural side and forgetting the industrial and entertainment phases? Do your community exhibits and events or your domestic sciences get as much recognition and attention as your dairy or grandstand show? Do you select an attractive midway that will give good entertainment in return for a reasonable profit?

Or do you sell your indoor and outdoor space effectively? Do you use an attractive brochure to sell your facilities? Have you investigated the full potential of indoor and outside industrial display, and are you capitalizing on this great new avenue of profit? Two years ago we toured the country looking for locations to stage a 10-to-40-thousand square-foot industrial exhibit which represented good fair revenue. We had to look for the fairs! Hotels and auditoriums, however, called us.

#### Future Plans

What are your real plans for the future of your East Water fair? Do you expect the fair to grow like Topsy, or do you have a step-by-step plan for the future? Do you know the costs of your planned improvements? Do you have a set objective, a number of improvements, which are to be done each year? Do you know which departments yield the revenue and how you will obtain the necessary funds for improvement?

Does your fair have a bright and

inviting appearance? Do you have bright pennants, good lighting, easily read directional signs and attractively painted buildings? Are your ticket booths prominently located or are they hidden away under a drab and poorly lighted grandstand? Bright lights, good sound systems, attractive colors, good signs, a well prepared track, clean grounds are great salesmen. Let them help you.

Now, Mr. Attraction Supplier, for a discussion of attractions and the contribution that they may make.

Why should a fair manager book your attraction? Are you better than your competitor and ready to substantiate that belief?

Are you really prepared to sell your attraction? What do you know about East Water and the East Water Fair? Why should they buy your thrill show, rodeo, ice show, greyhound race, grandstand revue or auto race? Do you plan to help the fair obtain a balanced program, or do you just sell your attraction, grab the contract, and run?

#### Convention Questions

Have you transformed your convention, hotel space into a pleasant salesroom equipped with all your current material? Do you have a "sell-package" that the secretary can take home to his committee which will either help him sell the attraction or support the wisdom of his buy?

Are you really going to provide the full show you sell, or will last minute considerations (a better date), weather, track conditions, etc., delete important acts? Will you detail the numbers of personnel, equipment, etc., or do you avoid this and split-date (two poor shows instead of one good one) to cover two dates? Do you really sell the value of your attraction, or do you cut prices? The cut-price show is quickly classified as a cut-rate, lower class value. Instead of a feature, you are, at best, a filler.

Are you really contracting in good faith, or are you signing every possible date with the hope that you can cancel the little dates in favor of bigger ones—or get a similar troupe to handle the smaller dates? If you have to cancel (and the reasons should really be good—and honest), do you give notice at an early date, or do you stall and then do a "no show"—or blow the date?

If you can't play the fair, do you recommend a good alternative or even competitive attraction? You may want, or need, the date again and a poor attraction can spoil your chances.

#### Route Problems

Do you stop and analyze why your route is changing, or why you should (or have to) develop new areas? If you lose a key date,

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do you find out why? Do you accept the loss, or do you predate the fair with a still date— just to take off the edge and inflate your tottering ego?

Do you treat the manager or secretary as a customer—or do you buttonhole him as you would a rube? Do you treat the manager the same—when you meet him at the fair as you did at the time of the convention? Finally—do you really sell, or do you try to decommission the secretary and defame all other attractions and performers?

Many a good fair, or attraction, is losing out because there is a lack of good, hard-selling promotion.

Radio, TV, parades, newspaper, bill posting, and word-of-mouth are your mediums. Plan your over-all campaign well. Make full use of every media. Keep the public interested in your fair thruout the year. Look for all the possibilities to publicize your attraction and performers thruout the year. If you're not prepared to do the full promotional job—make way for those who are. Put this work in the hands of the most capable people you can find, not the has-beens. Demand and purchase the best promotion you can get. You can't afford to do less!

**Flair Promotions**

Recall the old flair-fashioned promotions of the past. They're new to thousands of your customers. They're effective on those who have forgotten. Pull all the stops and promote with every new, old and refurbished technique in the business.

Show business provides automatic membership in a fraternity which enjoys particular freedom from routine economic consequence. True, you gamble everything against the weather—and sometimes lose. But, a new year, a new name and you're off to the races. An attachment against the

old name of the attraction, act, or show is of little legal meaning and you are free to move on. What are the real consequences? Can a fair manager afford to be embarrassed by such unfavorable publicity? What does the fair board think of a manager who buys acts that are poorly managed? Will a fair rebook your show after such embarrassment?

In all spectacular attractions there is a constant element of danger and risk. In order to protect both fair and attraction, every precaution should be taken to insure the greatest possible safety. Attractions which rely on local help, especially minors (which are prohibited in most insurance policies), or which place young daredevils in unnecessary danger should be eliminated.

**Damage Award**

Today's courts are making substantial liability and damage awards. Many fairs are rightly concerned about proper and complete insurance coverage for every type of show. If you wish to prove your poor business judgment and gamble on a false economy—then hedge on your insurance. If you wish to be a good businessman, select a good agent and make certain that your coverage is adequate for every contingency. Pay premiums regularly and when you sell your attraction, sell the safety of your insurance. Explain how it protects the fair. And make sure that the duplicate policies, riders, or notices reach the fair well before the fair opens.

Several months have passed, Mr. Attraction Supplier, since you buttonholed the fair manager, or committee member, and convinced him that yours was the only attraction in the world. He has now returned to East Water and realized that perhaps the first money, or percentage, or flat was a trifle high. Perhaps a competitor has pulled a still date at the nearby race track

to steal the interest from your show.

Enter your hero, the advance man. In many cases he's an old stakeholder, an ex-thrill-show ramp hand, or an ex-phone man from a boiler room. Or, if you are a lover of youth, this advance man is a young relative or a kid out of school for the summer. This is the man who represents your show. Is he really capable of pacifying the manager and board? Will he carefully integrate his plans with the fair publicity man or will he fight the fair at all turns? Is he a capable publicity man who can arrange good newspaper, radio and TV coverage? Can he guarantee guest appearances and interviews for your stars?

**Guest Interviews**

Are you interested enough in the fair to do a guest interview (to help boost the fair) after you have played your matinee? Does your advance man have to double as your bill poster? Does he have enough time and adequate funds to promote your attraction at The Great East Water Fair? Or does he borrow funds and promise payments in a whirlwind morning campaign. Is the advance man sober and reliable—or does he have a few beers and tell the townsfolk what a jerkwater place they live in, while describing your fair as a Punkin Fair? Can he entertain the local press or must he duck both them and last year's bills?

If you don't use your own advance man, supply the fair with the best current material. Provide enough copies to service all the papers, radio and TV. Make arrangements to obtain the good local slant that will sell your show.

Next to you, the advance man can be the most important man in your troupe. If he's good, the date will be good—and yours. If not, you better plan a new route for a couple of years. Maybe they'll

switch boards and someone will forget.

The manager or secretary represents the conservative business leaders of East Water who form the fair board. He also represents the populace of the area. After many months of careful planning the fair is open; the grandstand is filling up; and all eyes are on your thrill show. Will you make the manager and board proud of their choice—and anxious to rebook you for next year?

Are you really ready to start on schedule or will you penalize the crowd while you ballyhoo the grounds and try to build your gate?

Is your show ready? Are you guessing, or have you really checked all the details? Are your ramps newly painted and fresh in appearance? Are all of your personnel well dressed in clean uniforms and do they have clean shoes? Are the major pieces of equipment properly placed or will you have to "fill" or stall until you set the track? Are all your vehicles attractively placed in the infield? Are you ready to present a full line of well polished automobiles in first class condition? Do you have at least nine new cars, or will you try to skip by with only three or four old models? Do all your performers know exactly what part they will play in today's program, or will there be a lot of shouting, pointing and last minute confusion?

Remember, no one at East Water cares about your yesterdays. They care only about their today. In their minds you're only as good as your present turn at bat—and singles will not thrill the crowd. What homers have you planned?

**Advance Work**

You have booked the good East Water Fair, done a good job of advance work, planned your attraction well, and now you bank everything on your announcer. If he is good, an average show will

seem outstanding; a good show, sensational. Have you made the best you can obtain, or have you skimped to save money and selected a combination advance man, bill poster and announcer.

Does your announcer take pride in every performance? Does he really sell the show or does he wander along in a monotonous repetition of yesterday's spiel? Have you taken the time to make sure that he understands the difficulties and dangers of each act? Does he really sell the people who have never seen a thrill show or does he falsely assume that they know all about the business? Does he interject comments of local interest? Can he handle an unavoidable delay with a pleasant, and preferably humorous, chatter? Can he see well enough to describe the act as it is being performed—or does he mumble on in a routine fashion? Certainly there is nothing which hurts a show more than an off-beat announcer who describes great danger in moments of absolute tranquility.

Do you have someone who is trained to take over if your announcer is sick, or do you believe that any rampman can handle this job? You may have been a great announcer yourself, but you have to keep at it to be good.

A good announcer is 50 per cent of your attraction. Make sure you have the right 50 per cent!

Your performance is measured by the way you book (or buy) an attraction; the manner in which you honor the every detail of your contracts; the accommodations you proffer the fair (or attraction); and the entertainment you promote and stage. Whether you manage an attraction or a fair, your jury is the same: the customer. Your co-operation, careful planning, enthusiastic salesmanship, good promotion, and excellent performance are the only keys to your future.



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## DEMAND GOOD

# Tent Makers Busy As Big Year Looms

**R**ISK production and delivery activity at the major tent companies supplying outdoor shows is underway this spring, with the volume of business in most cases

running ahead of '54. The rush follows the winter selling season during which sales personnel chalked up some of their best orders in years.

Carnival, circus and park units are naturally the big purchasers again this year but other users of tents, such as theaters-in-the-round, evangelists, major soft drink firms and department stores are becoming more important customers.

The supply situation presents no problem this spring, as contrasted to several years ago when government orders were taking considerable quantities of canvas off the market. There is still some buying for the armed forces but such purchases can be handled without disturbing the normal civilian supply.

### Supply Stable

The stable supply situation is reflected in prices, which generally, are unchanged from a year ago. In some instances, tent makers are quoting prices slightly higher. One figure prices will be up a mere 1 per cent, this rise the result of higher labor costs.

Sales to carnival this year is an indication that shows are building up their back ends. Many shows will boast new tops and banners. And in addition, more than a few carnivals will hit the road this season with new Merry-Go-Round tops and new coverings on various other rides. Concessionaires too, are active buyers this season.

Circus-wise the usual number of tan bark operas will be sporting complete new sets of canvas. Big tops and marquees in good numbers are either on order or have been delivered to the various shows.

Kiddielands, heretofore not big buyers of tents and banners have developed into fairly good customers. Colorful colors to increase the flash and thereby more of the trade going by is the latest trend so far as the moppet park operators are concerned.

One of the largest orders at O. Henry Tent & Awning Company, Chicago, is for practically all new canvas for the back end of Penn Premier Shows, to replace that shredded last fall by Hurricane Hazel. Included are new tops, for the Side Show, Merry-Go-Round, Motordrome, kiddie rides as well as a new entrance marquee.

The Chicago firm, which now has veteran banner painter Fred Johnson on its staff, is doing a big business in banners for many shows. Included among its orders are new Side Show fronts or banners for Charlie Hodges, Clyde Beatty Circus, Colonel Lew Alter, Blue Grass Shows and Thomas Joyland Shows. New banner lines have also been made for Penn Premier and Bernard & Barry Shows. The Thomas organization will also have a new top for its Side Show.

World of Mirth Shows has ordered canvas for a new attraction it will present this year and Bucky Allen of that show will dress up his Arcade and concessions with new tops. The Merry-Go-Round of Royal American Shows will sport a new top. New canvas for that show's Motordrome is being processed at O. Henry.

Others new tops have been ordered for Leo Carrell's monkey unit, Clif Wilson's Glass House on the Royal American Shows, Duke Jeanette's Unborn, Johnny Miller's ball games on the World of Mirth and concession canvas for Joe Murphy, of Dallas, Chuck Moss and Danny Dell. Johnny Denton's Gold Medal Shows will also receive much new canvas for its rides and shows.

### Hunt Banners

Hunt's Bros.' Circus will go out this year with a complete new banner line, including six banners and an entrance banner plus a large one to be placed inside the big top to bally the concert. Delivery of a new top was made recently to Silas Green, of the New Orleans minstrel show.

Orders from theaters-in-the-round have been on the increase at O. Henry. One of the more colorful orders is the one made for the Melody Circus, Inc. The top is green and white striped with each stripe 10 inches wide. The gay colored theme is also carried out on the interior trim.

Another major order this year has been Coca-Cola business, which has involved a large number of tents. New vinyl plastic treated canvas has been used in trimming these tents.

United States Tent & Awning Company's domestic and import business is holding up well and the firm's Chicago plant is running full blast. One of its new circus tops and marquees will have its premiere showing when the Fred J. Mack Circus bows for its first season in Ohio. Al G. Kelly & Miller Bros.' Circus will open with a new big top that was delivered to them late last season but not as yet used. Another new show, the Ward-Bell Circus will have a U. S. big top and a Side Show tent this season.

### Circus Tops

Other new canvas turned out by the big Chicago firm will include a top and marquee for Kelly-Morris Circus; top and menagerie tent for Hagen Bros.' Circus; ball park canvas for Polack Bros.' Circus; menagerie, pad room and cookhouse for King Bros.' Circus, and ball park canvas for Cristiani Bros.' Circus. A major project by U. S. Tent and Awning Company unusual big top produced for General Motors Corporation to house its Parade of Progress Show. This airdome was made of vinyl-coated, flame-resistant canvas suspended from aluminum arches.

Also among the specialty jobs produced by U. S. Tent, is a theater-in-the-round tent for Fairmount Park, Philadelphia; Side Show top for Dick Best, who will have his show on Royal American Shows this season; a girl show top for Raynell and a jig show top for Cetlin & Wilson Shows, and a 200 by 400-foot top that will hold 12,000 people for Oral Roberts Healing Campaign, one of the major traveling evangelists.

The Chicago concern's small tent department is busy turning out concession tops, Merry-Go-Round tops, Motordrome covers and a variety of ride tops. And the firm's heavy tentage department is keeping busy producing tops and other canvas products for tent and awning rental concerns throughout the country.

### Retards Mildew

Specially produced tops for use in the tropics are also keeping U. S. Tent crews busy. Circuses using these tops, which are specially treated with fungicides to retard mildew conditions, are Gran Circo Razzore, Circo Atayde, Jerome Wilson's Circo Americano, and the new Cuban Circo Milliki. One of the most novel big tops

yet designed, the one being used this year by Hunt Bros.' Circus, has caused some stir in canvas circles. Built by Arthur E. Campfield, of New York, the tent uses airplane wire thruout instead of rope. The top is 90 by 210 feet with three 40-foot middle pieces. According to the circus owners, the use of cable has considerably lightened the entire covering and made it easier to handle. At the same time, it is claimed, the cable makes the tent an estimated four times stronger than one sewn with rope.

There is some controversy among canvas men over its construction but plans are to use it full-time when the circus opens April 23 in Burlington, N. J.

Anchor Supply Company, Inc., Evansville, Ind., reports the '55 season has started with more activity than during the same period a year ago. Firm is getting more orders for ride canvas for both major and kid devices and has been receiving large orders from rental concerns to replenish their inventories in both small and large tents. Orders in quantity have been filled for various novelty and souvenir houses that retail at fairs and special events.

The Evansville firm has received many inquiries for quotations on gospel-type tents but actual sales of these are below those of recent years. Orders for skating rink tops and large Indiana style cookhouse tents are holding pace, according to Paul E. Black, of the tent department.

### Prices Level

Black does not see any major changes in price and finds the supply of canvas and other products is sufficient. Demand for flame-resistant material is still very great but the average user prefers not to order it unless the area of his activities make it a must, Black added.

Shows in the Southwest are staying away from flame-resistant canvas unless it is absolutely necessary, according to John M. Collins, owner of the Shawnee, Okla., firm bearing his name. Big orders this year included new Merry-Go-Round tops for Hammond Shows and Vickery Park in Dallas and new concession tops for Delaport Shows and Schafer's Just for Fun Shows.

South Bend Awning Company, a division of C. K. Turk Corporation, South Bend, Ind., is still negotiating with fair boards in the area and expects substantial business to result. Prices remain unchanged in general with supplies adequate.

Unchanged prices are being quoted by A. Mamaux & Son, Pittsburgh. The firm believes that higher prices on new plastic-coated tents will hurt the price of these so far as outdoor shows are concerned.

R. Laacke Company, of Milwaukee, which specializes in rental tents, is not feeling any upsurge in business yet as the season is young. Firm does, however, expect good business on used tents that are for sale.

A good season is anticipated by Powers & Company, Philadelphia. Prices are unchanged on its line of tents, awnings and concession tops, according to R. W. Harding, sales manager.

## Ind. Mermaid Fete Inks Gooding Unit

**NORTH WEBSTER, Ind., April 2.**—Gooding Amusement Company has been signed to furnish rides for the June 28-July 4 10th annual Mermaid Festival here, it was announced this week by Vaughn Hinesley, president of the sponsoring Lions Club. Herman Shoop has been named general chairman of the event.

The program will include a Mermaid Ball, basketball tournament, pro-amateur golf tourney, mermaid parade, Queen of Lakes beauty contest, cutie king and queen parade and contest, amateur shows, treasure hunt, water carnival and coronation, water ski shows, baton twirling contest and fireworks.



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1955 Fair Dates

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Continued from page 64

Pruntytown—Taylor Co. Fair Assn. Aug. 23-27. Frances B. Waters, Grafton. Terra Alta—Preston Co. Fair Assn. Aug. 31-Sept. 5. H. P. Whittaker, Jr.

Wisconsin

Antigo—Langlade Co. Youth Fair. Aug. 22-25. Marvin G. Hanson. Athens—Athens A & A Assn. Aug. 28-28. Gravdon Peterson. Baraboo—Sauk County Agri. Soc. Aug. 18-21. A. H. Thayer. Beaver Dam—Dodge Co. Fair Assn. Sept. 8-11. Forrest Knaup. Black River Falls—Jackson Co. Fair Assn. Aug. 25-28. Douglas Curran. Bloomington—Blake's Prairie Agri. Soc. Aug. 26-28. Robert O. Brodt. Chase—Chase Women's Institute Sept. 5. Cedarburg—Green Lake Co. Agri. Soc. Aug. 11-14. David Bachman, Thiensville. Chilton—Calumet Co. Agri. Soc. Sept. 2-5. Herbert Harder. Chippewa Falls—Northern Wis. Dist. Fair Assn. Aug. 2-7. A. L. Putnam. Cranston—Forest Co. Agri. Soc. Aug. 25-28. Lester Grandine, Argonne. Darlington—Lafayette Co. Agri. Soc. July 29-31. Joe Sauer. De Pere—Brown Co. Agri. & Fair Assn. Aug. 17-21. R. O. Planert. Durand—Pepin Co. Jr. Fair. Aug. 16-17. T. A. Parker. Eagle River—Vilas Co. Free Fair. Aug. 19-21. Herman H. Smith. Eau Claire—Eau Claire Co. Jr. Agri. Soc. Aug. 15-18. Willard Hamm. Elkhorn—Walworth Co. Agri. Soc. Sept. 2-5. B. Harris. Ellsworth—Pierce Co. Fair Com. Aug. 19-21. H. G. Seyforth. Elroy—Elroy Fair Assn. Aug. 4-7. Lawrence Amberg. Florence—Florence Co. Fair Assn. Sept. 3-5. Fritz Johnson. Fond du Lac—Fond du Lac Co. Agri. Soc. Aug. 10-14. Harold J. Willis. Friendship—Adams Co. Fair Assn. Sept. 7-10. Robert W. Roseberry. Galesville—Trempealeau Co. Agri. Soc. July 28-31. Frank M. Smith. Gays Mills—Crawford Co. Fair & Agri. Soc. Sept. 8-11. Paul L. Paulson, Prairie du Chien. Gillett—Oconto Co. Youth Fair. Aug. 19-21. Otto Neuman. Glenwood City—St. Croix Co. Fair Assn. Aug. 8-10. George Steffen. Grantsburg—Burnett Co. Co-Op. Agri. Soc. Aug. 25-27. Alvin Christopherson. Green Lake—Green Lake Co. Jr. Fair. Aug. 5-8. Francis J. Ptacek. Hayward—Sawler Co. Agri. Fair Assn. Aug. 22-24. Sherman W. Welas. Iron River—Bayfield Co. Fair Assn. Aug. 19-21. Harry Lowe, Washburn. Janesville—Rock Co. 4-H Jr. Fair. Aug. 9-13. Hugh G. Alberts. Jefferson—Jefferson Co. Fair Assn. Aug. 4-7. Horace Burl. La Crosse—La Crosse Inter-State Fair Assn. Aug. 3-7. Joseph W. Frisch. Ladysmith—Rusk Co. Fair Com. Aug. 19-21. Ed Sirek. Lancaster—Grant Co. Agri. Soc. Sept. 8-11. A. S. DeBuhr. Luxemburg—Kewaunee Co. Agri. Soc. Sept. 3-5. Elroy C. Hoppe. Madison—Dane Co. Jr. Fair Assn. July 21-24. Roy Gumtow. Manitowoc—Manitowoc Co. Fair Assn. Aug. 24-28. Dr. A. F. Rank. Marengo—Ashland Co. Fair Assn. Aug. 12-14. David Holt, Ashland (courthouse). Marshfield—Central Wisconsin State Fair. Sept. 2-6. Bill (Tiny) Uthmeier. Mauston—Juneau Co. Agri. Soc. Aug. 11-14. Francis Pfaff. Medford—Taylor Co. Co-Op. Youth Fair. Aug. 18-21. Joe J. H. Tuss. Menomonie—Dunn Co. Free Fair. July 28-31. Henry Borden. Merrill—Lincoln Co. 4-H Leaders' Assn. Aug. 8-11. Wm. Steckling. Milwaukee—Milwaukee Jr. Fair Assn. July 27-28. E. C. Parminter. Milwaukee—Wisconsin State Fair. Aug. 20-28. Willard M. Masterson. Mineral Point—Southwestern Wis. Fair Soc. Sept. 2-5. H. S. Ivey. Mondovi—Buffalo Co. Fair Assn. Aug. 4-7. T. W. Schultz. Monroe—Green Co. Agri. Soc. Aug. 3-7. Wm. A. Brown. Neillsville—Clark Co. Agri. Soc. Aug. 12-15. Harold Huckstead. Oshkosh—Winnebago Co. Fair Assn. Aug. 29-Sept. 2. Taylor G. Brown. Phillips—Price Co. Agri. Soc. Aug. 25-28. L. Wiemer. Plymouth—Sheboygan Co. Agri. Soc. Sept. 2-5. W. H. Eldridge. Portage—Columbia Co. Free Fair. July 28-31. Harold Lochner. Rhinelander—Oneida-Rhinelander Hodag Fair Assn. Aug. 11-15. J. M. Reed. Rice Lake—Barron Co. Co-Op. Agri. Soc. Aug. 10-14. Bruce H. Dalrymple. Richland Center—Richland Co. Agri. Soc. Sept. 15-18. H. R. Madsen. Rosholt—Rosholt Free Com. Fair Assn. Sept. 3-5. Russell Wrostad. Saxon—Iron Co. Fair Assn. Aug. 26-28. Mrs. Florence Hardie. Seymour—Outagamie Co. Fair Assn. Aug. 4-7. Michael Burns. Shawano—Shawano Co. Agri. Soc. Sept. 2-5. Robert G. Marotz. Slinger—Washington Co. Fair. July 28-31. E. Skalsky. Spooner—Washburn Co. Jr. Fair. Aug. 15-17. Wm. H. Dougherty. St. Croix Falls—Polk Co. Fair Soc. Aug. 5-7. John Clayton. Sturgeon Bay—Door Co. Fair Assn. Aug. 25-28. G. I. Mullendore. Superior—Tri-State Fair Assn. Aug. 16-21. Seegar Swanson. Tomah—Monroe Co. Agri. Soc. July 28-31. R. L. Pingel. Union Grove—Racine Co. Agri. Soc. Aug. 4-7. Edwin G. Leet. Wausau—Marathon Co. Agri. Soc. Aug. 17-21. C. J. McAleavy. Viroqua—Vernon Co. Agri. Soc. Sept. 22-25. Jerome Riedy. Wausaukee—Marquette Co. Agri. Soc. Aug. 26-28. Victor Quick, Box 385, Marinette. Watoms—Waushara Co. Fair Assn. Aug. 18-21. Burnett Johnson. Webster—Central Burnett Co. Fair Assn. Aug. 18-20. Wm. C. Bockmeyer. Westfield—Marquette Co. Youth Organiz. Assn. Aug. 12-14. Al Tschudy. Weyauwega—Waupaca Co. Agri. Soc. Sept. 8-11. A. A. Strochco. Wilmet—West Kenosha Co. Fair Assn. Aug. 11-14. Henry Frank.

Wyoming

Afton—Lincoln Co. Fair Assn. Aug. 19-20. Doyle Child. Casper—Central Wyoming Fair Assn. Aug. 10-13. R. S. Latta. Cheyenne—58th Annual Cheyenne Frontier Days. July 15-17.

Douglas—Wyoming State Fair & Rodeo. Aug. 31-Sept. 3. Gordon L. Roush. Gillette—Campbell Co. Fair Assn. Aug. 25-27. Wm. P. Parks Jr. Powell—Park Co. Fair Assn. Aug. 18-20. Ross Copenhaver.

Powell—Park Co. Fair Assn. Aug. 18-20. Ross D. Copenhaver. Riverton—Fremont Co. Fair Assn. Aug. 25-27. W. L. Duncan. Torrington—Goshen Co. Fair Assn. Aug. 25-27. W. H. Woodworth.

CANADA Alberta

Calgary—Calgary Exhn. & Stampede July 11-16. I. W. Parsons. Camrose—Camrose Agri. Soc. Aug. 8-10. J. E. Stuart. Edmonton—Edmonton Exhn. July 18-23. Barbara E. Bannerman. Lethbridge—Lethbridge Exhn. June 27-29. Manning—Battle River Agri. Soc. Aug. 9-10. John A. Nichols. Red Deer—Red Deer Exhn. Aug. 4-6. D. W. Robertson. Vegreville—Vegreville Exhn. Aug. 1-3. E. F. Morton. Vermilion—Vermilion Exhn. July 28-30. S. C. Heckbert.

British Columbia

Abbotsford—Central Fraser Valley Fair Assn. Sept. 7-9. Agassiz—Agassiz Agri. & Hort. Assn. Sept. 16. Alberni—Alberni Dist. Fall Fair. Sept. 8-10. Aldergrove—Aldergrove Agri. Assn. Sept. 23. Armstrong—Interior Provincial Exhn. Sept. 13-15. Bella Coola—Bella Coola Fair Assn. Sept. 5. Caston—South Similkameen Fall Fair. Sept. 1. Chilliwack—Chilliwack Agri. Assn. Aug. 15-17. Cloverdale—Lower Fraser Valley Agri. Assn. Sept. 16-17. Cobble Hill—Shawnigan-Cobble Hill Agri. Assn. Sept. 7. Coombs—Arrowsmith Agri. Assn. Aug. 26-27. Courtenay—Comox Valley Fall Fair. Sept. 1-3. Crawford Bay—Crawford Bay Fall Fair. Sept. 14. Duncan—Cowichan Agri. & Ind. Exhn. Sept. 8-10. East Kelowna—East Kelowna. Fall Fair. Sept. 7. Fort Fraser—Fort Fraser Fall Fair. Aug. 27. Gibson's—Howe Sound Farmers' Institute. Aug. 19-20. Haney—Maple Ridge Agri. Assn. Aug. 18-20. Invermere—East Kootenay Agri. & Ind. Exhn. Aug. 26-27. Kelowna—Kelowna Fall Fair. Sept. 8-10. Ladner—Delta Agri. Soc. Sept. 23-24. Ladysmith—Ladysmith Agri. Soc. Sept. 21-22. Langley—Langley Agri. Assn. Sept. 9-10. Lasqueti—Lasqueti Island Agri. Assn. Sept. 14. Lillooet—Lillooet Fall Fair Assn. Sept. 15-17. Louis Creek—North Thompson Fall Fair Assn. Sept. 5. W. M. Livingstone. Luxton—Metchosin Farmers' Institute. Sept. 27. McBride—McBride Dist. Agri. Fair Assn. Aug. 30-31. Mission—Mission & Dist. Agri. Assn. Sept. 17. Nanaimo—Nanaimo & Dist. Exhn. Sept. 15-17. Nelson—West Kootenay Agri. & Ind. Exhn. Sept. 15-17. North Burnaby—North Burnaby Hort. Soc. Sept. 16-17. North Delta—North Delta Fall Fair. Sept. 14-15. Peachland—Peachland Women's Institute. Aug. 26. Powell River—Powell River & Dist. Agri. Assn. Sept. 23-24. Quesnel—Cariboo Agri. & Hort. Assn. Sept. 2-3. Rossland—Golden City Fall Fair Assn. Sept. 7-9. Geo. Dyson. Saanichton—N. & S. Saanich Agri. Assn. Sept. 3-5. Smithers—Bulkeley Valley Agri. & Ind. Assn. Aug. 27. Sooke—Sooke Fall Fair. Sept. 10. South Burnaby—South Burnaby Hort. Assn. Sept. 23-24. Squamish—Squamish Fall Fair. Sept. 5. Vancouver Hort. Soc. 30-Oct. 1. Vancouver—Pacific National Exhn. Aug. 24. Sept. 5. V. Ben Williams. Victoria—Victoria Industrial & Agri. Exhn. May 2-7. Westlock—Westlock Agri. Soc. Aug. 11-12. C. W. Poloway.

Manitoba

Altona—Altona Exhn. Sept. 8. Binscarth—Binscarth Exhn. Aug. 10. Boissevain—Boissevain Exhn. June 30. Brandon—Brandon Exhn. July 4-8. Carberry—Carberry Exhn. July 14-15. Carman—Carman Exhn. July 14-16. Crystal City—Crystal City Exhn. June 30. Cypress River—Cypress River Exhn. July 16. Dauphin—Dauphin Exhn. July 25-27. Deloraine—Deloraine Exhn. June 21-23. Dominion City—Dominion City Exhn. July 5. Dugald—Dugald Exhn. July 23. East Braintree—East Braintree Exhn. Sept. 10. Elkhorn—Elkhorn Exhn. July 26. Gilbert Plains—Gilbert Plains Exhn. July 14. Glenboro—Glenboro Exhn. July 13. Greenway—Greenway Exhn. June 16. Hamiota—Hamiota Exhn. July 13. Hartney—Hartney Exhn. June 24. Harding—Harding Exhn. July 15. Holland—Holland Exhn. July 8. Kelwood—Kelwood Exhn. Sept. 22. Killarney—Killarney Exhn. June 2. MacGregor—MacGregor Exhn. July 8. Manitou—Manitou Exhn. July 7. Miami—Miami Exhn. June 30. Minnedosa—Minnedosa Exhn. July 15. Morris—Morris Exhn. July 1-3. Nipette—Nipette Exhn. June 25. Notre Dame—Notre Dame Exhn. July 6. Oak Lake—Oak Lake Exhn. July 12. Pilot Mound—Pilot Mound Exhn. July 9. Portage—Portage Exhn. July 11-13. Rapid City—Rapid City Exhn. June 29. Reston—Reston Exhn. July 28. Rivers—Rivers Exhn. June 29. Rivers—Rivers Fall Fair. Oct. 26. Roblin—Roblin Exhn. July 28. Roland—Roland Exhn. June 30. Rossburn—Rossburn Exhn. July 21. Russell—Russell Exhn. July 21-22.



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St. Agathe—St. Agathe Fall Fair. Oct. 19-20.  
 St. Anne—St. Anne Exhn. Aug. 6.  
 St. Claude—St. Claude Exhn. June 25.  
 St. Jean—St. Jean Exhn. June 25.  
 St. Pierre—St. Pierre Exhn. June 30.  
 St. Rose—St. Rose Exhn. July 14.  
 St. Vital—St. Vital Exhn. June 27-30.  
 Selkirk—Selkirk Exhn. June 25.  
 Shoal Lake—Shoal Lake Exhn. July 20.  
 Souris—Souris Exhn. June 27-28.  
 Steinbach—Steinbach Exhn. July 20-21.  
 Stonewall—Stonewall Exhn. June 18.  
 Strathclair—Strathclair Exhn. July 19.  
 Swan Lake—Swan Lake Exhn. July 20.  
 Swan River—Swan River Exhn. July 28-29.  
 Teulon—Teulon Exhn. Sept. 19.  
 Treherne—Treherne Exhn. July 14.  
 Virden—Virden Exhn. July 13-14.  
 Winkler—Winkler Exhn. Sept. 1.

New Brunswick

Chatham—Chatham Exhn. Aug. 29-Sept. 3.  
 Fredericton—Fredericton Exhn. Sept. 5-10.  
 Gagetown—Queens Co. Fair Assn. Sept. 13-15.  
 St. John—St. John Exhn. Aug. 27-Sept. 3.  
 St. Stephen—St. Stephen Agri. Soc. #88. Aug. 22-27. M. W. Dinsmore.

Nova Scotia

Amherst—Martine Winter Fair. Oct. 29-Nov. 5. R. F. McCunn.  
 Annapolis—Annapolis Exhn. Assn. Sept. 20-23. R. H. Gibson.  
 Antigonish—Antigonish Exhn. Assn. Sept. 14-15. W. J. MacIntosh.  
 Cape Breton—Cape Breton Exhn. Assn. Sept. 5-9. S. R. Jackson.  
 Cumberland—Cumberland Exhn. Assn. Sept. 13-16. Claude Thompson.  
 Digby—Digby Exhn. Assn. Sept. 14-15. H. G. Yorke.  
 Halifax—Halifax Exhn. Assn. Sept. 20-21. Ira White.  
 Lunenburg—Lunenburg Exhn. Assn. Sept. 27-30. W. J. Crouse.  
 Lunenburg—Nova Scotia Fisheries Exhn. & Fishermen's Reunion. Sept. 13-17. Wm. S. Cluett.  
 Pictou—Pictou Exhn. Assn. Sept. 6-9. J. J. Ross.  
 Queens—Queens Exhn. Assn. Sept. 20-23. Chas. Cushing.  
 Shelburne—Shelburne Exhn. Assn. Sept. 21-22. F. W. Bower.  
 Truro—Central N. S. Exhn. Assn. Aug. 30-Sept. 2. Alec Thomson.  
 Yarmouth—Yarmouth Exhn. Assn. Sept. 6-9. John LeCain.

Ontario

Almonte—North Lanark Agri. Soc. Sept. 8-10. Howard Giles.  
 Barrie—Barrie Agri. Soc. Sept. 29-Oct. 1. Wm. A. Malcolmson.  
 Beamsville—Lincoln Agri. Soc. Sept. 8-10. O. B. Annable.  
 Fergus—Wellington Co. Fair. Sept. 9-10. W. H. Hayes.  
 Ft. William—Port Arthur—Canadian Lakehead Exhn. Aug. 8-10. W. Walker, Ft. William.  
 Harrow—Colchester South & Harrow Agri. Soc. Aug. 25-27. J. L. Capstick.  
 Ingersoll—Ingersoll North & West Oxford Agri. Soc. Sept. 6-7. J. O. Montgomery.  
 Lansdowne—Lansdowne Agri. Soc. Aug. 29-31. L. W. Moxley.  
 Lindsay—Lindsay Central Exhn. Sept. 20-24. F. W. Wilson.  
 Listowel—Listowel Agri. Soc. Sept. 26-27. W. J. Roberts.  
 London—Western Fair. Sept. 12-17. W. D. Jackson.  
 Marmora—Marmora Agri. Soc. Sept. 3-5. Thos. Bateman.

Markham—Markham Fair. Sept. 29-Oct. 1. R. H. Crosby.  
 Milverton—Mornington Agri. Soc. Sept. 23-24. George Gernhaeder. Schomberg Agri. Soc. Oct. 7-8. W. F. Aitchison.  
 Orangeville—Orangeville Fall Fair. Sept. 13-14. J. E. Cooney.  
 Orillia—Orillia Agri. Soc. Sept. 9-11. W. P. Bacon.

Ottawa—Central Canada Exhn. Aug. 30-27. N. N. McElroy.  
 Ottawa—Ottawa Winter Fair. Oct. 26-29.  
 Owen Sound—Owen Sound Agri. Soc. Sept. 26-28. Arthur Lemon.  
 Petersburg—Petersburg Industrial Exhn. Aug. 3-8. Mrs. J. T. Tully.

Picton—Prince Edward Agri. Soc. Sept. 8-10. Philip Dodds.  
 Renfrew—South Renfrew Agri. Soc. Sept. 13-16. A. R. Donnelly.  
 Simcoe—Norfolk Co. Fair. Oct. 4-8. Harold I. Pond.

Strathroy—Strathroy Agri. Soc. Aug. 8-10. Clarence Gibson.  
 Sutton—Sutton Agri. Soc. Aug. 4-6. Fred M. Wilmet.  
 Tara—Arran—Tara Agri. Soc. Sept. 28-29. C. M. Merriam.  
 Theford—Bosanquet Agri. Soc. Sept. 29-30. Mrs. Robert Love.  
 Toronto—Canadian Int'l. Trade Fair. May 30-June 10. R. E. H. Ogilvie.  
 Toronto—Canadian National Exhn. Aug. 26-Sept. 10.  
 Toronto—Royal Winter Fair. Nov. 11-19.  
 Tweed—Tweed Agri. Soc. Sept. 20-21. John A. Sager.  
 Woodbridge—Woodbridge Agri. Soc. Oct. 7-10. W. M. Myers.

Prince Edward Island

Charlottetown—P.E.I. Provincial Exhn. Aug. 15-20. N. J. Kennedy.

Quebec

Inverness—Megantic Agri. Soc. Sept. 1-3. C. W. McVeety.  
 Lachute—Lachute Spring Fair Assn. June 15-18. S. G. Paterson.  
 Maniwaki—Gatineau Co. Agri. Soc. Sept. 12-14. Mrs. Palma Joanis.  
 Napierville—Napierville Agri. Soc. Sept. 10. Yvan Menard.  
 Ormstown—Ormstown Exhn. June 7-11. Carlyle Dickson.  
 Parkhurst—Parkhurst Fair Assn. Aug. 25. Jules Nappert.  
 Quebec—Expo. Provinciale de Quebec. Sept. 2-11. Emery Boucher.  
 Richmond—Richmond Co. Agri. Soc. Aug. 11-13. Antoinette Linahen.  
 Roberval—Roberval Agri. Soc. Sept. 2. M. Bernard Levesque.  
 Rouyn—Western Quebec Regional Exhn. Aug. 20-24. Philippe Dallaire.  
 St. Francis-du-Lac—Yamaaka Agri. Soc. Aug. 4-6. J. B. Morrisette.  
 St. Hyacinthe—Expo. Regionale St. Hyacinthe. Aug. 2-6. Alphonse Deschenes.  
 St. Jean—St. Jean Agri. Soc. Sept. 3-5. J. A. St. Arnaud.  
 Sherbrooke—Canada's Great Eastern Exhn. Aug. 27-Sept. 1. A. C. Ross.  
 Sherbrooke—Winter Fair & Fat Stock Show & Sale. Oct. 10-13. A. C. Ross.  
 Trois-Rivieres—Expo. Regionale de Trois-Rivieres. Aug. 20-26. H. Paul Martin.

Saskatchewan

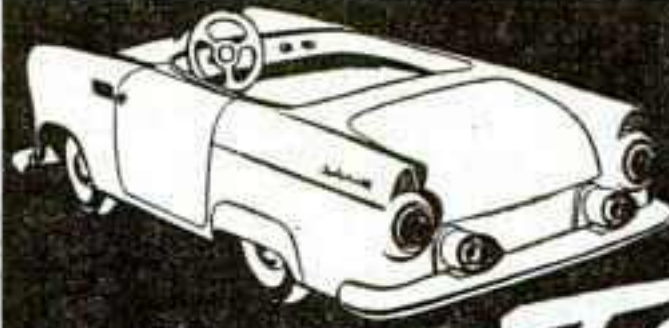
Abernethy—Abernethy Expo. Aug. 11. Mrs. S. J. Lane.  
 Arcola—Arcola Expo. July 27. W. D. Duncan.  
 Assinibola—Assinibola Agri. Soc. July 12-13. J. H. Broeder.  
 Bechy—Bechy Expo. Aug. 4. Mrs. A. H. Meaden.

Coronach—Coronach Expo. July 29. C. B. Hillier.  
 Craik—Craik Expo. July 26-27. Mrs. A. R. Barnett.  
 Cut Knife—Cut Knife Expo. Aug. 3. L. J. Forest.  
 Davidson—Davidson Expo. July 30-31. Miss S. A. Willner.  
 Elstow—Elstow Expo. Aug. 3. Mrs. A. M. Ettles.

Estevan—Estevan Expo. July 7-9. W. R. Canton.  
 Gainsborough—Gainsborough Expo. July 28. Edward McClung.  
 Gravelbourg—Gravelbourg Agri. Soc. July 14-15. Mrs. M. L. Doran.  
 Invermay—Invermay Expo. Aug. 5. Mrs. C. Birrell.  
 Kennedy—Kennedy Expo. July 30. T. C. Wilhelm.  
 Lloydminster—Lloydminster Expo. July 25-27. Geo. K. Ross.  
 Melfort—Melfort Expo. July 21-23. C. D. Manson.

Moose Jaw—Moose Jaw Expo. July 4-6. Mrs. V. Hyland.  
 Moosomin—Moosomin Expo. Sept. 24. Mrs. J. E. Smith.  
 Mossbank—Mossbank Expo. June 15. Miss Doris Blakely.  
 Nokomis—Nokomis Expo. Aug. 10. Mrs. R. V. Stevenson.  
 North Battleford—North Battleford Expo. Aug. 8-10. N. W. Symonds.  
 Ogema—Ogema Expo. July 20. Mrs. J. Warren.  
 Paddockwood—Paddockwood Expo. Aug. 3. Mrs. P. Stevenson.  
 Perdue—Perdue Expo. Aug. 4. Mrs. D. A. Johnson.  
 Prince Albert—Prince Albert Expo. Aug. 11-13. D. P. Kelly.  
 Punnichy—Punnichy Expo. Aug. 8. D. A. Lindeburgh.  
 Radisson—Radisson Expo. Aug. 2-3. Wm. E. Scandrett.  
 Redvers—Redvers Expo. July 19. P. L. Mark.

Regina—Regina Expo. Aug. 1-6. T. H. MeLeod.  
 Rosthern—Rosthern Expo. Aug. 17. Ambros Siemens.  
 Saltcoats—Saltcoats Expo. July 22. Lorne W. Neal.  
 Saskatoon—Saskatoon Expo. July 25-30. S. N. MacEachern.  
 Silver Stream—Silver Stream Expo. Aug. 3. S. G. Moritz.  
 Somme—Somme Expo. Aug. 10. D. B. Butterfield.  
 St. Walburg—St. Walburg Expo. July 29. Mrs. E. F. Friston.  
 Tantalion—Tantalion Expo. Aug. 4. Mrs. F. M. Godwin.  
 Unity—Unity Expo. July 19-20. Mrs. C. G. Carrothers.  
 Wapella—Wapella Expo. July 26. H. D. Dodd.  
 Weyburn—Weyburn Expo. July 1-2. Royden Schulte.  
 Yorkton—Yorkton Expo. July 18-20. S. K. Wood.



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## Foehl Takes Reins At Woodside Park

Neighboring Philadelphia Funspot Hires Ex-Willow Grove Manager

PHILADELPHIA, April 2.—Elmer Foehl, veteran park man whose status was in doubt since the sale of Willow Grove Amusement Park, has been signed as general manager at neighboring Woodside.

Foehl said yesterday that the changeover came about as the



ELMER FOEHL

result of meetings with President Robert Irwin and Elmer Strunk of Woodside's Philadelphia Amusement Company. It was further explained that Jack Worthington,

who had been temporarily managing the funspot, would continue there and work in close association with Foehl.

"Our combined efforts," Foehl said, "should prove beneficial to the welfare of Woodside Amusement park."

### Started at Park in 1919

The change in locations ended an almost unbroken tenure for Foehl at Willow Grove since he went to work for its transit firm owners in early 1919, and was transferred to handle the park's books. He was away from the location during the 1925-'30 period when bandleader Meyer Davis leased it. Foehl was returned to Willow Grove then as the park began a long and costly rebuilding program.

With the exception of the depression years, it was noted, Willow Grove had operated solidly in the black for several decades. There was a loss of about \$1,000 in 1932 and \$5,000 the next year. Since 1933, it was learned, the Philadelphia Transit Company had netted some \$2,500,000 from the park operation and last year's gross far exceeded that of 1953.

Altho a money-maker, the park was sold, it was claimed by the PTC, due to its being no longer useful as a means of promoting transit rides with the growing popularity of automobile travel.

Willow Grove and Woodside, Foehl explained, have had friendly relations thru the years, which made his transition a convenient one to all parties concerned. He emphasized that his is "strictly a working function" with no financial interest involved.

### Free Acts Eyed

Altho the new manager is bringing with him "some new and proven ideas" in park management, *(Continued on page 97)*

## GLEN ECHO'S MAILER LETS CAT FROM BAG

WASHINGTON, April 2.—

A novel invitation spurred attendance at the "preview party" at Glen Echo Park last night. The opening was today. Gerald Price's mailer consisted of a large printed card, sent out in a regular stamped No. 8 groceries bag. Printed on the bag was the phrase, "Let the Cat Out of the Bag . . ." The card carried a cat silhouette plus party info and references to the park's attractions.

## Norfolk Funspot Opens With New Rides, 'Walk

NORFOLK, Va., April 2.—Ocean View Amusement Park here was opening its season Saturday (2) with an enlarged Kiddieland section and a newly completed concrete boardwalk among the new features.

This year's work on the boardwalk was the final section in a five-year program that cost a reported \$100,000. Five thousand square feet of space was added to the kiddie area to accommodate two new Schiff rides which have been added to the six rides already in use. Space now permits customers to stand all around rides rather than on just one side of each.

Benches are to be placed around the rides and plans call for building a steel-framed roof for the entire kiddie area. The nursery rhyme background will be re-installed. This panel measures 120 by 12 feet.

General refurbishing was carried out and damage caused by last year's hurricane was repaired. Al Greenspoon is concession manager.

## Most Kidspots See Better Takes in '55

Increased Population Gives Promise; Spots Use Television Personalities

CHICAGO, April 2.—Kiddielands across the country are almost unanimous in predicting a much improved season in 1955. On the heels of a year that saw many of them drop behind earlier scores, they are saying now that the outlook is excellent.

This era of good feeling was reported by Kiddieland operators contacted in The Billboard's annual spring survey of the season's prospects.

Many of the operators are watching the population reports which show the postwar crop of babies now is swelling ranks of potential kid spot customers.

A significant percentage of those replying to The Billboard's questionnaire reported they would use television personalities in one way or another during the coming season.

Many are adding new rides or other equipment and several are scheduling shows, free acts and other special events not always associated with Kiddielands.

Tiny Town, Compton, Calif., looks for a season "quite a lot better than 1954." Great increase in population of the area, new industry and new payrolls are expected to mean greater spending and greater attendance for the Kiddieland. Tiny Town books stars of youngsters' TV shows twice a

month and reports tremendous draw. The spot opens April 10, switches to weekends-only during the winters.

Kiddie Wonderlands, River Edge, N. J., also reports increased population, as much as 75 to 100 per cent more people being anticipated for the county. And they calculate this will mean substantially more business for the Kiddie- *(Continued on page 98)*

## Pools Foresee Little Change In '55 Business

CHICAGO, April 2.—Swimming pools in such widely scattered spots as Alabama, Ohio and South Dakota look for little change in business during the coming season. Some predict slight increases and some are prepared for small skids, but none reporting in a survey by The Billboard expects a major change.

Evans Plunge, Hot Springs, S. D., pool which is open on a year around basis, believes that both spending and attendance will be equal with last year's.

Philipps Swimming Pool, Cincinnati, will open May 23 and won't be surprised if business is down a little. But in an effort to bolster the take, it will play up contests, Sunday shows and season passes. The parking lot has been improved.

Cascade Plunge, Birmingham, gets started May 15 with the expectation that receipts will be up somewhat. The company's adjacent ballroom has been renovated at a cost of \$10,000 and the parking area is to be increased. It expects to go after industrial picnics this season and to promote city, county and State swimming championships. Ads will be concentrated in newspapers.

## Pin-Setters Are Installed By Mass. Spot

BOSTON, April 9.—Automatic pin-setters in his 20-alley bowling-drome have resulted in substantial better business for Earl Bolton, operator of the Turnpike Amusement Park in Arlington. The location has an Arcade-restaurant and a kiddie park. Up until the time of the shift-over, Bolton said his customers grew restive when the pin boys frequently lagged on the job, and some of them gravitated to other alleys.

Bolton has enjoyed better business this winter and spring with his bowling leagues and steady customers than in any previous year since 1942. Prices, he said, have remained pretty steady in the area, and he has only advanced the tariff by a nickel in two years. This puts his price at 25 cents a string for afternoons and 30 cents nights and Sundays.

He runs a luncheonette and fountain service counter and has two juke boxes (one on dime play) and eight Bally games. A big kiddie park which adjoins the bowling-drome is leased to Sidney Wolbarst of Newton, who is painting and repairing for the new season. The site is a fortunate one since a shopping center is being built across the highway.

## New England Spots Set Hamid Talent Pacts

NEW YORK, April 2.—Talent pacts have been set with Mountain View Park, Holyoke, Mass., and Lincoln Park, North Dartmouth, Mass., by the George A. Hamid & Son Agency, it was announced here this week.

John Collins manages Lincoln with his brother serving in a similar capacity at Mountain Park, a property acquired only a year ago.

Babe Rabb, Hamid spokesman, said the bookings with the Collins group could result in a short circuit in New England with the addition of Lake Compounce, Bristol, Conn., and White City Park, Worcester, Mass.

## Electro-Pitch Again Making Throwing Unit

PHILADELPHIA, April 2.—Electro-Pitch Company is resuming production of its baseball pitching machines after suspension due to the illness of Laura Beck, company president.

Mrs. Beck, who has returned to active head of the firm, said plans are under way to move the shop operations from their current Rose Street location in the Germantown section, to a building of larger capacity.

The company is turning out a new model containing several new but unlisted features, Mrs Beck added.

## Rezone for Park

SAN ANTONIO, April 2.—Zoning for a children's amusement park in the Las Palmas addition was approved here this week by the City Planning Commission, acting on a petition by L. R. Pletz.

## Lansing Park Men Build Shop Center Kiddieland

LANSING, Mich., April 2.—A new Kiddieland is being built in a \$10,000,000 shopping center under construction between Lansing and East Lansing and across from Michigan State College.

Operators will be Roger E. Haney and his son, Conrad G. Haney, owners of Lake Lansing Amusement Park, Haslett, Mich., for the past seven years. They will continue the Lake Lansing operation.

The new kid spot will be in the center of the shopping area and will include B. A. Schiff's Turnpike, Allan Herschell's Kiddie

Autos, King Amusement's Airplane and kiddie Coaster. A new kiddie Merry-Go-Round and Ferris Wheel are included. More rides may be added in the future.

A May 1 opening has been set and the Kiddieland will operate outdoors May thru October. Then rides will be moved indoors at the center to allow 12-month operation.

### Scrambler at Park

At Lake Lansing, a new Eli Scrambler and King Choo Choo are being installed for this season. The Scrambler will be taken on a route of fair dates after the park season. Also new is a picnic shelter addi- *(Continued on page 98)*

## 6 Searchlights Flash Opening At San Antonio

SAN ANTONIO, April 2.—The 14th season of Playland Park opened here with six searchlights flashing across the sky. This year there are 10 major rides and kiddie rides in operation. In addition there are miniature golf, archery and several other features. One of the new features is an "airplane trainer."

James E. Johnson, president and general manager of Playland Park, claims that his new Funhouse which was completed just prior to opening "has no equal in the South." All of the equipment has been repainted and refinished. There will be several special days for kids, including Easter with an Easter egg hunt and July 4 with fireworks.

## Back to Names At Denver Spot

DENVER, April 2.—Ben Krasner, owner and general manager of Lakeside Park, announced this week that nearly half a dozen name bands have been signed for appearances at the park this summer. This action is a reversal of a policy tried out last year when Krasner used a house band backing up name stars and talent in special shows.

All ready signed for appearances in the Mile High City are Ralph Marterie, Billy May, Buddy Morrow, Ralph Flanagan and others. Changes are being made to a few sections of Lakeside this year with more features, rides and attractions going into the Kiddieland part of the park and new equipment in some of the concessions.

## Ancient Arcade Pieces Bought By Disneyland

NEW YORK, April 2.—About 100 ancient pieces of Arcade equipment, averaging about 40 years in age, have been purchased to form a unique museum-type Arcade at Walt Disney's Disneyland. The units were purchased from Mike Munves, well-known supplier of Arcade equipment, for about \$7,500.

All of the units were reported in excellent working condition. The exteriors have not been refurbished, it being presumed that the Disneyland management will supervise any reconstruction or re-finishing needed.

Twenty of the units are old Mutoscopes built in 1890. Early operators of such units included motion picture pioneers Marcus Loewy, Adolf Zukor and William Fox.

Other machines approximately 50 years old include 10 Mills Drop Pictures, two Mills 12-month Horoscopes, a Gypsy Palmist and a Grandmother Fortune.

The newest models shipped were introduced in the '20's. According to Munves there is no shortage of machines made in the early part of the century. Most of them, with reasonable care, function well, he said.

## Record Stars For Opener At Compounce

BRISTOL, Conn., April 2.—Julian Norton has arranged for the McGuire Sisters, recording stars, to appear Sunday (10) when Lake Compounce opens its 110th year of operation. Also on the bill will be Tiny Markle, WIBZ disk jockey, and his orchestra.

Governor Ribicoff and other officials have been invited. Norton booked the McGuire Sisters thru Abe Feinberg, New York agent. The park man has been wintering in Fort Lauderdale, Fla.



# Palisades Doubles Use of Free Acts

PALISADE, N. J., April 2. — Palisades Amusement Park will enlarge its amusement budget this season to allow presentations of two free acts thruout the year. Irving Rosenthal said yesterday there will be a high act and a ground act performing every day, starting at the park's opening on Saturday (9) with Albon, swaypole, and Sylvia's Kennelkade, dog act, both booked thru the George A. Hamid agency.

The park is retaining its operational policy of something doing every day. This is the schedule: Mondays, Bill Silbert's disk jockey show to originate from the funspot, over WMGM, with guest record artists; Tuesdays, nickel-dime days on rides; Wednesdays, half-hour "Stars of Tomorrow" show by the Artists Guild of America with Danny Hope as emcee and featuring young performers; Thursdays, nickel-dime days; Fridays, Murray Kaufman's WMCA disk jockey show.

There will continue to be appearances of kiddie favorites every Saturday.

### Combo Tickets Reduced

The 75-cent combination ticket distributed in the millions last year will be retained, Rosenthal said, but with the price reduced to 50 cents. Earlier, it was thought the park might increase the value of the tickets from its customary seven rides plus free admission, but it was decided to keep those features and lower the price. Capacity rides are specified.

There will be 10,000,000 match books distributed in New Jersey and the New York metropolitan area, carrying Palisades advertising and with the back covers stating the books are good for free gate admission to the park. Metro-Goldwyn-Mayer pictures has bought the front covers, Rosenthal said, largely offsetting the production costs.

There are several new attractions already installed in the park and an additional one which will be set up if a suitable structure can

be procured before too long. This is the Hoffmeister mirror attraction, which has been delivered to the park. Mickey Hughes has brought in two kiddie rides from Germany and a Globe of Death motordrome. In addition there is a new Magnet-Drome front.

### Golf-O-Mat Added

One of the features is a Golf-O-Mat incorporating six automatic tee-up units in a driving range setup which is in the center of the park. The netting cage is 15 feet wide and 27 deep, and the automatic mechanism was produced by the Bert Lane Company of Miami. Patrons will get 10 balls for a quarter, and the inclined floor of the cage, as in the park's batting cage, funnels the balls back to the machines. Jack Ray designed the fronts of both attractions as well as the new paint and color scheme.

The use of many graduated colors is being continued, with an addition of new neon treatment for the building tops. A different color will glow atop each structure nightly.

Rosenthal said among the many promotional ideas this year is a policy of giving tickets to Public Service Corporation charter bus passengers. A bus load of 50 children get rides and admission valued at \$1.20 for each kid during weekdays.

The outdoor advertising campaign again will result in the use of many car cards in trains and buses, plus posters in varied sizes. The New York-New Jersey drawing area will contain 750 in 24-sheet size, it was stated, of which there will be 60 in Manhattan alone. Sniping will extend out to the far suburban regions.

Radio-TV ads include 10 spot announcements daily on WMGM and WMCA, five times daily on WRCA, and five 20-second spots weekly over WRCA-TV.

As in the past, major outings at the park will be the Girl Scouts and Police Anchor Club in June, and the Boy Scouts in both July and August. Bobby Paulson has

## Foehl Takes

• Continued from page 96

there will be no drastic changes in operation during the early stages of the season. A similar plan is to be followed by Willow Grove's purchasers until the new people at both parks "get their feet on the ground." It is understood that Foehl may reinstate the use of free acts at Woodside after a lapse of some few years, and also the use of fireworks, something abandoned in 1954. Television kiddie favorites will make appearances at both parks here, having been used successfully of late. Willow Grove is opening with the Howdy Doody gang today and will run weekends until full-time operations begin May 28. Willow Grove has already announced its intention of offering free acts and fireworks this year.

Woodside gets going next Saturday (16) and goes full-time on May 21, it is understood. It will continue the Monday closing policy which was picked up from Coney Island in Cincinnati and introduced here in the early 1930's by Foehl.

It is understood that the fast-moving combine of businessmen who bought Willow Grove for an estimated \$1,905,000 in September—final stages of the deal were completed a week ago—may result in Philadelphia seeing a stepped-up competitive spirit between the two parks. The new owners are bringing in a promotion and publicity man, and Woodside's executives will confer on their 1955 policy next week.

taken over the picnic promotions and Eddie LaRue is continuing as handler of tie-ins. The park staff will remain the same, with Anna Halpin as manager and Joe McKee as general superintendent, aided by Joe Rinaldi.

The park pool has been sandblasted and is to feature tinted sides and flooring, for its opening the week before Decoration Day.

Also continuing is the free-dancing policy, with Henry Peters fronting the park's house band, alternating with name bands booked thru Associated Music's Bert Block.

## HURRY HURRY HURRY

**OPENING**  
**July 4, 1955**

**A New Permanent**  
**AMUSEMENT PARK**  
**ON**  
**MORGAN LAKE**  
**POUGHKEEPSIE, N. Y.**

**WANTED—All Types Owner-Operated Rides and Concessions on Percentage Basis**

- MINIATURE TRAINS
- MERRY-GO-ROUND
- KIDDIE BOAT
- KIDDIE AUTO
- CHO-CHO
- KIDDIE PLANES
- OCTOPUS RIDE
- ROLLER COASTER
- TILT-A-WHIRL
- TUB-O-FUN
- JOLLY CAT
- FERRIS WHEEL

Also

- ROW BOATS
- FISHING
- BICYCLE BOATING
- BASEBALL BATTING

**16 BOOTHS FOR ALL TYPES OF BOOTH CONCESSIONS**

**PARKING FOR 500 CARS**

**DON YELLEN**

**Box 462, Fishkill, N. Y.**

## AMUSEMENT PARK FOR SALE

*Syracuse's Only Amusement Park*

500,000 in 40 mile radius. 35 acres. Modern A-1. Established 55 years. Bus service, 11 miles to center of city.

12 RIDES (8 Major and 4 Kiddie) includes only Coaster Central New York, 50x100' Dance and Rink, Bar and Restaurant (all legal beverages), Miniature Golf, Mangels Gallery, Live Pony Ring, 7 Game Concessions, 4 Food Concessions, Arcade and Sport-land, Free Act Stage, large Parking Lot, Picnic Grove, Athletic Field. All good condition. Present owner-manager 31 years, wishes to sell as no sons to carry on business. Season opens May 1. \$60,000 cash down, balance like rent to reliable parties. Contact

**Fred W. Searle, Owner-Manager, Suburban Park**  
MANLIUS, N. Y. PHONE 62-7811 or 62-5471 or 65-8282.

## FOR SALE

Scientific Poker Tables; perfect condition, like new, with peach glass, \$85 each; Earlier model Poker Tables with blue glass, good condition, \$40 each; Sutphen Bowl-O-Alleys, perfect condition, \$200 each. Inquire

**NATHAN FABOR & CO., INC.**

148-16 BOULEVARD Neptune 4-6344-5 ROCKAWAY BEACH, N. Y.

## SUCCESS STORY!!!

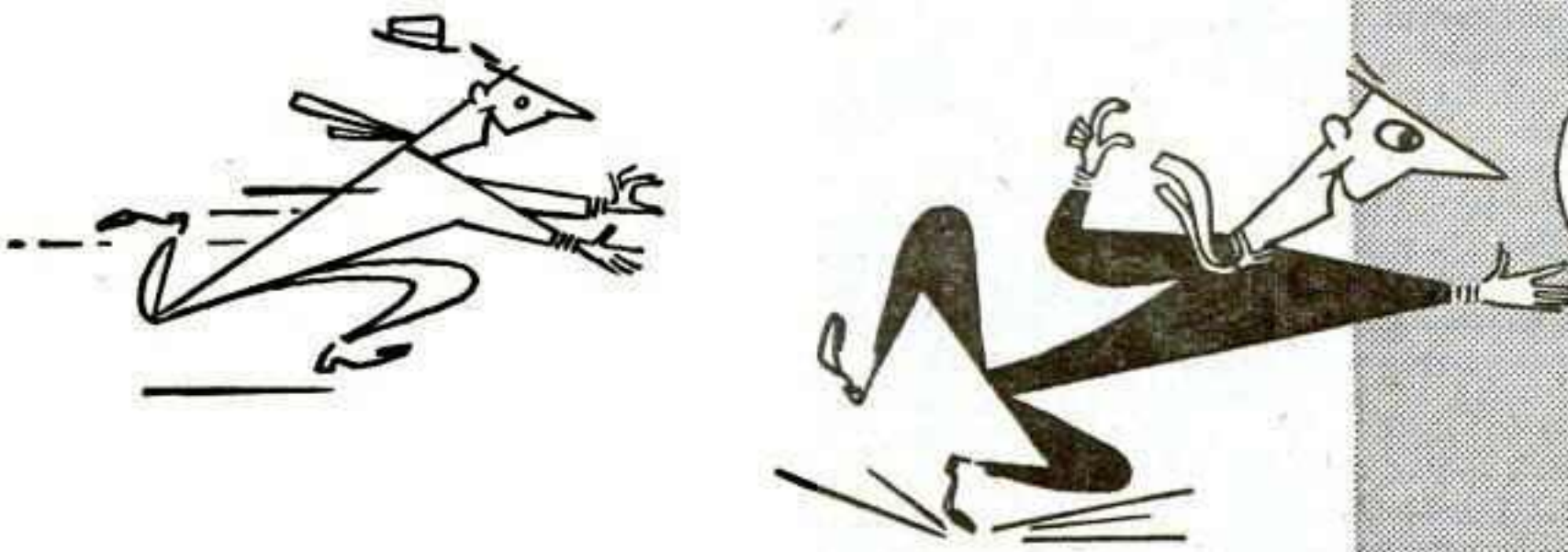
*Scientific's Sensational*

# BING-O-RENO

when answering ads...

**SAY YOU SAW IT IN THE BILLBOARD!**

# IT'S THE NEW MODEL!



**FASTER** (4 miniature portraits every 30 seconds)

**BRIGHTER** (electronic lighting - stops all action)

**SHARPER** (better photographs than ever)

**SMARTER** (styled to invite patronage)

**WRITE TODAY FOR FULL DETAILS**

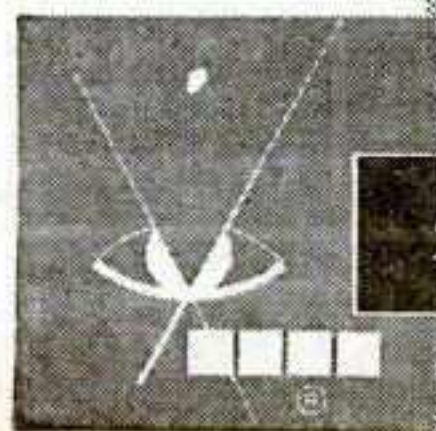
*All new model 11 Auto-Photo Studio*

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# ARCADES—SPORTLANDS—LOCATIONS

Choicest Selection of Today's Outstanding Attractions

## Great Late Money Makers MUTOSCOPE'S NEW

Photomat Photo Machine, Drivemobile, New Voice-O-Graph, K.O. Champ, Grandmother Prediction, Mystic Swami, Tungo Grip Scale, Mutoscope Movie, Drop Kick, 3-D Art Parade and many more.

## SCIENTIFIC'S NEW

Pokerinos, Bing-O-Renos, 3 In-A-Line, EXHIBIT and OTHER NEW NOVELTY KIDDIE RIDES

Exhibit Big Bronco Exhibit Space Patrol  
Exhibit Junior Jet Exhibit Trigger  
Exhibit Rudolph Exhibit Twin Pete

Merry-Go-Round (2 horses) close-out, only \$295.00  
Whip, very attractive sturdy ride 395.00

Write for details on above.

## OTHER NEW MACHINES

Munves Grandma Fortune—A modern version of a fortune teller that has been making money for the last 40 years... \$795.00

Mystic Swami (Card Fortune)... 795.00  
Exhibit "500" Shooting Gallery, fastest shooting, fastest money maker

Exhibit Wild West... 175.00  
Exhibit Space Gun... 175.00  
Genco Invader, black life... 295.00

Seeburg Coon Hunt... 395.00  
Williams Jet Fighter... 295.00  
Chicago Coin World Trainer... 695.00

Exhibit Vacuumatic Card Vender... 195.00  
Genco Basketball 2-Player... 300.00  
Set Shot Basketball... 325.00

Air Football... 295.00  
Midget Movies... 295.00  
Mutoscope New Drivemobile... 795.00

Relax-A-Lator Foot Vibrator... 240.00  
Mystic Pen... 175.00

## It's MIKE MUNVES CORPORATION

for Outstanding, Able, Reliable Coverage of the

## PENNY ARCADE FIELD

A Single Machine A Complete Arcade

Parts—Supplies—Sundries

## FACTORY RECONDITIONED

MACHINES THAT LOOK AND WORK LIKE NEW

Baseballs, a full assortment of Williams... Write \$145.00  
Bally Big Inning... 145.00  
Evans Bat-A-Score... 145.00

Chicago Coin Basketball Champ... 175.00  
Chicago Coin Midget Skee Ball... 175.00  
Chicago Coin Goalee... 100.00

Mutoscope Photomatic, postwar... 595.00  
Mutoscope Voice-O-Graph, postwar... 495.00  
Mutoscope Silver Gloves Fighter... 225.00

Mutoscope Drivemobile... 175.00  
Scientific Field Goal... 125.00  
Scientific Batting Practice... 95.00

Scientific Pitch 'Em and Bat 'Em... 145.00  
Scientific Upright Baseball... 75.00  
Scientific Upright Basketball... 75.00

Chester Pollard Football... 175.00  
Rolacore Console Type 6-ft. Skee Ball... 95.00  
Foot Vitalizer... 95.00

Relax-A-Lator Foot Vibrator... 150.00

## ATHLETIC MACHINES

Mutoscope Punching Bags... \$195.00  
Mutoscope Liftograph... 145.00  
Mutoscope Liberty Bell Striker... 125.00

American Gripmeter... 135.00  
Ball Grip... 95.00  
Light House... 95.00

Raise-the-Devil... 125.00  
Electric Shocker, floor model... 75.00

## FORTUNE TELLING

Exhibit 3 Little Meters with clown base... \$150.00  
Exhibit Mummy... 145.00  
Exhibit Radiogram... 145.00

Exhibit Meters, floor size... 175.00  
Gypsy Palmist... 100.00  
Astroscope, late model... 175.00

Mystic Pen... 125.00  
Solar Horoscope (Grandmother)... 110.00

## SHOOTING MACHINES

Exhibit Shooting Gallery... \$375.00  
Exhibit Sportland Gallery... 250.00  
Exhibit Space Invader... 125.00

Exhibit Dale Gun... 95.00  
Genco Sky Gunner... 175.00  
Atomic Bomber, Muto... 100.00

Mutoscope Fishing Well... 125.00  
Mutoscope Sky Fighter... 125.00  
Mutoscope Flying Saucer... 145.00

Chicago Coin Pistol... 95.00  
Seeburg Coon Hunt... 295.00  
Seeburg Shoot-the-Bear... 195.00

Seeburg Chicken Sam and Conversion... 110.00  
Bally Rapid Fire... 125.00

Scientific Skeeballs... Write  
Scientific QUE BALLS, like new, with new tops, new sticks, etc... \$175.00

Exhibit Card Machines, floor size... \$25.00 & up  
Midget Movies... 195.00  
Hockey 12 players, Mutoscope or Seeburg... 75.00

Pokerinos... 125.00  
Mutoscope, complete with reel and sign, heavy cast iron or light metal... 65.00

## COUNTER GAMES

Full Assortment

## PARTS and SUPPLIES

For Arcade and Other Machines  
Wax Formula #77, red label, case of 24... \$6.00  
Pucks, set of 8... \$7.00

Coin Wrappers, famous Rugged Wrappers, best by test... 75¢ per M  
Locks—Duo and Ace and other in stock... Write

Coin Changing Machine  
Coin Counting Machine  
Coin Weighing Scales  
Coin Dispensing

Exhibit Cards at factory prices.  
Soldering Irons—Soldering Guns  
Hand Trucks—Dollies

## SAVE MONEY, SAVE TIME

Buy all your needs from one source of supply. It always costs you less to deal with a reputable concern. We have been selling machines and supplies for the last forty-three years.

Complete coverage in our 1955 Catalog free on request.

**MIKE MUNVES**  
577 Tenth Ave. (at 42nd St.)  
New York 36, N.Y. BRyant 9-6677  
43 YEARS SERVICE - EST. 1912

# Kiddielands See Better Takes

Continued from page 96

land. New rides there will be Schiff's Hi-Model park coaster, Hampton's Kiddie Handcar and Herschell's Jolly Caterpillar. Kiddie Wonderlands is cutting out all newspaper advertising in favor of direct mail, billboards and heralds. Weekend schedule began March 19 and full opening is May 30.

**Pee Wee Funland**  
Pee Wee Valley Kiddieland at Cincinnati expects attendance to be up considerably over 1954. The spot is adding a G-12 Miniature Train model to operate alongside its National train. It also will have a Teeter-Copter, manufactured by Pee Wee Valley Amusement Company. Underground wiring, enlarged parking area, new Arcade area for Skee-ball alleys and more black-top walks are new features. They are considering addition of an Indian Village, and will continue to book in TV personalities.

Funland, of Bronx, N. Y., expects a bigger year than last time on the strength of adding two rides and more promotions. TV people will appear on occasion thruout the season as part of a fully developed publicity campaign that has been mapped out. One man will devote full time to publicity for the spot, which has three major rides and seven kiddie models. A new housing development will aid the spot. Not only birthday parties, but also a day camp idea are to be exploited this year after being touched upon last season. Free puppet shows are given each Saturday morning. Additions include 15 new Lusse Scooter cars and new Schiff teeners' electric cars. Water fountain and flower bed, new lighting fixtures and more benches with jalousies for shade.

**Texas, Calif., N. J.**  
Caldwell Kiddieland of Pampa, Tex., foresees a small increase in

business. The four-ride spot is in the Texas drought area, with resulting softening of business in the past five years, but the population is increasing and management feels that the shortage of rain may be over.

William Thompson, Fontana, Calif., however, is in the smaller group which reports tight money and prospects of business at about the same level as in 1954. His Kiddieland is at Big Bear Lake, Calif.

The big Seaside Heights Casino and Pool, Seaside Heights, N. J., looks for a better 1955, with help from a new highway. New rides will include a German firm's kiddie carousel, the only one in use in this country; a Schiff Adventure Rocket and a Mangels Kiddie Merry-Go-Round. Parking and lighting are improved. A hefty \$10,000 is budgeted for billboard advertising. Promotions include a tie-in for free rides, invitations sent to schools and institutions, and booking of picnics, reports Linus R. Gilbert, manager.

Dunster's Big Stop Kiddieland, Mechanicsville, N. Y., sees a much better season in the offing, with upped spending. The Kiddieland will move into radio advertising this time and will use free-ride promotion plans thruout the season.

From Kenosha, Wis., Playtime Park reports the outlook is much improved over 1954. Combining of Nash and Hudson means action for the Nash plant here and both attendance and spending are expected to be up. The park may try radio advertising this year.

Brownsville, Tex., Kiddieland operator, Dr. I. A. Sisinger, operates his spot all year around and sees business holding last year's level.

# Lansing Kidland

Continued from page 96

tion which brings seating capacity to well over 1,000. Electric lights have been installed for twilight commercial picnics. Schedule now has all Saturdays booked with commercial and industrial picnics thruout the season.

The Lansing shopping center will operate under the name of Frandor on property which formerly was a golf course.

## WANT TO BOOK NOW

For Biggest Annual Celebration in this section of Pennsylvania

## JULY 1 THRU JULY 4

Concessions for Midway. Can use Frozen Custard and all kinds of Skill Games. No wheels or games of chance. Only one of each kind booked.

## ALSO WISH TO BOOK

High Trapeze, Acrobatic or other outstanding act for Free Day and Night Appearances.

Write to  
**MORRISONS COVE MEMORIAL PARK**  
Melvin G. Hartman, Secretary  
Martinsburg, Pennsylvania

## CARROUSEL RINGS



STEEL • BRASS  
CAMPBELL CHAIN COMPANY  
YORK, PENNSYLVANIA

## OPERATORS WANTED

To Install and Operate Kiddie & Adult Rides. Fun City, Inc., Johnstown, Pa. Formerly IDEAL PARK, has just changed ownership and present operators wish to promote—this is a natural—only amusement park within a radius of 30 miles—drawing of 150,000 people. New filtering system in pool. We wish to talk or hear from anyone that can help us develop this amusement center. We need Concessionaires, Rides, Shows, Hanky Panks, Promotion Men. Operators and all kind of Promotions. What have you to offer? Get in on the ground floor and grow with us. Over \$200,000 being spent on improvement. Call or write  
**FUN CITY**  
Somerset Pike Johnstown, Pa.  
Phone 352775

## WANT

## FOR NEW AMUSEMENT PARK

In the center of one million people. Kiddie Rides, large exceptional Coaster, Jeep, Bulge, Boats (dry or water), Kiddie Wheel, Autos, Airplanes, Train, Place Tilt and Dark Ride, New or near new. No Junk. What have you? All answers:  
M. E. SMITH  
General Delivery Alexandria, Virginia

## FOR SALE

12 passenger Airplane Ride in very good condition. Operates on 110-220 A.C. current, 1 hp. motor in good shape. Write or phone  
**LAKEWOOD BEACH PARK**  
Urbana, Ohio

## WANTED

For Colored Beach—Ninth Season. ADULT and KIDDIE RIDES, ARCADE EQUIPMENT on percentage; GAMES, PHOTO, CONCESSIONS.  
**R. A. MARKHAM**  
Mark-Haven Beach, Tappahannock, Va.  
Phone: Hillcrest 3-3871

## FORCED SALE—DUE TO ILLNESS

Completely and beautifully equipped Poker Game Store (38 Tables)—complete with inlaid carpet, lighted show-case. Located in the heart of Coney Island Boardwalk, near the to-be-constructed aquarium. Splendid opportunity. Call  
**Mrs. Greves, NAvarre 8-7297 after 12**

## KIDDIE RIDES

Major Rides and Concessions open May 1st to Sept. 18th at the new Kiddieland Park. Located Rt. 19 in Western Penna., 2 miles south of Portersville, 6 miles north of Zellenople. 80-90 deal. All replies to  
**JOHN DEMORE**  
RD #1 Harmony, Pa.  
Phone Portersville 2797

## WANT

Used Kiddie Rides for Kiddie Park. Contact  
**HAVENOR SALES CO.**  
Eleva, Wis.

PARDON US FOR SHOUTING, but our new game is WONDERFUL!

## Scientific's BING-O-RENO

A PACKED STORE DAY & NIGHT  
The Public Simply LOVES It  
SO WILL YOU!!



## SCIENTIFIC MACHINE CORP.

79 Clifton Place, Brooklyn 38, N. Y.  
Tels. NEvins 8-2115-2116-2809

## High Quality KIDDIE RIDES

ROTO WHIP—SPEED BOATS—PONY CARTS  
GALLOPING HORSE CARROUSEL  
Illustrated Circulars Free  
**W. F. MANGELS CO., Coney Island 24, N. Y.**

## FOR SALE

RENSELAER SUBURBAN G-16 MINIATURE TRAIN, locomotive, three coaches, track, ties, crossing signal, etc., \$9,000.00 CASH.

KIDDIE RIDES:  
Auto Ride... \$1975.00 | Horse & Buggy... \$1980.00  
Rocket Ride... 1000.00 | Boat Ride... 1045.00 CASH

Rides operated one season, very excellent condition, set up and run.

CONTACT: **MRS. DEUBER CABLE** | CONTACT: **R. V. HOWARD**  
North Canton, Ohio Phone 9-1253 | Canton, Ohio Phone 3-4107 or 7-1248

## INTERESTED IN A COASTER?

Caters to all classes and types of riders—top capacity.

## NEW DESIGN FIRE TRUCK AVAILABLE!

A top revenue producer for Park or Portable Operation.



## OVERLAND AMUSEMENTS

Factory: U.S. Rt. 1 Saugus, Mass.

## FOR SALE

Established business. Boardwalk, store size 18x100, consisting of 35 Poker Tables and 10 United Shuffle Alleys. Completely equipped with all necessary shelving, show-cases, wallcases and lighting fixtures. Located at 71 West Boardwalk, Long Beach, New York. Inquire

## NATHAN FABOR & CO., INC.

148-16 BOULEVARD, ROCKAWAY BEACH, N. Y. NEPTUNE 4-4344-5

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

# Kid Zoos: The Pros and Cons

Continued from page 55

with the paint surfaces. Successful zoo owners repeat that maintenance of every type, including painting, is a continuous process. Harry Sweeney applies paint whenever needed at his Lollipop Farm Zoo in Syosset, N. Y. At a large private zoo like the Catskill Game Farm in Cairo, N. Y., Owner Roland Lindemann employs a full-time painter.

The operator of a smaller operation, one which is strictly a kiddie attraction, soon learns he must be a jack of all trades if he is to run a business in comparatively economical fashion. If he tries to operate with the philosophy of selling off or destroying his animals at the close of every season rather than take the pains to preserve and care for them, he soon discovers he is being financially unwise. This policy is sometimes used by operators who find they have inadequate winter heating for their animals, and by others too lazy to care for the animals during the off-season.

## Self-Heating Animals

Animal importer Louis Ruhe and others in the know advocate an owner's taking advantage of the natural heat exuded by some species, for instance by cows. These animals have such heating qualities that they require no artificial heat the winter long. To take advantage of this quality, the wise operator builds a barn into which he puts his "heat" animals for the winter, spacing the more sensitive animals around them. The result is a building which maintains a comfortable temperature thru body heat.

Far from being overly commercial or out of place, mechanical rides and playground equipment perform a useful zoo function. Since kids can be vicious toward animals as well as tender, the rides offer some distraction during a long visit. They act in the same way as the restaurant and picnic tables, since they enable the parents to relax and thereby extend the family visit to the zoo.

At the outset, Ruhe cautions, the

owner is faced with design and stock problems. The larger zoo can make use of enclosures and structures of varied motifs, but the more confining one presents a better appearance, he adds, if it is entirely in the same decor. That is, all Western ranch, all farm or all oriental, for example. The unity of decor is felt to add a feeling of spaciousness to a location, where many different-type buildings tend to have a cluttered appearance. Ruhe has explained this so many times to prospective and operating zoo men that he is embarking on a zoo designing and building business, possibly constructing a couple of his own zoos as models if the "right" locations can be found.

## Avoid Fresh Grass

Stock is available in all breeds of animals, altho the new operation does best in avoiding carnivora because of the many liability insurance restrictions and the high premiums involved. White sand or gravel make the best surfaces, with owners cautioned to be careful in any use of grass since digestive systems of baby animals are so delicate that eating fresh grass often results in colic and fatalities.

A simple, cheap mixture of domestic and exotic animals is recommended for the starter, with some adult males and pairs of babies. Good breeds for starters are goats, llamas, guanacos, camels, monkeys (except baboons, which have a vicious nature) and barnyard varieties. Rather than considering destroying the older male animals, which become mean in their adulthood, the owner can frequently dispose of them by selling to large zoos or traveling show organizations. As for supply of inhabitants, the operation usually winds up breeding its own animals from the original babies. Barnyard varieties have a good market value, so present no disposal problem. Importers agree that monkey cages, pits and mountains are invariably top attractions in zoos.

Animals likely to be encouraged  
(Continued on page 99)



# Park Men Display Tempered Optimism

Survey Shows Funspots Spend Freely; Study Population Trends; Mull TV Cost

CHICAGO, April 2.—Optimism, somewhat tempered by recollections of last year's business, was revealed in The Billboard's annual pre-season survey of the nation's amusement parks.

Thruout the country the big fun zones are spending freely to dress up their offerings and add attractions to the line-ups.

Managers of most parks, large and small, foresee good business and they cite generally strong economic conditions in the nation and their own locations. Many noted in their replies for the survey that population is increasing sharply in their trade areas.

Significant, too, was the number of parks which are increasing advertising budgets. Several are adding dollars for TV, but as many or more are upping money they will spend for radio and newspapers. Outdoor advertising in the forms of billboard 24-sheets and other roadside signs is highly popular with parks, the survey showed.

Whalom, Bay, Indiana  
Whalom Park, Fitchburg, Mass., foresees business at about the 1954 level. General conditions there are off but promise to pick up during the summer. The park will stress kiddie days, which will be dressed up with fireworks and special events.

Bay Beach Park, Green Bay, Wis., expects good business. Manager Ted Fritsch reports it is adding a Ferris Wheel and plans to use fireworks on special days.

Indiana Beach, Monticello, Ind., looks for a slightly better business this year. It has added a Kiddie Whip and an MT Miniature Train, and an island has been built in the lake. Population increase, particularly of families with children, is expected to put attendance up from 5 to 10 per cent, and spending up about 5 per cent. The beach also will use name bands and record stars about every 10 days. Fireworks, free acts and tie-ins with stores are in the works.

Olympic, Chippewa  
Olympic Park, Irvington, N. J., expects to approximate 1954 business. They will go heavily for free acts, use fireworks on holidays and stress church, school and factory picnics. Ad budget provides for "everything from match covers to billboards."

Chippewa Lake Park, Chippewa Lake, O., is uncertain about the season, believing it depends upon "labor strikes and Walter Reuther." This reflects the attitude of some parks in Michigan, also. Chippewa Lake is dropping TV as too expensive for advertising and will stay with radio, papers and outdoor.

Crystal Park, Beulah, Mich., reports the belief that business will be better if there is no auto industry strike, down if the strike does come.

Flint Optimistic  
But Flint Park, Flint, Mich., says the outlook is very optimistic. Business will be determined by the demands for an annual wage, but the spot figures that an increase will be run up by the end of the year. The park is adding new Dodgem cars and three kiddie rides built by B. A. Schiff & Associates. Flint Park is using fiberglass in many places this season, including on the Bug Ride cars and on a new central booth for universal tickets.

Canadarago Park, Richfield, N. Y., reports business will be better. It, too, is adding a boat ride and will use name bands.

Mississippi Valley Fair Park, Davenport, Ia., looks for much bet-

ter business. The fair board purchased the park from the Mississippi Valley Amusement Company and is expanding the ballroom, picnic and rides departments. Booking of big picnics that weren't in last year is expected to help boost attendance. An Atomic Energy show is booked, reports Manager Frank Harris.

Vichy Springs Park, Napa, Calif., looks for better takes in 1955. A new steam train has been added. The area is experiencing a building boom, and the park is extending its advertising to the San Francisco Bay area and San Francisco newspapers.

Playland, Rye, N. Y., anticipates better business this year, with help from new attractions and promotions. They are bringing in a Roto-Jet, a new Ferris Wheel and an exhibit of Swiss music boxes. Twice-weekly fireworks are scheduled, along with daily free acts.

Pleasure, Shawood, Marshall  
Pleasure Pier, Port Arthur, Tex., will enjoy very good business in the view of Manager A. E. Kinsey, who reports general conditions there are good. Shawood Park, Porterville, Pa., expects to benefit from a State park being opened nearby and an increase in highway signs. Marshall Hall Park, in Maryland, will benefit from new housing projects serving nearby Washington, D. C. Nelson Lodge Amusement Park, Garrettsville, O., is using more highway signs and direct mail and looks for increased attendance.

Willow Mill Park, Mechanicsburg, Pa., had a good winter for picnic bookings and expects improved business. A Handcar ride, Cats game, and special events such as a balloon ascension, fireworks and stagshow, are scheduled.

Beech Bend, Idlewild  
Beech Bend Park, Bowling Green, Ky., reports the outlook is for some increase in business. It is adding a Dodgem building and a Miniature Golf course. The county fair will be at the park in August and stock car races are scheduled thruout the season.

Idlewild Park, Ligonier, Pa., believes business will be good, but little changed. Free acts and fireworks will be used. Idora Amusement Company, Youngstown, O., expects better receipts. New there is a National train and a ballroom project to be completed next year. It is also using more TV this year than last.

## Kid Zoos

Continued from page 98

upon kiddie zoos this year are baby goats, plus prairie dogs, otters and raccoons. The prairie dogs especially make good displays the way they squat on their behinds and humanly contemplate the patrons.

Beside the initial expense of building and outfitting his new zoo, the "retiring" novice must be always ready with hammer, paint brush and wrench. The work has to be done and there is no more convenient way to hold down net income of the small operation than contracting out the repair and building work that can be done by a little effort on the owner's part.

Concession stands are a necessity for the sale of food and novelties, but the successful park holds these stands down to a minimum rather than have them dominate the operation's appearance. Popcorn and peanuts are a good profit item, and are suggested food for the customers to offer animals. Since all baby animals can be bottle-fed, some places operate a concession which sells warmed, standard bottles filled with homogenized milk and capped with regular nipples. Adults and children feeding animals by hand make good snapshots, and the concession is a winner wherever operated.

# Golf Range, Arcade Gear Shown at Chi

CHICAGO, April 2.—A number of new games, adaptable to the Arcade business or other outdoor locations, were introduced here this week at the trade show of the Music Operators of America. The show was held in the Morrison Hotel from Monday (28) thru Wednesday (30).

Attracting more than its share of interest was the new coin-operated golf driving range introduced by The Bert Lane Company, Inc., North Miami, Fla. Designed for use either indoors or outdoors, the unit measures 25 by 15 feet. The course consists of a lighted mural of a fairway against which the player drives a regulation golf ball with a regulation driver. The impact of the ball against a screen translates itself electronically into yardage which is registered on a meter.

### Park Location

It provides 10 balls for a quarter, the balls being teed up automatically. Six of the units are being installed in Palisades Park, Palisades, N. J., which opens April 7. In addition to amusement parks, Bert Lane, firm's head man, figures they can operate successfully at boardwalks, resort areas, country and athletic clubs, Kiddielands and many of the one-stop amusement-recreation centers that are being established thruout the country. Each unit sells for \$3,500.

An Arcade piece making its debut at the show was the Sidewalk Engineer, made by the Williams Manufacturing Company, Chicago. This game, also coin-operated, features an electrically operated miniature bulldozer at work. The player remotely controls the operation of the tractor which moves gravel around an area 48 by 28 inches. The game lists at \$275, Art Weinand, sales manager, announced.

### Fortune Machines

Two new fortune machines that dispense charm capsules as well as cards were shown by the International Mutoscope Corporation, New York. Zelda the Mysterious, one of the units, consists of a female manikin that moves and breathes, hands over the cards and dispenses a charm capsule. The other fortune unit, Mystic Swami, is basically the same, but the figure passes its hands over a crystal ball before dispensing the card and capsule.

Alan Hawes Manufacturing & Display Company, Atlanta, showed its new See-Saw coin-operated kiddie ride. A manikin clown is seated at one end of a teeter-tawter while the riding youngster sits at the other end. Ride measures 60 by 18 inches and lists at \$395.

### Pistol Game

Bally Manufacturing Company, Chicago, had two kiddie units—a ride and a pistol game—in the trade show. Bull's Eye, new pistol game is especially designed for youngsters with a step-up platform. Hot-Rod, new kiddie ride, is an approximate scale model of an old-time automobile and moves gently when in operation.

Auto-Photo Company of Los Angeles showed its coin-operated

automatic photo machine, a unit that can deliver four miniature portraits every 30 seconds. Special lighting stops movement of the subject from affecting the prints. Four poses are made for a quarter. Unit weighs 50 pounds, is 70 inches long, by 72 inches high, by 29 inches wide.

A new Monkey Climb novelty game was displayed by Industrial Engineering Company, Aurora, Ill. It was shown in two sizes—one model for four-player participation, the other for two-player operation.

## WANT COTTAGE GROVE

Maryland's most modern and finest beach and amusement park

RIDES WANTED—SUMMER RESORT

Proven profitable—Permanent location, 25 minutes from downtown Baltimore, bus service direct to Park.

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Weather-proof metal box. 5"x7"x4" for outside installation. Emergency switch to stop at any time.

JUNIOR AMUSEMENTS, Inc.

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ROCKVILLE CENTRE, N. Y.



\$19.95

F.O.B. N. Y.  
25% deposit with order.  
Immediate Delivery.  
Special discounts in quantity to ride manufacturers.

## WANT CONCESSIONAIRES

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(Three Miles From Hamilton, Ontario)

CANADA'S GREATEST INDUSTRIAL TOWN! POPULATION: 300,000. OPENING MAY 21 THRU LABOR DAY—CANADA'S NEWEST AMUSEMENT PARK! WANT MAJOR RIDES, KIDDIE RIDES, HANKY PANKS, FUN HOUSE, GLASS HOUSE, CONFECTIONS, ETC. FIRST CHOICE TO CANADIANS.

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HAMILTON, ONTARIO, CANADA

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LAWTON BROS.  
AMUSEMENT CO.  
WEIRS BEACH, N. H.



## CETLIN-WILSON SKEDS FIVE WEEKS IN EASTERN CANADA

### 1st Border Crossing for Railroader; Opener Delayed Month to May 27

PETERSBURG, Va., April 2.—The Cetlin & Wilson Shows will include Canadian dates in its tour this year for the first time. The railroader will spend about five weeks in the Dominion playing the provinces of New Brunswick and Nova Scotia.

At the conclusion of the Canadian dates the show will move some 1,500 miles to its first regular agricultural fair date at Ionia, Mich. Only four weeks will be played in the United States before

the border crossing. The show will be in Canada in time for Dominion Day, July 1, the principal holiday.

The show will delay its opening this year by about a month until May 27. The preem date, as usual, is set for Petersburg, winter home of the show, and will again coincide with pay day at adjacent Fort Lee. This year's showing is expected to be better than average in view of the fact that the holiday is included.

#### Dates Listed

Reports from Canada indicate that the dates set for C&W in Canada are Moncton and St. Johns in New Brunswick and Sydney and Halifax, Nova Scotia.

Wilson said that Rotary and Kiwanis club sponsorship would cover the dates. All lots are located virtually in the hearts of the communities and two stands will involve the use of community parks.

Wilson said that the towns routed had never been visited by a show the size of his organization. Full equipment will be carried for the Canadian trek.

#### Showcase Seen

In addition to holding the promise of better earnings for the month of July, show officials acknowledge

that the Canadian trek will probably act as an excellent opportunity to display the size and quality of the organization to fairmen. Officials this year sought the Canadian B Circuit for the first time.

Curtis Bockus, general agent, went in to Canada to book after the show was unsuccessful in securing the B Circuit for this year, for the reason that reports of show earnings in the Eastern provinces were excellent. Wilson said that long range plans call for returning to Canada again next year assuming, of course, that business warrants it.

The King Reid Shows out of Vermont have played Eastern Canada territory for several years to generally good results. The Bill Lynch Shows, an Eastern Canada organization, has played the territory for a number of years.

#### Good Season Seen

If the Canada trek pays off the show should have a good chance of putting together the best season it has had in several years, since it has regained for this year the Indiana State Fair, Indianapolis. The remainder of its fair route is the same as last year with the biggest and best dates intact.

(Continued on page 107)

## Crawshaw Show Strengthens Ride Line-Up

VANCOUVER, April 2.—Royal Canadian Shows have placed emphasis on its ride line-up this year, having purchased a new Jolly Caterpillar from the Allan Herschell Company, and booked on a Round-Up for the season. Show will carry a total of 7 major and 4 kid devices.

Owner George Crawshaw and Manager Jerry Crawshaw are optimistic about the season due to a tighter route with most long jumps eliminated. The Crawshaw organization is celebrating its 25th year in business which is coinciding with the Jubilee celebrations in Alberta and Saskatchewan.

Dick Crawshaw, assistant manager, is supervising the preparatory work here. All rides have been overhauled and repainted in the show's colors. The Funhouse has been rebuilt and themed to represent a medieval castle. A new popcorn trailer is being built and then work will start on a new front entrance and light towers. Two new trucks will be added to the fleet.

In addition to the rides and concessions, the backend will have four units including an oddity show.

## TAMPA AWARD GOES TO SHAYON FOR TV SHOW

NEW YORK, April 2.—Sam Shayon has received a statuette from the Greater Tampa Showmen's Association for the part he played in engineering the appearance of Carl J. Sedlmayr Sr. on the television program, "This Is Your Life." The inscription reads, "In grateful recognition of your valuable services rendered to our organization." It is signed by Carl J. Sedlmayr Jr., president.

## New Eng. Dates Set For Penn Premier

### Bow Date Is Set for Baltimore April 11; Annual Bookings Are Reported Solid

HENDERSON, N. C., April 2.—Lloyd D. Serfass will route his Penn Premier Shows into New England territory this year for still dates. The shift marks a radical change in his usual routing which in the past limited appearances to Pennsylvania, New Jersey and New York in the Northeast.

Serfass also announced that his show would open in Baltimore on Monday (11). This matches the opening plans of the show in recent years.

A crew has been busy in winter quarters here ever since the show went to the barn last fall. Serfass arrived last week to take over the supervision of the final work program.

#### Celes Booked

The show reportedly holds contracts for several celebrations in New England. Included are a Fourth of July event at Athol, Mass., a town which has not seen a show of this size in a number of years, Nashua and Dover, N. H. The show also has booked a firemen's celebration in Syracuse, N. Y., and an American Legion celebration in Binghamton, N. Y.

The first fair will be played at Hughesville, Pa. Other annuals, in order, are Indiana and Stroudsburg,

Pa.; Luray, Va.; Bridgeton, N. J.; Fredericksburg, Va.; Mount Airy and Lexington, N. C.; Union, S. C.; High Point, Laurensburg and Durham, N. C.

Jimmy Chevanny will manage the Side Show. Mr. and Mrs. Charles Zerm will have the Snake Show, Monkey Show and Life Show. Red Crawford will manage the Motor Drome. Frank Tezano is managing the two Girl Shows and the Minstrel Show. William

(Continued on page 107)

## \$2,250 JACKPOT HAS PADRONE EYEING BULLETS

NEW YORK, April 2.—There were plenty of smiles in the Brooklyn household of Charley (Davenport) Padrone last week. Mrs. Padrone, wife of the concessionaire, copped The World Telegraph and Sun's "Sweepuzzle" jackpot of \$2,250. A long story and photo went with the announcement, plus the mention that if there's any dough left after Mrs. Padrone's shopping spree, friend husband will get it to stock up bullets for his short-range gallery.

## Joe Streibich Bedded; Polk Subs as SLA Sec

CHICAGO, April 2.—Ailing Joe Streibich, veteran secretary of the Showmen's League of America, will continue bedded down at his home here for at least three weeks, Ned Torti, president, reported at Thursday's (31) League meeting. Henry Polk will continue to serve as the club's temporary secretary.

Bernie Mendelson, chairman, announced plans for a Cadillac giveaway. Donations of \$10 each will be limited to 1,000, with the fund-raising drive to be terminated August 15. Following his announcement Mendelson received 16 donations at the meeting.

Lou Keller, past president, continues on the sick list. Ray McDowell is a patient at Alexian Bros.' Hospital. Jack Donahue, recently released from the hospital, was in attendance at the meeting. Also present after lengthy absences were E. P. Glosser, Morris Haft, Elmer Byrnes, Billy Senior and Noble Case. The deaths of Nat D. Rodgers and Eddie Vaughan were reported.

A feature of the meeting was entertainment consisting of some acts expected to be with the Amusement Company of America this season. The acts were the Five Chances, vocal group; Johnnie McAfee, dancer, and Dick Ware, emcee. Bill Carskey arranged this portion of the meeting.

## 26TH TOUR AHEAD

# Garmans' Sunset Will Open April 28

EXCELSIOR SPRINGS, Mo., April 2.—The Sunset Amusement Company will launch its 26th annual season under the ownership of the K. H. Garmans here April 28. The engagement will mark the show's 17th straight opening here at its winter base. Sponsoring organizations again will be the American Legion.

In preparation, activity in winter quarters was stepped up several weeks ago under the supervision of T. J. McManus, the show's business manager. All of the equipment will be thoroughly refurbished and painted for the opening, according to Garman.

#### Adds Rides

A new Rock-o-Plane has been purchased, along with two kiddie rides, raising the total of office-owned rides to 16. A pony ride owned by Carroll Johnson also has been booked.

The show will play in six States, filling 5 still dates, 7 centennials and celebrations, and 12 fairs, many of which it has played for many years.

John Hutchins, currently at his fishing camp in Arkansas and, who

will return with his Side Show, reported that he had acquired several new attractions. Jack Korie's Casbah and Rocky Kansas Athletic Show will be in the line-up.

#### New Show Framed

Other shows booked include an Unborn Show and Snow Show, owned and operated by Hy Fink. A new show, to be titled "Old New

(Continued on page 107)

## Strates D. C. Arrival Set For April 5

WASHINGTON, April 2.—The James E. Strates Shows will arrive here Tuesday (5) for the 10-day stand scheduled to begin on Thursday (7). Two full days will be available for setting equipment for the first of the regular season dates.

Ten cars of equipment will be picked up in Savannah, Ga., where it was in use this past week. The remainder of the equipment is coming direct from Orlando, Fla., winter quarters.

Strates announced the signing of a new colored revue and a new illusion show recently. Jack Norman and George Pronath will produce a second Girl Show.

Nelson Thomas, billposter, began papering Washington this week.

## Cold Weather, Layoffs Hurt Gentsch Takes

McCOMB, Miss., April 2.—J. A. Gentsch Shows trucked here this week after low temperatures had held down business at the Port Gibson (Miss.) Cattle Show which closed Saturday (26). In addition to the cold weather, lay-offs at several factories in Port Gibson added to the shortage of paying customers.

Show scored a good publicity TV shot in that city. Station WLBT of Jackson made movies of the Gentsch midway Wednesday (25) and showed them on a Friday farm program.

Organization had 9 rides, 35 concessions and 2 shows here, a Side Show and snake unit.

## Va. Greater Set to Open, Signs Bingo

SUFFOLK, Va., April 2.—Mr. and Mrs. Eddie Schultz have placed their bingo on the Virginia Greater Shows for this season, after meeting with manager Rocco Masucci and agent Bill Murray last week.

The show will pull out of quarters here this week and set up on the North Carolina Highway in preparation for the opening date of the season. Harry P. Taylor and Sam Stalling, of the sponsoring local Elks lodge, have been conferring regularly with the staff about the date.

This year's route includes the Eastern shore of Maryland, Virginia, Delaware, New Jersey, and the Carolinas, Masucci said.

## Vivonas Leave Florence Soon for Balto. Opener

FLORENCE, S. C., April 2.—A 10-day engagement near Baltimore will get the Amusements of America midway off to its 1955 start on April 14, and publicity-promotion work will get rolling shortly when Harry Wilson leaves quarters on Tuesday (5).

The show will set up on Hawthorne Field near the Glenn Martin Aircraft Corporation, Middle River. All equipment is ready for the opener, it is reported, with credits going to Don Crown for his art work on the rolling stock and new midway entrance. The front gate is the most attractive the

Vivona-owned show has ever used, and behind it will be laid out the 21 rides, 12 shows, 4 Downey light towers, and other elements.

Danny Dell's office has been re-done, and the long route is expected to provide a banner season for all. Al Reisinger has his ride crew all lined up. New banners are being completed for the J. B. Graham Side Show, which will offer 12 acts, including Marie Le Doux, fat girl. High hopes are also held for Mignon, Penguin Girl

The Vivona organization will continue to operate a bazaar and celebration unit in New Jersey spots, as in the past.

## Gooding Ride Count Increased by Three

COLUMBUS, O., April 2.—The Gooding Amusement Company this week further increased the earning power of its 10 full-time unit operation by the purchase of several more rides. The new devices are in addition to seven purchased several weeks ago.

A new large-sized Round-Up was ordered from the Frank Hrubetz Company, Salem, Ore., with delivery scheduled for May. A new Kiddie Airplane arrived in quarters this week from the Allan

Herschell Company, North Tonawanda, N. Y., and an A-H Auto Ride, equipped with plastic cars, is to be delivered in the near future.

Arrangements were completed this week with Roger Haney, owner of Lake Lansing Park, Haslett, Mich., to book his new Scrambler with the Gooding organization for '55 fairs.

#### Adds New Kid Train

Also new to the Gooding line-up will be a large kiddie train purchase. (Continued on page 107)



**EM INFLUENCE**

**Mobile Home Dwellers Live It Up on the Road**

By ED WILSON

Managing Director

obile Homes Manufacturers Assn.

THE newest thing to come to mobile homes is the "woman's touch."

Thruout the models which are now available at dealers' lots it hews up again and again and stands out as the distinctive feature of 1955.

"Mama" obviously has been at work to improve the decor, modernize the kitchens, co-ordinate the furnishings. And "Mama" obviously has been reading the latest women's pages of newspapers and magazines.

Whether the manufacturers' wives or the women among the 1,000,000 Americans who live in mobile homes exercised the deft touch would be difficult to establish, but a look at the 1955 models' offices to prove that it is there.

Name decorators have been called in by a number of manufacturers, aided and abetted in many cases by manufacturers' wives who also obviously know what goes well with what.

Draperies tend toward solid colors and good fabrics that blend nicely with upholstery and carpeting, which in itself seems to be another new trend.

Bronze and brass decorator plaques, antiqued to look like museum pieces, crop up on many finely grained walnut and birch paneled mobile home walls.

**Modern Styling**

Where the styling is modern, as in many cases, it is modern thruout—draperies, furniture, even the clocks on the walls follow the elected motif.

Kitchen engineering in mobile homes is reaching the perfection that architects strive for but seldom achieve when dealing with a client's fixed ideas of where the refrigerator should go.

Standard size models of standard brand refrigerators, stoves, water heaters predominate.

Many kitchens are complete with automatic washer and drier on the first floor in the modern mode. These too are of standard size. Some kitchens boast dishwashers and not many of the better models can be found that don't provide for automatic disposal of garbage. Double sinks and vegetable sprays are common in the 1955 models.

Stainless steel eye-level ovens set in simulated (and perfectly simulated) white brick walls catch the eye of many a housewife, and copper hoods over the cooking tops in the same unit add another touch of luxury.

For those captivated by the copper motif, complete copper kitchens are available with even the cabinets, of which there are many, reflecting the distinctive feature.

**Bedroom Changes**

Bedrooms haven't changed much, tho some of them have full width dresser and dressing table combinations clear across the mobile home, giving an unusual amount of drawer space.

Wallpaper makes its appearance this year in bedrooms and even in a few living rooms, tho wood paneling still predominates. Many models now have the toned-down semi-gloss and even quite flat clear finishes.

One manufacturer says he mixes a little Chanel No. 5 with his varnish to reduce the "newly painted" odor.

The best in baths are the roomy dressing room type which show up here and there. Displaying an ingenuity which has made some building editors dub mobile homes a "research laboratory for conventional builders," at least one manufacturer provides a double-door bathroom, doors of which swing wide to block off the rear bedroom and the kitchen area, thereby enclosing the corridor as part of an eight-foot-long bathroom and providing ample dressing room space.

Another idea used by the same manufacturer and others is a back door that leads right into the bathroom, a scheme expected to be appreciated by those whose families are prone to track in mud.

All of these features are in addition to those which were marketed last year. Such things as two bedrooms on the second floor—and this year, an upstairs bathroom has been added—fireplace, built-in television, air-conditioning and floor heating.

**Luxury Trend**

The trend toward size and luxury is even more apparent in the mobile home parks where owners can stop for a night, or stay for a year, in all parts of the country.

One of the most luxurious of these is the new Blue Skies Trailer Village at Palm Springs, Calif. Built on a beautiful 21-acre site, the \$500,000 park is owned by such stars as Bing Crosby, Jack Benny, Jose Ferrer, Barbara Stanwyck and Humphrey Bogart. It has space for 250 mobile homes and provides individual bath facilities, a swimming pool, underground utility lines to each trailer space, a clubhouse and a complete shopping center.

Also in California is the Treasure Island Park at Laguna Beach, which has a 4,000-foot private beach, a restaurant and the services of a full-time recreational expert.

These are but two of the 5,567 parks which have been approved by the Mobile Homes Manufacturers Association in its 1955-'56 edition of "Mobile Home Trailer Park Guide."

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**WORKERS FOR ALL NUMBERS!**

**Giant Barr Flash!**

Assorted Knobbies and Spirals with inflation up to 60 inches in length x 6 inches in diameter ••• all in brilliant mottled colors.



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**BIGGEST YET—LOWEST IN PRICE!**

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Inflated to 15 inches ••• new in design for no Larrys. The mottled colors mean more sales.



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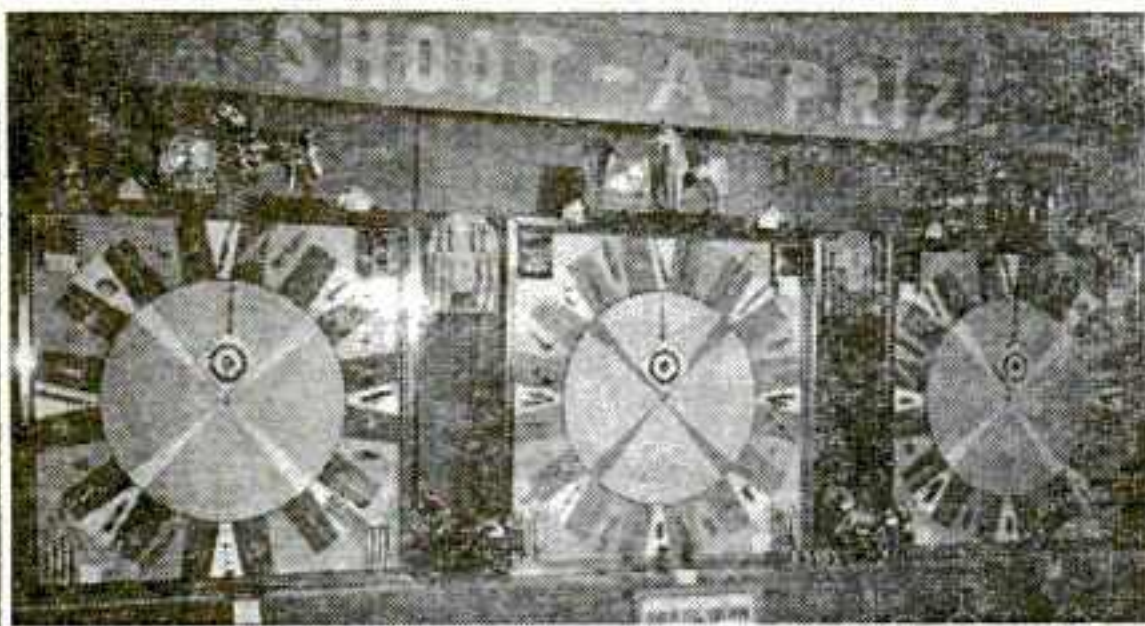
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- One of the fastest concessions ever built (pull trigger and prize is won).
- Purely a game of skill, prize every time, will work anywhere.
- Now with the new improved electric gun (Cork or electric gun can be used on same target).
- The new Roman Target concession is played by more people of all ages than any other skill game concession ever built.

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NAPIER FIELD, DOTHAN, ALA.

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WANT FOR OPENING APRIL 11 AT FORT WORTH

RIDE HELP: Foremen and Second Men for Caterpillar, Tilt-a-Whirl, Looper and Merry-Go-Round.

SHOWS: Will book Fun House, also any Shows not conflicting.

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(Day Phone: Northcliff 5512; Night Phone: Valley 6649)

### LAST CALL

FOR LITTLE ROCK, ARK., STATE SPRING LIVESTOCK SHOW

10 Big Days and Nights—April 14-23—Free Gate

Location: Arkansas State Stock Showgrounds (Roosevelt Road).

Want Bingo, Custard, Novelties, Hats, Pitchmen, Long and Short Range Galleries, Stock Concessions of all kinds (reasonable privilege). Want Motordrome, Fly-o-Plane, Little Dipper Rides. Contact

**SOUTHERN VALLEY SHOWS**  
HOPE, ARK., THIS WEEK; THEN LITTLE ROCK, ARK.

### Last Call--Keystone Expo Shows--Last Call

Wanted for Springfield, S. C. Uptown location. Week of April 4 thru April 9. Have excellent route of Still Dates in the mill section. Payday every week. Celebrations and Fairs to follow.

Want any kind of Grind Shows. Want Stock Stores and P.C. Agents. Want Bingo, Photos, Scales, Penny Pitch, Coke Bottles, String Games, Hoop-La, Pitch-Till-U-Win and any Concessions that will work for stock. Want Ride Help. Have good proposition for Sit-Down Grab. Address all mail and wires to

KEYSTONE EXPO SHOWS, Springfield, S. C., this week; then as per route.

### MIDWAY OF MIRTH SHOWS

WANT FOR 10 BIG DAYS, MOUND CITY, ILLINOIS—OPENING APRIL 7

SLUM JOINTS, JEWELRY, BUMPER, SPINDLE, DARTS, CLOTHES PIN, MITT CAMP (no gypsies). Wire or write (no phone calls):  
MIDWAY OF MIRTH SHOWS, MOUND CITY, ILL.

### MIDWAY CONFAB

Ward Hall, of the Hall & Leonard Side Show, was cut when he was struck in the head by a knife while participating in a knife-throwing act in Byron Gosh's All American Indoor Circus, in Oxford, Ala. Several stitches were required to close the wound. . . . James Heron's wildlife and animal show is laying off on the Punta Gorda, Fla., fairgrounds due to Heron's illness.

Buddy Heaton is back home in Greenville S. C., after spending the winter booking a circus movie. Heaton's nov prepping his girl show to go on Harris Shows this season. Personnel lined up includes Charlie Stern and Mike Tchen, comics; Gay Carroll, Loree Lee, Ruth Tchen, Lavinia Baker, Mary Miller and Rita Faye, dancers; Art Gruner, Hammond organist and vocals; Dick Hart and Rudy Jones, tickets and canvas.

Mr. and Mrs. J. W. Osbourn are back home in Oklahoma after a trip to Neosho, Mo., where they took delivery on a new Buick. The Osbourns also visited their son and his family in Roswell, N. M. The two will open their '55 trek April 9 in Springdale, Ark.

Doc Reeves and family are back in winter quarters of the Star Amusement Company, where he will again take up the duties of electrician and manager of the Burns concessions. The Reeves recently announced the engagement of their daughter, Della Robinson, to Staff Sergeant John Johns, of Tampa, who is currently stationed at the White Sands, N. M., proving grounds. The wedding is scheduled for June.

C. A. Goree, who has built and sold four carnivals, starting in 1935 when he and his father-in-law bought out the Central States Shows, will join Siebrand Bros.' Carnival and Circus June 1 as a good-will ambassador. During the past winter Goree divided his time between his hotel interests in Texas and the sale and manufacture of custom-built Merry-Go-Rounds. Since venturing into the ride manufacturing field Goree has sold five Merry-Go-Rounds. He will continue in the ride business, according to word from Electra, Tex., his home base.

Pauline Davis, of the Siebrand Bros.' Shows, is eager to locate her 15-year-old daughter, Josephine, who disappeared two weeks ago and has not been heard from since. Mrs. Davis describes her daughter as being "Spanish, 5 feet 2 inches tall; 130 pounds, brown-eyed, with long, dark brown hair." Mrs. Davis asks anyone having any information regarding the whereabouts of her daughter to contact her care of the Siebrand Bros.' Shows, 2307 E. Van Buren Street, Phoenix, Ariz., or c/o the Siebrand show as per route.

Eddie Young, president of the Sterling Crown Shows, will not take the show out this season due to ill health. Seriously ill since last fall, Young now weighs 140 pounds, whereas last year at the same time he weighed 200. He has been under the continual care of a doctor and a dentist. Doctors diagnose his trouble as stemming from a nervous stomach. The show equipment, which actually is owned by the Southern Concession Company, Inc., which had leased it to the Sterling Crown Shows, is being sold piece-meal, according to Mrs. Ann Roth and Mrs. Edith Young, of the Southern Concession Company. Some of the equipment already has been sold.

Bud Birchman has been named ride superintendent and electrician for Royal Midwest Shows, it was announced by Manager Bill Harris at the show's Findlay, O., winter quarters. Quarters will be closed April 14 when all personnel heads for Charlestown, Ind., where the org will open its season.

Dr. Roland (Don) Todd, veteran producer-manager of back-end shows, will handle the Side Show on the Page-Ferris Shows

this week. Todd, who was formerly a prize fighter of note, being crowned middleweight champ of the British Empire some years back, has been wrestling professionally during the winter.

Peter Garey, last year on the World of Mirth Shows, pens from California that a play he has written on outdoor show business, "Partly Cloudy," will be produced at the Pasadena Playhouse, with the possibility of a road tour. He also claims he has turned actor, being tested for a role in the coming Marie Wilson TV series.

Art Frazier and Charles Magid visited the Foley & Burk Shows at Santa Rosa, Calif., before continuing their trip to Vancouver, B. C. They plan to rejoin the Clyde Beatty Circus at San Diego, Calif.

Carl Anstead, manager of Southland Greater Shows, attended the graduation of his youngest daughter, Kay, at Ponchatoula, La., recently.

Heavy snow cut deeply into the expected gross of concessionaire A. Hymes at the Sports Show in Burlington, Vt., last week. His next dates are the Shrine Circus in Hartford, Conn., and Quebec City, Que.

World of Mirth publicist Richmond Cox left New York last week for the South to round up publicity material for that organization. He expects to return to the big city in a couple of weeks to assist Gerald Snellens in getting out the show magazine. . . . Publicist Mae Hong, of the James E. Strates Shows, also left to begin tub-thumping for that organization at its opening stand in Washington.

A. P. Lewis, owner-manager of C & V Shows, points out a written contract with a sponsor is important. He was recently granted a satisfactory out-of-court settlement on a breach of contract suit against a sponsor that canceled him out just a few days before the opening date in 1948. After he was notified that another show was playing the date, he brought suit and after several demurrers and a lapse of six years, the case was settled.

Ray Oakes, Tampa games manufacturers, was the subject of a recent biographical sketch by Tampa columnist Mike Morgan. The column dealt with various games and also traced Oakes' background in the business which started in Chicago's Riverview Park when he was 14.

Edward K. Johnson has wound up a three-day sale with watches and pens in the Standard Drug Store, Richmond, Va., and a five-days sale in three H. L. Green Company stores in Philadelphia. Helping him in Philly were Mrs. Roy Hunter, Harry Lewis (Smart Money Ike), Albert Patler, Al Silvestro, and Bert Lossberg. Johnson is one of the standby show residents of the Hotel Senator in Philly which is to be torn down and replaced with a parking lot.

Alice and Ernest Collins, former Bartlett digger operators, write from Biloxi, Miss., that they are now operating a novelty and gift show at West Beach there to satisfactory biz. Recent callers at the shop included Frank H. Owens, of the Gentsch Shows, and Earl A. (Hoppy) Chapman, former legal adjuster of Daly Bros.' Circus.

Bill Massey and Anne Rhodes, concession operators who were married at Gaffney, S. C., March 30, will have their games with the Harrison Greater Shows the coming season. Massey was with Mighty Page last season.

Jimmie Hilyard, who has been off the road for four years, returns this season with a girl revue. He has been living in the Midwest. . . . Gean and Gay Nardreau, who are honeymooning in Key West, Fla., and Havana, are skedded to tour with Leo Carrell's trained animal circus on a Gooding Amusement unit this year. . . . It was decided recently by Red Mack, Lloyd Ser- (Continued on page 105)

### HANKY PANKS

- Bang a Basket Ball Game. This Is It! Ea. . . . \$125.00
- Miniature High Striker 54"—40 Numbers—A Prize Every Time—No Gimmicks. Ea. . . 75.00
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- Doz. . . . . 30.00
- New Punks—Long Wool—13". Doz. . . . . 36.00
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- Ea. . . . . 12.00
- Ea. . . . . 15.00
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- Dam Family Ball Game. Ea. . 60.00
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### BALLY COSTUMES CHORUS WARDROBE

Anything you need for your new revue from 2 alike to 24 alike. The money you save on the bargains you buy will pay your fare into Chicago to look over the sale. **FIRST HERE—FIRST CHOICE!** Don't delay. Sorry, no mail orders. **THE COSTUME MART**  
67 E. Lake St., 2nd Fl. Am. 3-1342

### Entomological Exhibit FOR SALE

Walk Through, complete, 30 ft. Van, 2-Ton Chevy Tractor, like new; Top, plenty Sound Equipment. A natural for Fairs, Home & Sportsmen's Shows. Can work out of Van on streets. Stored in East St. Louis, Ill. Was \$15,000.00, must sell at once, now \$7,000.00 cash. Good reason for selling. (Ed Schaefer, contact me again.)  
**JAS. E. MILLER**  
217 Collinsville Ave. E. St. Louis, Ill.  
Or Geo. Gunn, Box 197, Channelview, Tex.

### Strange and Weird Attractions

Devil Child, Wolf Boy, Many others. Shrunk Heads at reduced prices. Closing out sale. Free Folder. Write **TATE'S CURIOSITY SHOP**  
2688 E. Van Buren St.  
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### Eastern Amusement Co.

Wants book, buy or lease a 7-Car Tilt-a-Whirl in good mechanical condition. Shows—Fun House, Mechanical, or what have you? Concessions—Mug, Hi-Striker, String Game or any other not conflicting. At Once—Scenic Artist, very good deal. Agents for Concessions. Sober Ride Help who can drive semia. For Sale—12-Car Ride-O, reasonable, perfect condition. Opening date May 7. Winter Quarters open April 7 at Litchfield, Me. Come on. Contact M. S. Earl, Farmington, Maine, until April 7.

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**HOROSCOPES—ASTROLOGICAL READINGS**  
Complete line of astrological literature and readings. New different stars and styles. Geography, Astrology, Personality Charts, Synastry, Crystal Gazing, Psychometry, etc. Catalog 127 Pgs. Illustrated Catalogue of Horoscopes. P. P. 20.  
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### WANT HANKY PANKS

Will place flashy Hanky Panks, \$15 per location. Best route of Fairs and Celebrations in Middle West. Want two well framed, Girl Shows, Single-O, Grind Shows, Man for Fun House, Midget Horse. Especially want nice Bingo.  
**PARADA SHOWS—H. C. SWISHER**  
Box 125, Coney, Kansas. Phone 468.  
Open April 18. P.S.: Want to buy nice clean No. 5 late model Eli Wheel. Will pay all cash.

### WANTED

Proposition for Charro Days Carnival, contract to cover nine days, February 4 through 12, 1956. Largest fiesta of its kind in U. S. Will support top-flight show (no grift), concessions, adequate major rides. Submit your proposition before April 30, 1955.  
**STEPHEN A. BOSIO, General Manager**  
Charro Days, Inc., Brownsville, Texas



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1955

WANT legitimate Concessions,  
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R. J. McMillan, where are  
you? Open middle of May.

Write  
WILLIAM B. JACOBS SHOWS  
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## CONCESSIONERS COLORING BOOKS

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412 E. 6th St. Cincinnati, Ohio

### WANTED GIRL DANCERS

For show club. Experience unnecessary.  
Steady work. Write

LESLIE KIESTER  
Hotel Nuville Rochester, Minn.

### Wanted Side Show Acts

Freak to feature. Talker, Ticket Sellers,  
Working Acts. Open April 9 to 16, c/o  
Blue Grass Show, Pensacola, Fla.; thru  
April 29, 20th Century Show for season.  
Place Tattooer, 25%. Oakie, come on.  
Contact CLAUDE BENTLEY as above.

### NOTICE

Have opening for Mobile Rides, Pizza  
Pie, Popcorn Stand at our Annual  
Concession Sale, Saturday, April 23. Over  
5,000 people here last year. Write or  
call now for space to

JAEGER'S LIVESTOCK MARKET  
Box 6, Sussex, New Jersey  
Phone 2-2591

### New IRON LUNG

Money-maker in shows  
447 Maxwell St.  
West Hempstead, N. Y.

### Dyer's Greater Shows

Opening April 11, Cantwell, Mo.  
Want small, clean Shows, Fun House,  
Legitimate Concessions, Corn Game  
Help and Agents for Hanky Panky.  
Contact or John Searcy, Ark., till April  
8; then Cantwell.

### HELP WANTED

25 men wanted at once for Tilt, Merry-  
Go-Rounds, Ferris Wheels and Kiddie  
Rides. Good position and good money  
for qualified. Report to:

CATTANEO AMUSEMENT ENTERPRISES  
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### WANT

At once to buy, lease or book  
25 Ferris Wheel, 2-Abreast Merry-Go-  
Round, Tilt-a-Whirl. Call or write

Nick Dellasandro  
15 E. Ohio St. Chicago, Ill.  
Phone: Whitehall 4-8304

### RIDES WANTED

Especially Kiddie Rides for Annual  
Lions' Club Festival, June 30,  
Jefferson City, Mo.

WANT TO BUY USED CALLIOPE  
Contact DAVID R. NEWSAM, Chairman  
Lions' Festival, 208 Belvoir St.  
Jefferson City, Mo.  
(Phone: 6-6914)

MARCH 19, 1955

## Gem City Lines Up Potent Fair Route

Don Greco Picks Up Five Added Major  
Truck Show Dates; Back-End Bolstered

CHICAGO, March 12. — The Gem City Shows face their strongest potential. Greco, best route in their history.

## OPENING APRIL 22

with one of the STRONGEST routes of  
Fairs and Still Dates in the history of  
Show Business!

★ ★ ★

OPENING in Quincy, Illinois—First Show in 4 years, followed by Army payday  
first in on fairgrounds, Belleville, Ill. . . Then Air Force payday in Champaign,  
Ill., followed by 8 other top Still Dates in Northern, Ill., Wisc., and Indiana.

WE SHOW NO STILL DATE UNDER 50,000 PEOPLE

Those joining when season opens will get first consideration at fairs.

## 15 FAIRS

## 15 FAIRS

Starting with the big one, week of July 1, Fort Campbell, Ky., inside the gate. Soldier's Fair and July 4 Celebration.

followed by fairs at Paducah, Ky.; Martinsville, Ill.; Salem, Ill.; St. Clair County Fair, Belleville, Ill.; Burlington, Ia.;  
Mississippi Valley Fair, Davenport, Ia.; Du Quoin State Fair, Du Quoin, Ill.; Clarksville, Tenn.; Columbia, Tenn.; Coosa  
Valley Fair, Rome, Ga.; Tuscaloosa, Ala.; Southwest Georgia State Fair, Albany, Ga.; Etowah County Fair, Gadsden, Ala.;  
Northeast Alabama State Fair, Anniston, Ala.

ALL FAIRS UNTIL NOVEMBER 15

★ WANT ★ WANT ★ WANT ★ WANT ★

### SHOWS

Want Manager with Riders for office-owned MOTORDROME.  
Walter Katz and Herschell Cox, get in touch. Want SIDE  
SHOW Operator with own equipment. Terrific proposition to  
right party.

HALL and LEONARD and BILL CHALKIAS, get in touch.  
FUN HOUSE—CLASS HOUSE—WILD LIFE—MONKEY—UN-  
BORN—MECHANICAL or WALK-THROUGH or any worth-  
while GRIND SHOWS of merit. Want PENNY ARCADE; this  
route will get you money.

### CONCESSIONS

All legitimate 10¢ to 25¢ Concessions open, such as  
WATER GAMES—BALLOON DARTS—BREAK THE  
DISHES—SHORT AND LONG RANGE—JEWELRY—  
AGE AND WEIGHT—NOVELTIES. Will also book PHOTOS.

### RIDES

Have great opportunity for high Rides that do not conflict, such  
as ROLL-O-PLANE, ROCK-O-PLANE, SPIT-FIRE, ROCKET, FLY-O-  
PLANE. Bill Cannedy, of Meridian, Miss., get in touch. Will book  
another FERRIS WHEEL, or what have you? Get in touch with us. We can work  
out a deal.

### HELP

Winterquarters now open. Foreman and Second Men and other useful  
help who have been with us before, get in touch. Skooter Foreman  
wanted at once. Very good proposition to right party. ("Skooter  
Bill," contact us immediately.)

## GEM CITY SHOWS

809 JEFFERSON STREET  
QUINCY, ILL.

CONTACT THE FOLLOWING:

THOMAS D. HICKEY, Gen. Mgr.—Phone Baldwin 2-7090, Quincy, Ill.  
DON GRECO, Bus. Mgr.—1228 So. 8th St., Phone 2-6761, Springfield, Ill.

SAM GRECO, Concession Mgr.—Phone 3-2215, Springfield, Ill.

A FAMILY TRADITION

## JOHNNY'S

UNITED SHOWS

Announces Their Finest Line-Up of Early and Late Fairs in Seven Years

OPENING MAY 16 IN ALABAMA TO A PROVEN ROUTE OF SPRING STILL DATES, ALL FIRST-IN SPOTS

4th July Annual, Brazil, Ind.	Jackson Co. Fair, Brownstown, Ind.	Limestone Co. Fair, Athens, Ala.	Jackson Co. Fair, Scottsboro, Ala.
Danville, Ind., Annual Celebration	White Co. Fair, Carmi, Ill.	Tipton Co. Fair, Covington, Tenn.	Randolph Co. Fair, Roanoke, Ala.
Spencer Co. Fair, Rockport, Ind.	Sumner Co. Fair, Gallatin, Tenn.	Jackson, Tenn., A. M. & I. Fair	Troup Co. Fair, La Grange, Ga.
Pulnam Co. Fair, Greencastle, Ind.	Wilson Co. Fair, Lebanon, Tenn.	Carroll Co. Fair, Huntingdon, Tenn.	Pike Co. Fair, Troy, Ala.
			Crenshaw Co. Fair, Luverne, Ala.

WANT TO BOOK: First-class Cookhouse, clean, neat and one that will cater to show people. Hanky Panks of all kinds, Ballgames, Pitches, Glass Pitch, Penny Pitch and Penny Arcade. All people with me last year and wanting to return please get in touch.

SHOWS WANTED: Snake, Monkey, Illusion, Fat or Mechanical. Want Operator for beautiful panel front Girl Show. Must be able to operate according to office instructions. Torchy O'Day, contact. Dick Cabbage, write.

WANT TO BUY: Allan Herschell Kiddie Auto and Sky Fighter. Must be in first-class condition. Also want a 14-ft. Six Cat.

RIDE HELP WANTED: Foremen for Wheel, Little Dipper, Merry-Go-Round, Octopus, Spitfire. We pay top salaries, bonus and unemployment compensation. Following Ride Men contact: Bill Briggs, James Griggs, John Welsh, Jimmy Samples, Charles Dowley. Second Men wanted for Wheel, Caterpillar, Tilt; all help must be licensed drivers. No drunks or chasers wanted.

All Replies JOHN PORTEMONT BOX #105, GANTT, ALA.

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CLEAN AMUSEMENTS INC.

you won't get stung!

Opening May 20, Winchester, Ky.

WANT Bingo, Photo, Long & Short Range Gallery, Cotton Candy, Custard, Jewelry, Age & Weight and Hanky Panks of all kinds. SHOWS—Want all Shows with own equipment; have none booked. What have you? Have two brand new Kid Rides, Sky Fighter and Buggy Pony Cart; interested in aged couple to operate; Walter Purdy, write me. Have choice Still Dates and Celebrations; first in until second week in July, then Lawrenceburg Fair, followed by Columbia, Shelbyville, Campbellsville; Little World's Fair—Brodhead; Greensburg, Munfordville, Horse Cave, Booneville and Beattyville, all Kentucky. Contact

BEE'S OLD RELIABLE SHOWS, INC.  
R.F.D. #1, WINCHESTER, KY.

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STOCK REQUIREMENTS FOR 1955.

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(C. S. & N. COMPANY)  
114-116 W. Jackson Ave. — Knoxville, Tenn.

## IMPERIAL SHOWS

NOW BOOKING FOR BOTH UNITS

### UNIT #1

OPENS MAY 19, FAIRBURY, ILL.  
FAIRS START JULY 4  
RIDE HELP—A few openings still available for good Men. Foremen and Second Men. MUST DRIVE. Can place experienced Mechanic and Electrician.  
CONCESSIONS—Can place Photos, Ball Games, Novelties, Basketball, Bowling Alley, Add 'Em-Up-Darts, Water Games and other Hanky Panks.  
SHOWS—Will book Shows with own outfits.

WM. GULLETTE  
Box 36 Fairbury, Ill.  
(Phone: 405)

### UNIT #2

OPENS APRIL 22, PACIFIC, MO.  
FAIRS START JULY 4  
RIDE HELP—Foremen and Second Men for Fly-o-Plane, Kid Rides, Wheel; must drive.  
CONCESSIONS—Hanky Panks of all kinds, also Long and Short Range Galleries. We are booking only one of a kind. WANT FIRST-CLASS COOKHOUSE.  
SHOWS—Will book Shows with own outfits. CAN PLACE PONY RIDE for the season.

E. L. WINROD  
Box 177 Pacific, Mo.  
(Phone: Clearwater 7-2228)

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All rebuilt like new and guaranteed; 220 V & 110 V

2—100 KW International UD-24, 1200 RPM, duplicate plants. 1—100 KW Caterpillar D-17000, 900 RPM. 1—80 KW Caterpillar D-13000, 900 RPM. 1—100 KW G.M. 6-71, 1800 RPM. 2—60 KW G.M. 6-71, 1200 RPM. 1—60 KW G.M. 4-71, 1800 RPM. 1—40 KW G.M. 4-71, 1200 RPM. 2—30 KW Buda 6 DTG-317, 1800 RPM. 1—15 KW Caterpillar D-3400, 1200 RPM.

Also we have gasoline plants to 25 kw. Write, wire, call, visit us.  
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## LAS VEGAS, NEVADA ELKS' HELLDORADO RODEO

MAY 12-15 INCLUSIVE  
4—BIG DAYS AND NIGHTS—4  
UPTOWN LOCATION—100,000 ATTENDANCE  
NOW BOOKING SHOWS & CONCESSION SPACE  
\$7.50 PER FOOT

Wanted—A-1 Truck Mechanic (gas engines), must have tools and be sober at all times.

Wanted—Penny Arcade Mechanic who can fix all machines to travel with shows.

Wire-Write  
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*America's Most Modern Midway*

### LAST CALL

Opening April 16, Greenville, S. C.—Downtown location for Shrine Club Spring Festival

WANTED—Due to last-minute disappointment, Bingo, also Motordrome Operators.  
CONCESSIONS—Hi-Striker, Scales, Balloon Dart, Ball Games, Long and Short Range Galleries, Cork Guns, Water Games, Photos, or any other Stock Concessions.

RIDES—Coaster, Flying Scooter, other Rides not conflicting.

SHOWS—Side Show, Monkey, Wild Life, Freaks, Fat Show or any Grind Show.

RIDE HELP—Rock-o-Plane Foreman, any other useful Ride Help. All replies

JOHN T. TINSLEY, Greenville, S. C. Phone 2-3541. 22-A E. Court St. or 1209 New Buncombe Rd.

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In Business Over 50 Years

Blue Unit Opening April 15, Pittston, Pennsylvania

12,000 Advance Sale Tickets. Followed by Exeter, Pa., With 15,000 Advance Sale Tickets.  
Then on to Connecticut for Five (5) Weeks.

WANT—Shows of Merit. No Girl as yet. Stacy Hall, contact me. Show Painter. Bill Harlowe, contact me. CONCESSIONS—A few more concessions. No racket. All those desiring to make season and have not contacted me this year do so at once. We wish to avoid duplicates. This year I have the strongest fair route of my career.

P. E. REITHOFFER JR., Mgr.

37 LUZERNE AVE., DALLAS, PA. PHONE 4-4686

## JOHN H. MARKS SHOWS

MILE  
LONG  
PLEASURE  
TRAIL

Opening RICHMOND, VA., May 2

### CAN PLACE

SHOWS: Grind Shows with or without equipment. We have complete Monkey Show except animals for reliable party.

RIDES: Any novel ride not conflicting.

CONCESSIONS: Legitimate Merchandise Concessions of all kinds.

HELP: Experienced Truck Mechanic to handle fleet. Must have own tools. Show Carpenters, Scenic Painter and Artist, Welder. Useful and dependable Help in all departments.

Address all replies: BOX 771, RICHMOND, VIRGINIA

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*One of the Great Eastern Shows*

OPENING MAY 2 NEAR PHILADELPHIA

CONCESSIONS—Cook House and Custard, Hanky Panks, Ball Games, Scales and Age, Photos.

SHOWS—Girl Show for the season, must have wagon front and sound equipment. Experienced Troupe with inside and sound for office Side Show. Man to handle and drive office Fun House. Will book any good Grind Show. Roth, telephone me.

RIDES—Comet, Whip, Rock-o-Plane, Coaster, Ride-O, Fly-o-Plane.

HELP—Second Men on Tilt and Jenny. Good Foremen for two Wheels, Octopus, Chairplane, Kid Rides, Brownie, call me. Replies to

MORRIS HANNUM

934 MURDOCH RD., PHILADELPHIA, PA.

TEL: CH 7-8176

### UNITS ADDED

## Mullins Set For Bangor, Signs Bingo

BANGOR, Me., April 2.—Mullins Royal Pine Shows added a new sound truck, show pickup and new semi last week as winter quarters work neared completion for the show's opening date. The semi, according to Clifford Mullins, will haul the Side Show. Mullins will open April 28 in Bangor, and says most of the season is already charted in his usual territory around Northern New England. Last year's weather was worse than usual with the rainy season extending for quite a few weeks, but the organization managed to come out of it in good financial shape.

Toby Kneeland is building a new Snake Show here, and there are 10 men in the crew with the rest due to be added by mid-April.

Frank (Shrimpy) Rappaport is due in shortly with New York with P. J. (Patty) Finnerty, concession manager, who will come up from Miami and meet Rappaport in New York. Mullins said John Weisman and Morris Brown will be on hand for the opener and will play the season with their bingo unit, bought from Bill Jones and picked up this weekend in Norfolk.

## North Star Sets St. Paul Opening Date

WINONA, Minn., April 2.—Re-furbishing of rides, gear and rolling stock is in full swing at the winter base of North Star Shows here in preparation for the opener. Bow is set for May 12 in downtown St. Paul, where the line-up is scheduled to include 8 rides, 3 shows and a couple of dozen concessions.

Pastel colors have been adopted as the color scheme for rides and scenery with trucks painted blue and yellow. Two new semis were recently added to the fleet.

Most of last year's concessionaires will be back. Included will be Kitty and Red Adams, 2; Paul Thilmann, 5; Whitey Harris, 5; Margaret Longseth, popcorn; Sherly White, novelties; Bob Harris, diggers; Bessie Woods, grab; Gordon Green, long and short range; Clifford Vierus, bingo, grab bag and high striker, and Al Hodson, floss.

### FOR SALE TO THE HIGHEST BIDDER

RARE OLD COLLECTORS ITEM.  
ONLY KNOWN ISSUE OF THE  
XMAS SPECIAL OF BILLBOARD  
OF DECEMBER, 1905.

Good condition, contains Ole Timey Ads, Carnival Ads, Pictures, Circus News, etc., of a bygone era of yesterday. Found between the walls of an old building in Norfolk, Va. Would make wonderful premium for fund raising prize for some Showmen's Club. Every Showman would love to own this exclusive issue. Contact  
**NORMAN ANDERSON**  
2707 East Fifth Ave., Knoxville, Tenn.

### RIDE-O

12 Car, completely rebuilt, excellent condition, \$4800.00; two late model A. H. Auto Rides, like new; one Fun-In-The-Dark, new top and aluminum panel front. For sale or trade for late model 36 foot Merry-Go-Round.

**EDWIN INGALLS**  
Box 257 Coldwater, Michigan

### CARNIVAL EQUIPMENT FOR SALE

Smith & Smith Chairplane, tips over on semi-trailer. 1950 Chevrolet Tractor, new motor. One Semi Van Trailer full of Concessions. 65 kw. Diesel Light Plant. Like new, in good 28-foot trailer. 500-Gallon Fuel Tanks. Good Tractor, new motor. One Van Concession Truck. 20x40 Bingo, good top. Light Towers, Switch Boxes, almost new Cable, Junction Boxes. Show Top. Equipment too numerous to mention. All ready to go for sacrifice price. Make offer.  
Answer: CARNIVAL EXCHANGE  
General Delivery Theodore, Alabama

### FOR SALE

1 65-ft. all metal Show Front. New O. Henry Horse Show Banners, fluorescent lighting. 1 complete African Dip, also 2 Wheel Novelty Trailer ready to go, cheap for cash. Phone or write  
**MRS. STAPLETON**  
2226 Michigan Ave. Detroit 16, Mich.  
Phone Woodward 5-7390 or  
Woodward 5-7382

### CINCINNATI GARDENS

April 8 thru 17, Cincinnati, Ohio.

Only Hanky Pank Concessions, come on in.

**H. REED**

P. O. Box 83 Newport, Ky.

### KIDDELAND SITE

Available—Long Lease  
Approx. 2 1/2 acres. Adjoins minie golf course. Plenty of parking. Fronts on 3 busy thoroughfares at 7350 East Firestone Blvd., Downey, Calif. For details phone 5Unset 2-7909 or Stanley 7-1705 in No. Hollywood, Calif. Or write: 711 Ivy St., Glendale, Calif.

### WANT

Promoters (man and wife set-up), 40% pay daily, UPC and Banners. Place Circus Acts—Aerial, Ground, Animal. Own transportation. Show opens Indiana May 20. Place Man with Calliope for performances and street bally. All Concessions open. Playing ball parks. Moon, write, Write J. C. Admire, Agent, Ward Gentry-Joe Mix Circus, Lima House, Lima, Ohio (all this week).

### FOR SALE

The rest of my Show Equipment—Mechanical Show on 35' semi; Popcorn Trailer, all enclosed; Kiddie Ride, other Shows and Concessions.

**GEORGE BANKS**

3125 S. Logan St. Englewood, Colorado

## D. S. DUDLEY SHOWS

OPENING APRIL 25 FOR SEASON OF 30 WEEKS

With 15 Beautiful Rides—Light Towers—Shows—Legitimate Concessions—14 weeks of Fairs beginning July 1 in Colorado, New Mexico, Kansas, Oklahoma and Texas.

CAN PLACE—Cook House, Age and Scales, Novelties, Photos, any Hanky Pank that does not conflict. Need Hanky Pank Agents, Popcorn, Sno-Cone and Floss Agent. Bingo Caller, Carl Mitchell, answer.

SHOWS—Mechanical, Motordrome or any non-conflicting. Frank Bombino, come on.

RIDES—Will book Octopus and Rock-o-Plane. Blackie Clair, answer for Tilt. Second Men for 15 Rides, Foreman for Spitfire and Rolloswing.

Write: Box 71, Mankins, Texas. Phone #2857, Holladay, Texas.

Wire: Wichita Fall, Texas.

**D. S. DUDLEY**

## METROPOLITAN SHOWS

WANT FOR OPENING IN DOWNTOWN MONTGOMERY, ALA., APRIL 29

Anniston to follow and two more large spots in Alabama

Want Cookhouse and Bingo.

Concessions: All legitimate Concessions, everything open for these spots. Shows: On account disappointment want Side Show Operator. We have complete outfit. Want Wild Life and Arcade. Want Operators for our Funhouse and Arcade. Have outfits for two Girl Shows, want Operators for same. Honey Lee Walker, get in touch. Billposter and Lot Man. Winter Quarters open, all our old help come on in. Johnny Reed wants complete Crew for Blower and Alley. Also wants Agents for head of stores.

PERSONNEL: Foremen for Caterpillar, Roll-o-Plane, Ride-O, Twin Ferris Wheels. Want Man to take charge of complete Kiddieland and need Second Men for all rides. Need Scenic Artist, Carpenter and General Help in quarters. Eddie Knapp, get in touch. This is a 25 car railroad show. Want Electrician who can handle Caterpillar Diesels.

ALL ANSWER: METROPOLITAN SHOWS, 222 MAY STREET, MONTGOMERY, ALABAMA

## PRELL'S BROADWAY SHOWS

Want for 1955 Season—Winter Quarters now open.

RIDE HELP: Rolloplane Foreman, Tilt Foreman, Help in all departments. Semi Drivers preferred. All those who worked for me before, contact.

**ABE PRELL, Winter Quarters, Greenwood, S. C.**



## MIDWAY CONFAB

Continued from page 102  
 fass and Harry Ruben Mack's concessions would grace the midway of the Penn Premier Shows this year. Penn Premier opens April 11 in Baltimore. . . . George V. Ice and Lucky Lee Morgan stopped off in Pittsburgh to visit Barbara Le May and Lisa Del Mar recently while en route to join Virginia Greater Shows at Suffolk, Va.

Gillette Bros.' Shows reports from quarters at Pittsfield, Mass., that everything has been completed for the April 21 opening at Stamford, Conn. The show will again play some big events in the East, including Great Barrington (Mass.) Fair. Nine celebrations have been signed so far.

Jackie Lynn guested on "Coffee Time" over WSAZ-TV, Huntington, W. Va., recently. Lynn did his sword swallowing and mental act. He and Howard Smith have signed to tour with an Eastern organization this season. . . . Melvin Burkhardt, anatomical wonder, wound

up in Municipal Hospital, Tampa, recently after suffering stomach bruises and a sprained neck when a semi-trailer hit the truck he was driving. Burkhardt spent the winter working at the Southwest Florida TB Hospital. While in Florida he ran into Curly Stewart, Al Good-year and George McCarty.

Ben Morrison, Detroit program and dance promoter, is scheduled to leave the Motor City in mid-April for an extended stay in California. . . . Ed Gold, of Gold Brothers, long-time concessionaires in Michigan, is confined to Herman Kiefer Hospital, Detroit.

Harry E. Wilson will see his first grandchild, Harold Stevens, for the first time when he arrives next week in Middle Rivers, Md., to do advance work for the Amusements of America opener. His son and daughter-in-law live within a mile of the show lot.

Eddie Horwitz and Strings Cohen are leaving Miami to go out with the Coleman Bros.' Shows, and Con Weiss is leaving to join the Ross Manning midway. Sidney Daniels will have concessions at the circus date in Philadelphia again, he says.

An intimate but widely diversified gathering of show people attended the party staged by Gerald Snellens, of the World of Mirth Shows, Wednesday (30) in honor of the birthday of Jim McHugh, Eastern outdoor editor of The Billboard. Following the event in the Columbia Room of the Sheraton-Astor Hotel, New York, many in the gathering repaired to Madison Square Garden for the premiere of Ringling Bros. and Barnum & Bailey Circus. At the party were Mrs. McHugh, Snellens, general representative of the World of Mirth Shows; Bonnie Schaefer; publicist Eddie Howe, of the Ringling show, and his wife; publicist Mae Hong, of the James E. Strates Shows, and her husband, Edward, a lawyer; WOM publicist Richmond Cox and his guest, Marisa Stegmann, "Dancing Waters" showgirl; Frank Luppino, of Tide Magazine; John Lentz, of Young & Rubicam Advertising; Babe Rabb, of the George A. Hamid Theatrical Agency; Irwin Kirby, of The Billboard, and Dr. and Mrs. Armstrong and Mr. and Mrs. Gower, of the Central Canada Exhibition, Ottawa.

### Volunteer Firemen's Spring Festival

MOUNDSVILLE, WEST VA.  
 April 25 to 30 inclusive; location right on main street, corner Second & Jefferson.  
 Want Concessions of all kinds—Ball Games, Fish Pond, Grind Shows, Popcorn, Floss and Bingo sold. Will sell X on Glass Pitch.  
 McMechen Lions' Celebration follows. Have 2 weeks in Wheeling to follow Moundsville. Population 12,000. Heart of chemical industry.  
 Al Zellars, Jerry Faulkner, call me.  
 FRANK SWEENEY, Glendale, West Va.  
 Phone: Moundsville 1656W

### FIRST CALL SHORTER'S SHOWS

Want 10¢ and 25¢ Concessions of all kinds. No grift. Also can use Animal Show, Fat Show or what have you? Need Girl for Girl Show; send recent photo and age. Will buy or book Wheel or Octopus. Robert De Lap, answer. Ride Help and Agents contact now. Playing two and three a week. Iowa, Missouri, Minnesota Celebrations, Centennials and 5 Fairs. Sam Wells not here. Shorter's Shows, Rt. 2, Waterloo, Iowa, Colfax 52920.

### WANT

Side Show Acts, Ticket Seller that drives semi trucks. Must have driver's license. Long season.  
**CARL J. LAUTHER**  
 MILLERS TAVERN, VA.

### SECRETARY

CARNIVAL  
**AT LIBERTY**  
 Thoroughly experienced in all Office Routine. Address:  
**H. L. MASTERS**  
 REDWOOD, N. Y.

## SOUTHLAND GREATER SHOWS

LAKE CHARLES, LA. (Downtown Lot Now, followed by Shaffuck St. Lot)

WANT TO BOOK, LEASE OR BUY TILT-A-WHIRL AND OCTOPUS. Will book non-conflicting Major Rides for season for best ride route in the South. CONCESSIONS: Want Game Concessions that work for stock, especially want Diggers, Age and Weight, Jewelry, High Striker. What have you? Also want Popcorn and Peanuts and Novelties.

SHOWS: Want Shows starting April 11. Snake, Illusion, Fat, Crime, Minstrel or any worth-while Shows with their own equipment and transportation. FREE ACT: Interested in Free Act at right price for season or 90 days. (Paul Miller wants Agents.)

All replies **CARL ANSTEAD, Mgr.**

CHURCH & BILBO STREETS LAKE CHARLES, LA.

## Want—DESBRO SHOWS, INC.—Want

OPENING MAY 4, GENEVA, N. Y.

CENTER OF TOWN. MUNICIPAL PARKING LOT

WANTED—All Stock Concessions. Agents wanted for Stock Concessions. RIDE HELP on all Rides—Foreman for Twin Ferris Wheels, Foreman for Octopus, Foreman for Kiddie Rides and Second Men on all other Rides. Operator for Girl Show on 32-ft. Trailer, 62-ft. front. Ralph Rignall, contact me. Winter quarters now open. Waterloo Fair Grounds, Waterloo, N. Y.

**ANGELO R. DESIDERIO**

59 Conkey Ave., Rochester, N. Y. Phone: Congress 4270

### OPENING APRIL 7. PITTSBURG, KANSAS

## Want Concessions, Shows, Help, Office Secretary

Non-conflicting Concessions, \$15.00. Shows with own equipment free. Want Octopus, Wheel, Spitfire Foremen; Second Men on all Rides. Want Hanky Pank Agents. Need reliable Men to work on Concessions and care for stock. Will pay top salary for Male Office Secretary, must know business. Wire, write, phone:

**MGR., F. C. BOGLE SHOWS**

ARMA, KANSAS, TILL THURSDAY; THEN PITTSBURG, KANSAS. P.S.: Lloyd Griffin, wire or call collect; have excellent deal for you. Repeat—Excellent. Bob Jones, call show.

## PAGE BROS.' SHOWS

OPENING SPRINGFIELD, TENN., APRIL 23

Want Bingo, Six Cats, Buckets, Swinger and Hanky Panks of all kinds. Girls for Girl Show. Show People in all departments. Replies to W. E. PAGE, BOX 344, SPRINGFIELD, TENN.

P.S.: Charlie Griggs no longer here. Need Business Manager with or without Concessions. Tex Roberts, contact.

# BUFF HOTTELE SHOWS

! WANT FOR 3 UNITS !

FAIRS & CELEBRATIONS

50

starting last week in June—closing middle November

50

Finest Truck Show Route of District Fairs

IN THE MIDWEST, INCLUDING THESE BLUE RIBBON FAIRS

JACKSON, TENN.	TUPELO, MISS.	FLORENCE, ALA.
HUNTSVILLE, ALA.	FRANKLINTON, LA.	DONALDSONVILLE, LA.
MONROE, LA.	PANAMA CITY, FLA.	LAWRENCEBURG, TENN.
PEORIA, ILL.	TRENTON, TENN.	DECATUR, ILL.
MARION, ILL.	LINCOLN, ILL.	KENNETT, MO.
JACKSON, MO.	METROPOLIS, ILL.	PRINCETON, IND.

Can place Concessions that work for stock. Deal for Glass Pitch on #1 Show open. Newel Taylor and Jack Schue, please note. SHOWS that do not conflict; especially want Grind Shows. Have top, front, banners and transportation for Side Show. Want capable people to take over inside middle of May or later—Earl Meyers, contact. RIDE MEN: Need several Foremen and Second Men—come to winter quarters. Attention, Fair Committees in Southern Illinois, Indiana, Kentucky and Tennessee, have open week, last week in August.

UNIT NO. 1 Opens BATON ROUGE, LA. APRIL 9TH	UNIT NO. 2 Now Open MARRERO, LA.	UNIT NO. 3 Opens BOGALUSA, LA. APRIL 11TH
--	--	--

ALL REPLIES: B. W. HOTTELE, BOX 833, COVINGTON, LA., OR AS PER ROUTE

WORLD'S  
CLEANEST  
MIDWAY

# KING REID SHOWS

AMERICAN  
CANADIAN  
TOUR

OFFICIAL OPENING MAY 2, GLENS FALLS, N. Y.

We proudly announce our 1955 star-studded route of international fairs

ST. JEROME, QUEBEC, CANADA (FAIR) CHARLOTTETOWN, P. E. I., CANADA (CENTENNIAL)  
 WOODSTOCK, N. B., CANADA (OLD HOME WEEK)

SKOWHEGAN, MAINE (STATE FAIR)	BROCKTON, MASSACHUSETTS (FAIR)	COBLESKILL, NEW YORK (FAIR)
LYNDONVILLE, VERMONT (FAIR)	BARTON, VERMONT (FAIR)	NORTH HAVEN, CONNECTICUT (FAIR)
SCHAGHTICOKE, NEW YORK (FAIR)	RHINEBECK, NEW YORK (FAIR)	EASTERN STATES EXPO., SPRINGFIELD, MASSACHUSETTS
SPENCER, MASSACHUSETTS (FAIR)		

GREAT BLOOMSBURG FAIR, BLOOMSBURG, PENNSYLVANIA

WANT FOR 1955 SEASON

CONCESSIONS: Legitimate Concessions of all kinds, Man to handle giant office-owned Glass Pitch.

RIDES: Auto Skooter, Round-Up, Rollo-Plane, Rock-o-Wheel.

KIDDIE RIDES: Due to disappointment will give special proposition to organized Kiddieland or will book individual Kiddie Rides for season (marvelous opportunity for live-wire Kiddie Ride Operator.

WIRE—WRITE—PHONE

**KING REID Winter Quarters MANCHESTER, VERMONT**

## BEAM'S ATTRACTIONS

PLAYING CELEBRATIONS AND FAIRS FROM APRIL 26 TO NOVEMBER 1

All events played by this show must be community sponsored with plenty of promotion. Celebrations include Centennials, Conventions, Firemen's Jubilees, Old Home Weeks, etc. Parades, fireworks and special events are features. FREE GATE policy at all events. FAIRS start middle of August and run continuously till closing.

CONCESSIONS—Can book Hanky-Panks, Novelties, Age and Scales, anything new in legitimate concessions. Capable Agents needed by show and independent operators.

SHOWS—Will book Shows appealing to family trade. Can use Operator for Snake Show. Girl Revue with or without equipment can be placed.

HELP—Capable Ride Help who can drive semis. Good wages. SEEVER BROTHER report to winter quarters. SHOW PAINTER to report immediately. CONTACT—

**BEAM'S ATTRACTIONS**

P. O. BOX 367—WINDBER, PENNA. Telephone Day, 722 or 755R—Night, 784J or 755R

ALL HELP PREVIOUSLY EMPLOYED REPORT TO WINTER QUARTERS NOW

DAY  
&  
NITE

# McKEAN COUNTY FAIR

DAY  
&  
NITE

SMETHPORT, PA.

OPENS LABOR DAY THRU SEPTEMBER 10

HORSE RACING—THREE PARADES—TWO THRILL SHOWS—AL MARTIN STAGE REVUE—THOMPSON BROS.' RIDES.

BUICK SEDAN GIVEN AWAY SATURDAY NIGHT.

INQUIRIES INVITED FROM INDEPENDENT SHOWS OF MERIT.

ALSO HANKY PANKS, DIRECT SALES OR ANY OTHER LEGITIMATE CONCESSIONS.

Address

**J. B. BEERE, Midway Manager**

Smethport, Pa., Phone 9615



# Sunset AMUSEMENT CO.

5 STILL SPOTS—7 CENTENNIALS-CELEBRATIONS—12 FAIRS

Opening April 28, Excelsior Springs, Mo.; Closing October 9, Caruthersville, Mo.

### CONCESSIONS OPEN

Short Range, Hi-Striker, Coke Bottles, Milk Bottles, Punk Rock, Duck Pond, Pitch-Win, Cork Gallery, Bowling Alley, Hucky Buck, Slot Rock, Dip, Coke Pitch, Spot-Spot, Hats, Penny Pitch, Break Dish, 6-Cats. EXCLUSIVES OPEN: Custard, Glass Pitch.

WINTER QUARTERS: 701 N. MAIN STREET

### SHOWS

We have Side Show, two Girl Shows, Athletic, Unborn and Arcade. ANY OTHER SHOW OPEN. Will book Glass House or Fun House.

### HELP

Winterquarters open. Second Men on Kid Ride, Octopus and Tilt. Must drive semis. RIDES: We have all we can use.

EXCELSIOR SPRINGS, MISSOURI

# TIVOLI EXPOSITION SHOWS, INC.

WANTS FOR LONG SEASON OF 18 FAIRS, CENTENNIALS AND CELEBRATIONS, PLUS A PROVEN ROUTE OF STILL DATES.

OPENING APRIL 11 WITH PART OF SHOW, WEBB CITY, MO. OFFICIAL OPENING OF ENTIRE SHOW, APRIL 18, IN CLOSE VICINITY OF JOPLIN, MO.

### CONCESSIONS

All Hanky Panks open except Eats, Jewelry and Bingo. Can place Long and Short Range Gallery, Balloons, String Game, Ball Game, Pitch-Till-You-Win, Glass Pitch, Age and Weight, Hoop-La, Cigarette Gallery, Arcade, Diggers and Swinger with Hanky Panks. Also can place good Concession Help.

### RIDES

Want to book or buy Octopus Ride. Will place any other Major Ride that does not conflict, such as Dark Ride, Spitfire and Coaster.

### SHOWS

Animal, Monkey Shows, Fun House, Mechanical or any good Grind Show.

All Agents and Personnel contracted must be in Joplin, Mo., by April 15. Contact:

H. V. PETERSEN, Gen. Mgr.

OR

FRANK SPINA, Bus. Mgr.

PHONE: Mayfair 3-7040—Joplin, Mo.

PHONE: Mayfair 4-1272—Joplin, Mo.

W. R. GEREN Presents

# MIGHTY HOOSIER STATE SHOWS

OPENING APRIL 22—200 BLOCK E. COURT AVE., JEFFERSONVILLE, IND.

WANT—Hanky Panks, Ball Games, Punks, Bottles and Basket Ball, Coke Bottles, String, Cork Gallery, Lead, Short & Long, Scales, Balloon Dart or what have you. Privilege on Hanky Panks, \$36.50 per week; if you stay will take you on fairs and celebrations same price.

SHOWS—What do you own complete?

RIDE HELP—First and Second Men, sober, reliable, must drive.

This show is now playing Cincinnati Gardens at Cincinnati, Ohio, thru April 17. Will be in Jeffersonville on April 19. Opening complete carnival April 22.

All Replies Write

W. R. GEREN, Box 29, Greensburg, Indiana

LAST CALL!!

## CIVIL DEFENSE EXPOSITION

"OPERATION SCRATCH" April 7 thru 17

WILLARD PARK, STATE AND WASHINGTON STS.—IN HEART OF INDIANAPOLIS  
LARGEST SPRING EVENT IN THE MIDDLE WEST

A million dollars' worth of civic exhibits includes U. S. Air Force, Navy, Army and National Guard. 100,000 tickets distributed which are spendable at all Midway Attractions and Concessions. This operation backed by leading civic organizations of State of Indiana.

WANTED—Concessions, Hanky Panks that work for stock only. No Flat Stores will work in city of Indianapolis this year. Can place Catering Stands of all types.

NOTICE TO PITCHMEN—Don't miss this one.

SHOWS—Motordrome, Side Show, Minstrel Show or any other outstanding Shows with own equipment.

PAUL MILLER, c/o Civil Defense Indianapolis, Indiana  
3951 North Illinois St. Telephone Hickory 9652  
Six weeks to follow, including Indianapolis Speedway 500-Mile Race.

# BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

LAST CALL FOR PENSACOLA

Shrine Club Spring Fair and Festival, Warrenton Show Grounds, Navy Blvd., Pensacola, Fla., Saturday, Apr. 9, thru 16. Followed by official opening at Owensboro, Ky., Apr. 28.

CONCESSIONS: Want legitimate Merchandise Concessions of all kinds. SHOWS: Can place non-conflicting Grind Shows of all kinds with own equipment. Want Side Show to open at Owensboro April 28, with or without own equipment. KIDDIE RIDES: Can place several non-conflicting Kiddie Rides. HELP: Can place Help in all departments, commencing at Pensacola. Lot will be laid out in Pensacola Thursday, April 7. All people wanting to join for this date only will be taken care of.

All Address: C. GROSCURTH, GEN. MGR., PENSACOLA, FLA.

## THOMAS JOYLAND SHOWS

CAN PLACE AGENTS

For Buckets, Swinger, P.C. Games, Hanky Games, Scales & Age, Penny Pitches, Ball Games, Balloon Darts, Bear Pitch, Coke Bottles, Ring Game. Married Couples preferred.

Address L. I. THOMAS, Mgr., Circleville, Ohio

### WANT CONCESSIONS

For July 2-3-4 at Iroquois, Ill. One of the Best Celebrations in Illinois.

Popecorn, Snow, Cotton Candy, Foot Lungs, Bingo sold. Everything else open. Can use Wild Life Show or small Circus. No flats or gypsies. All replies to

ALFRED WALL

558 N. Fifth St. Waukega, Ill.

### DONKEY BASEBALL SHOW

or DONKEY BASKETBALL SHOW

Churches, Boy Scouts, Fire Depts., Clubs, etc., sponsor this amusement and make money for your organization. (Also Sulky Mule Races.)

W. V. KEATING

24 W. Liberty St. Rittman, Ohio

### For PLASTER

Well flashed and many new numbers, call

PELLIGRINI BROS.' STATUARY CO.

814 Moosic Rd. Old Forge, Pa. Phone: GLenwood 7-3801

## OUTLOOK OKAY

# Delayed Openings Mark East Picture

NEW YORK, April 2.—Eastern carnival operations will come into full bloom in the couple of weeks following the opening of the James E. Strates Shows Thursday (7) in Washington. For the most part there is an optimistic note in the air occasioned, perhaps, by the belief that there will be better breaks in the weather.

The economic situation in the East is judged at least as good as last year, except for some areas like the Maine potato country which could be in good shape again by fair time. Ride and show operators got a boost last year with the elimination of federal taxes on admissions. The same situation prevails this year.

Another major show, the Cetlin & Wilson Shows, has shortened its season to avoid the tough still dating that railroaders often face in April. Frank Bergen set the pattern last year when he delayed opening his World of Mirth Shows until the Decoration Day weekend.

### Washington Date

Only Strates, among the railroaders in the East, continues with the early opening, occasioned mostly by the fact that he holds the privilege of playing Washington first. If he should delay, some other show would probably be granted the privilege.

Prell's Broadway Shows, which after the close of last season announced that it would abandon conventional still dating, will follow its usual pattern after all. Plans which failed to jell called for the show to use only its rides and some show equipment in conjunction with a circus-type unit for dates under sponsorship. It was thought that suitable patronage could be built thru the use of advance ticket sales.

All other truck shows, large and small, appear to be going about their business as usual with those based in the south opening in that territory and heading north in the easiest possible stages. Those in the north will be opening nearly as early as the Southern organizations.

With the exiting of Cetlin &

Wilson from the Coastal area in May and June and the tardy opening of the World of Mirth, the truck shows ought to have an easier time of it. Philadelphia, which harbored four railroad shows last year, including two at one time, will have one at the most this year, assuming that it will be included in the Strates route.

Current reports indicate that Strates will go further into New England this year. The show should have things pretty much its own way coming up-country. In the past, when all railroad shows opened at approximately the same time, they mostly vied for the same spots coming up-country.

### FAIRWAY SHOWS

Opens in Bismarck May 21. Have 18 Fairs and Celebrations booked, including 8 Jubilees

WANT Concessions: Grab, Fish Pond, Corn Game, Six Cats, Ball Game, etc. Shows—Mechanical, Illusion, Fun House and any Grind Show. Foreman for Ferris Wheel and Octopus and other Ride Help who can drive trucks.

EMIL J. ZIRBES

BISMARCK, NO. DAK.

### BILL CHALKIAS

WANTS SIDE SHOW ACTS AND HELP

(Yogie, Tattoo Man, write me.)

Especially want Sword Swallower, outstanding Freak to feature for one of the best Side Shows playing the Middle West. Opening April 15. Address:

Winterquarters, Box 155

Tarpon Springs, Fla.

### WANTED

Shows — Mechanical, Freak, Animal, Monkeys, Arcade, Fun House, other Grind Shows. Concessions—Small Grab, Photos, Short Range, Hi-Striker, Basket Ball, Glass Pitch, Snow Cone, Scales; others write. Open May 21 near here. If you are clean, we can use you. Stock Concessions only. Write—wire

STEPHEN'S SHOWS

Queen City, Mo.

### STRANGE AND WEIRD ATTRACTIONS

Shrunken Heads, Ape Boy, Wolf Boy, Devil Child and many others. Your ideas made up. Write for free folder.

TATE

MANUFACTURING CO.

2641 E. McDowell Rd., Phoenix, Arizona

### Kiddie Merry-Go-Round

FOR SALE—\$2,000.00

Reconverted Mangels Tower with aluminum cres. flu. lights. 30 dia., 2 yrs. old. 16 assorted animals, Fun Workers, seats. New Kid Autos in crates. 10 Rockets. SAM TARANTINO, 137 Atlantic Ave., Manasquan, N. J.

### WANTED

Complete Carnival or individual Rides and Concessions for the 7th Annual Amvet Fiesta to be held on Gratiot Avenue, Mount Clemens, Mich., June 30-July 1-2-3-4 or June 22-23-24-25-26. Contact

HUGH LENNOX

21337 Cass Ave., Mount Clemens, Mich. Phone Howard 32077

### AGENTS WANTED

Buckets, Six Cats, Pitch-Till-U-Win and Crew for Cigarette Color Block.

Opening April 9, Kinston, N. C.

c/o Ross Manning Shows

ROY T. DUFFY

### WANT

Side Show Acts of all kinds, Novelty Acts, Ticket Sellers, Lecturers, Runts for Bally, Bally Acts, Fire Workers, Glass Blowers, good Freaks, Sword Swallower (Rosa Lee Woods, write), Bag Piper or Musical Act.

MILO ANTHONY

390 Arcade Bldg. St. Louis, Mo. c/o Billboard Pub. Co.

### MOUND CITY SHOWS #2

WANT

Foremen for Roller Coaster, Wheel, Octopus. Opening for 2 Hanky Pank Agents. Can place Hanky Panks of all kinds. Good Route of Fairs, Celebrations and Homecomings. Can also place Shows with own equipment.

CONTACT: W. L. BOSTWICK, MGR. 1417 Grattan St. St. Louis 4, Mo.

## Bloodmobile To Process NSA's Donors

NEW YORK, April 2.—It will be blood donor day at the National Showmen's Association on Wednesday (13) when the club holds its closing meeting of the season. The date was wrongly given in The Billboard last week as April 6.

A Bloodmobile of the Blood Assurance Program will be parked outside the club from 5 to 9 p.m. prior to the meeting, during which time a dozen cots will be set up to handle the donors who have indicated they will give a pint apiece. Doctors will be available there to look over each donor before he is okayed for the program.

To be called the NSA Blood Bank, the plan has the approval of club Dr. Jacob Cohen. For the pint he subscribes, the donor and his spouse and children are each entitled to four pints for a year's period. If more than a certain number of club members contribute, a portion of the total pints will be set aside for any purpose the club wishes.

Subscribers will be given cards to show on the road, as the benefits can be applied anywhere in the country.

### Show Dates Corrected

NEW YORK, April 2. — Two dates recently reported as in July are in June, the I. T. Shows management reports. They are the Haverstraw Old Home Week, June 6-11, and the Hudson Valley Firemen's Convention in Kingston, June 13-18.



**W.G. WADE SHOWS**

**Can Use for Season RIDES—SHOWS AND CONCESSIONS**

C. P. O. Box 1488  
Detroit 31, Michigan

**T·E·N·T·S**

CONCESSION, CIRCUS, CARNIVAL  
**AMERICAN TENT CORPORATION**

America's Largest Builders of Fine Show Tents  
201 E. Water St. Norfolk 10, Va.  
Representative G. C. Mitchell  
**BILL SANDERS**

**WANT**

Snow Cone, Floss, Pop Corn, Apples, etc. Would like to book two or three-unit Roman Target or other flashy Concession, one only. Want Builder; Grant Chandler, contact at once. We play Oklahoma City large Super Markets and Street Fairs. Kiddy matinee every day. Want Ride Men. Report to Spencer, Okla., at once. Others wire, don't write, to

**THE FOOD FAIR CO.**  
Midwest City, Okla.

**WANT**

For the best Celebrations, Agr. Fairs in this territory. Mechanical, Fun House, Hanky Panks all kinds. Can place Kiddie Rides, Low nut, one of a kind. Get with a winner. Also Help on all Rides, Gypsies, shade-tree bosses, stay where you are. Will send route to reliable parties.

**W. D. STANLEY SHOWS**  
1413 16th St., So. Fargo, North Dakota

**WANT COOK HOUSE**

Due to disappointment want Cook House. One who caters to Show People. Long season. Opening April 28, Bangor, Maine. All replies:

**Clifford W. Mullins**  
291 Main Street Bangor, Maine  
Phone: 8307 after 6 P.M.

**SEARCHLIGHTS**

Brand-new Sperry and G. E. 60-Inch Searchlights, still crated, located Albany or Chicago, \$250. Brand-new Generators, still crated, 16.5 kw., \$550. Complete new Burner Heads and Automatic Carbon Feed Control Box, in sets, \$75.

**J. PILE**  
2229 Central St. Evanston, Ill.  
University 4-5866 or Mulberry 5-3510

**WANT AGENTS**

For Buckets, Fan Game and Hanky Panks. Buddy and Kathy Lupkin, answer. Tom Murray, come on.

**Walter J. Steinfeldt**  
General Delivery Luverne, Ala.

**WANT**

Experienced Bingo Caller and Counter Man to join on wire. Replies to  
**H. B. ROSEN, INTERSTATE SHOWS**  
c/o Western Union, or P. O. Box 226 Albany, Ga.

**FOR SALE**

CONCESSIONS OF ALL KINDS. Also FROZEN CUSTARD, built on Trailer. Address:  
**GENE HAMES**  
c/o Bill Hames Shows  
Box 1377 Fort Worth, Texas

**PLASTER NOVELTIES**

FREE CATALOGUE  
**KANSAS CITY ART STATUARY CO.**  
4312 East 9th Street Kansas City, Mo.

**FOR SALE—COOK HOUSE**

30x30, strictly modern, with floor. Seats 50. Kitchen in 30 ft. semi. Hat and cold running water. 14 ft. van body stock truck. 2 deep freezers, electric plant. All new canvas. Trucks newly painted. Must be seen to be appreciated. Booked with Michigan's largest carnival. Ill health reason for selling. Best offer accepted. Write to: **VAN HOUSEN**, 903 Pontiac Bank, Pontiac, Mich.

**New Eng. Dates**

Continued from page 100

Strouse has the Glass House and Bill Taylor the Fun House.

Concessionaires Listed  
Concessionaires booked include Harry Ruben, 6; Al Boxall, bingo; McIntyre's cookhouse; Bill Thompson, floss, apples, popcorn and two hanky panks; Harold Amspacher, custard; Harry Westbrook, long range and cork galleries and razzle; Murray Levitt, 4; Jack Levitt, 2; Charles Allen, 4; Red Courtney, 4; Miles Detrick, 2; Arkey's pea pool and pan game; Weinstein, 2; John Eli, 3; Tony Lento, 2; George Nixon, 3.

Plans call for the use of 21 rides at still dates and 23 rides at fairs. New canvas has been received from both the Dize Tent & Awning Company and the O. Henry Tent Company. The show has again set a deal with the Coca-Cola Company which includes the giving of free rides at Saturday matinees.

Besides Serfass, general manager, the staff includes Mrs. Serfass, treasurer; Frank Long, secretary; Harry (Buster) Westbrook, business manager; Miles Detrick, general superintendent; Al Weinman, purchasing agent; Happy Riggle, chief electrician; Blackie Jones, lot superintendent and night watchman; Grover Hill, billposter; Frank Custard, publicity; John Marsh, chief mechanic; Howard King, assistant and Blackie Jones, mail and The Billboard.

**Cetlin-Wilson**

Continued from page 100

From Petersburg the show journeys to the Ambridge (Pa.) Free Fair, an event played last year for the first time. The date reportedly has an excellent potential with area steel companies backing the industrial show and local fire companies handling the parking for a modest 10-cent fee.

It is understood that the show will head north to Buffalo for its last stand before entering Canada. Altho two long railroad moves will be required to get the show in and out of Canada, Wilson said he was not concerned since the show had made many long moves in the past and, if the dates are good, the moves will be justified.

Wilson forecast an excellent lineup of attractions for the coming season. A Round-Up, operated by Al Dorso, and a show will be added, as will a Scrambler which will be booked. Also booked is a new, large Roller Coaster. Raynell is working out an entirely new format for her Girl Show.

**Gooding Count**

Continued from page 100

chased from Tampa Metal Products Company, Tampa. In addition many ride owners booked with Gooding this year report they have purchased new devices.

Organization closed to provide rides, shows and concessions for the La Grange (Ind.) Corn School, to be held September 13-17 on downtown streets.

President Floyd E. Gooding is convalescing at home following an eye operation in Grant Hospital. He expects to be back at his desk soon after April 11.

H. B. Miner, Gooding builder and lot superintendent, and Mrs. Miner arrived at the winter base here Monday (28) from their De Land, Fla., winter home.

**26th Tour Ahead**

Continued from page 100

Orleans," is being framed in winter quarters. E. H. Sperstad's Pennsylvania is to be back for the fourth time.

Concessionaires booked for the opening include Charley Andrican, 4; Judy McManus, 1; T. J. McManus, 3; Abdulla Azbil, 1; Bud Clark, 1; Sam Wells, 1; C. Lattimer, 1; Leo Kimmel, 1; Melvyn Townsend, 1; Larry Clouse, 2; J. Hutchins, 1; Bill Stacy, bingo; Bill and Mary Hanft, cookhouse.

A. J. Duffy is to be back as billposter after an absence of several seasons.

**PENN PREMIER SHOWS**  
*worlds \* cleanest \* midway*

LAST CALL—Opening Baltimore, Md., Eastern Ave., April 11, for 2 weeks. Martin Bomber Plant and all other factories working around the clock.

**CONCESSIONS**

Can place Fish Pond, Age and Scales, Hats, Novelties, Derby Racer, High Striker, Ball Games, Dart Balloon, Bear Pitch, String Game, Break the Dish and any other legitimate Concessions. Will sell exclusive on Age and Scales. Will also place Color Block Cigarette.

**SHOWS**

Can place Wildlife Show (Bull Martin, answer), Place Man to manage Glass House. Place Fat Show, Midget Show or any Show not conflicting. Frank Tezano can place Girls for Girl Shows. Jimmie Chevanney can place Acts for Circus Side Show. Also Ticket Sellers and other Useful Help.

**RIDES**

Can place Fly-o-Plane, Caterpillar or any Flat Ride not conflicting. Pete Joseph, answer.

**HELP**

Can place Foreman for Allan Herschell Water Boat Ride, also Man to help with front gate and light towers. Prefer men who drive semis. Long season plus bonus. Can always use good Ride Men in all departments. McIntyre and Jerks, answer. Show leaves winter quarters April 6.

Address all mail and wires to

**LLOYD D. SERFASS, Penn Premier Shows, Henderson, N. C.**  
until Wednesday, April 6, or phone Henderson 4223; after April 6, Mount Royal Hotel, Baltimore, Md.

**LAST CALL**

**WILLIAM T. COLLINS SHOWS**  
*Pride of the Northwest*

**LAST CALL**

"AMERICA'S LARGEST MOTORIZED MIDWAY"

Opening May 1 on Lots in Minneapolis. Official Opening: June 15, Fargo, North Dakota.

THE SHOW WITH THE TOP-NOTCH FAIR ROUTE, INCLUDING:

Jamestown, N. D.  
Langdon, N. D.  
Hamilton, N. D.

North Dakota State Fair, Minot, N. D.  
Interstate Fair, La Crosse, Wis.  
All-Iowa Fair, Cedar Rapids, Ia.  
Sioux Empire Fair, Sioux Falls, S. D.

Nebraska State Fair, Lincoln, Nebr.  
Clay County Fair, Spencer, Ia.  
Tulsa State Fair, Tulsa, Okla.

**WANT**

Hanky Pank Concessions of all kinds. Man and Wife for Pan Game. Will book Derby and Glass Pitch. Manager for Fun House and Glass House combined. Front Man for Fat Show. Will book nicely framed Animal Show and any worth-while Grind Show. (No Ding Shows.) Canvasmen for Revue and Posing Shows. Ride Help: Foreman for Tilt-a-Whirl, Twin Ferris Wheels and Scrambler. Second Men on all Rides. (Must have Chauffeur Licenses). Man to handle Light Towers and Front Gate.

**WANT**

**WANT**

(Fred Cantrell: Have not heard from you.) (J. H. Taylor: What happened? Where are you?)  
All reply: **WM. T. COLLINS SHOWS, 801 EAST 78th ST., MINNEAPOLIS, MINN.**  
P.S.—For Sale: Have 500 Ford Axle Stakes.



**W. B. THOMAS SHOWS**  
*"THE NORTHWEST'S GREATEST SHOW"*



Will Place Circus Side Show With Own Equipment. Good Proposition.

ALSO WANT LEGITIMATE CONCESSIONS OF ALL KINDS

For a top route of fairs starting July 18, including Perham, Hibbing, Fairmont, Montevideo, Fergus Falls (all Minn.); Aberdeen, S. D.; Huron, S. D. (State Fair); Douglas County Fair (Omaha); Waterloo, Neb. Contact:

**BERNARD THOMAS, Lennox, South Dakota**



Can place for the Best Route in our history

33 WEEKS, WITH 17 FAIRS, 3 N. Y. STATE FIREMEN'S CONVENTIONS, AND 13 OF THE BEST STILL DATES IN THE EAST. OPENING MIDDLE RIVER, BALTIMORE, MD., APRIL 14-23, WITH THOUSANDS OF GLENN MARTIN AIRCRAFT CORP. EMPLOYEES PASSING OUR GATE—LEIPERVILLE (CRUM LYNNE), PA., TO FOLLOW—YOU ALL KNOW THIS ONE.

Want: Hankys of all kinds. Sell Ex. on Age, Scales. Fun House Operator, Girls for Dancing Shows, Man to tune Merry-Go-Round Organ immediately. Marie Le Doux wants Performers for one of the best framed Side Shows in the business. Fly-o-Plane Foreman, Second Men on all Rides, must drive semis. Have for Sale, Chair-a-Plane, in good shape.

Address **JOHN VIVONA, Florence, S. C.**

**WANTED ANGELUS GREATER SHOWS**

OPENING APRIL 9

This show plays Chicago—Indiana—Have 5 bona fide celebrations.

**CONCESSIONS WANTED**—Bingo, Custard, Pitch-Till-Win, Coke Bottles, String Game, Slum, Clothes Pin, Duck Pond, Cork Gallery and any other Legitimate Concessions.

**SHOWS WANTED**—Fun House, Snake Show or any Walk Thru Show or Freak Show. Will finance good showman with any good ideas. Have some canvas.

**RIDE HELP WANTED**—Roll-O-Plane, Tilt, Merry-Go-Round, 2 Ferris Wheels, Chairplane. Must be sober and capable of driving semi trailers. Top salary. Drunks, stay where you are. Joe Wells—Swede—come on.

Contact **LAWRENCE MATURA**

8322 S. Mayfield

Garden 2-1557

Oaklawn, Ill.



### COMPLETE CARNIVAL FOR SALE

This show is completely booked, including two county fairs, several celebrations and a good route of proven still dates all in Eastern New York State. Will sell as complete carnival or will piecemeal:

Ferris Wheel No. 5; Merry-Go-Round, 2 abreast, new last year; Kid Airplane Ride, Kid Ten-Car Auto Ride. If you buy complete show two more rides booked. Electrical Semi-Trailer, complete. Two Fruehauf 22' Cattle Racks, Vacuum; One 28' Hi-Way Flat Bed, Vacuum; One 22' Fruehauf Flat Bed, Vacuum; 1950 F5 Ford Straight, Vacuum; 1950 Chevrolet Tractor, Vacuum. Sound Car, complete with two Inverters, 40-amp Amplifiers, One 18' Office Trailer. 16'x24' Flame Proof Stool Bingo, Blower, etc., complete. 40' Arched Marquee Front Entrance. 12' Popcorn-Candy Apple Trailer, glass enclosed, completely eqpt. Jungle Land Show Front, Monkey Cages, etc. 3-kw. Onan Generator; Pan Game, Penny Pitch, Doll Joint, Hoopla, Cane Rack, Wheels, Swingers; all kinds Misc. Concessions, including lots of merchandise; Floss Machine and Joint. Misc. Sound Equipment, Junction Boxes, OO Ground Cable, all sorts of Show Equipment and Tools.

Contact at once . . . only principals . . . no deals.  
BOX D-110, BILLBOARD, Cincinnati 22, Ohio.

## ULEY REITHOFFER SHOWS

Now Booking for 1955 Season

WANT Legitimate Concessions and Shows of all kinds for 20 weeks of bona fide Firemen's Celebrations, Centennials, Old Home Weeks and Fairs.

Opening for 9-day engagement in Berwick, Pa., April 22, heart of the industrial section. Contact owner.

**JULIUS REITHOFFER**

95 North Broad Street Hughesville, Pa.

### PLAYLAND PARK, INC.

JOE MURNICK—ART LEWIS—BERNARD J. COBIN

WANT WANT WANT  
For South's Newest Amusement Park, Charlotte, N. C. Largest city in State. Drawing population 600,000. Located on Wilkinson Blvd., on Routes 29 and 74 combined. 1 1/2 miles from City Hall. Directly opposite Queensland Shopping Center now being built. Park will operate 7 days a week (all day Sunday). Permanent location. Daily broadcasting from park. Initial opening April 22 thru November 15, then weekends, weather permitting.

WILL BOOK, BUY or LEASE all Major Rides in good condition only. Such as Three-Abreast Merry-Go-Round, Ferris Wheel, 8-Car Whip, 7-Car Tilt-a-Whirl, Scooter, Rocket Plane, Coaster, 18-Car Caterpillar, Roll-o-Plane, etc. KIDDIE RIDES of all kinds. Must be in good condition only. Complete set or individuals. CONCESSIONS—All Eating, Drinking refreshments operated by park in permanent buildings. Help for above. CAN PLACE for merchandise only: Ball Games, Glass Pitch, Hanky Panks, Photo Gallery, Hoop-La, Hi-Striker, one American Palmistry only, one Cigarette Pan Game. All canvas must be flameproof. Want capable Man to manage new 18-Hole Golf Course. Everybody working in this area come and see for yourself if possible before doing business. This territory is booming. Everybody: Write, Wire or Phone ART LEWIS, 2309 Wilkinson Blvd., Charlotte, N. C. Phone until 6 p.m.: EDison 3-1616; after 6 p.m.: FRanklin 4-7253.

### SONNY MYERS AMUSEMENTS

OPENING MAY 9 AT THE GREAT APPLE BLOSSOM CELEBRATION IN ST. JOSEPH, MO. THE LARGEST SPRING CELEBRATION IN MISSOURI

Will book for season Grab Stand, Long Range, Hanky Panks, Coke, Pitch To Win, Duck Pond, Fish Pond, Scales, Novelties or any legitimate Concessions that work for stock.

Will book Fun House, Mechanical Show or any worth while Show; low percentage. Ride Help—Good, sober Wheel Man, good wages. Can also place few Second Men; must drive. Contact

**BILL DILLARD**

3012 NORTH 10th ST., ST. JOSEPH, MISSOURI PHONE 26980

### AT LIBERTY on or ABOUT JULY 1

One 200-KW. Light Plant—brand new, with Junction Boxes and Wire. A1 Electrician accompanies Plant. Also 3 new Kiddie Rides and several Concessions. All replies to

**Mr. Gene Beecher or Mr. Duke Dougherty**

Box 1123, So. Miami, Fla.

### WANT FOR SEASON DEL FLORE AMUSEMENTS WANT FOR SEASON

CONCESSIONS: French Fries, Popcorn, Snow Balls, Glass Pitch, Fish & Duck Pond, Ball Game, Cat Rack, Six Cat, Buckets, Age and Scales, Custard (also Grab for Youngtown only). Want Help for Merry-Go-Round, Wheel, Roll-o-Plane, Chairplane and set of Kiddie Rides; help must drive semi. No drunks or chasers. Write, Wire AL DEL FLORE, Mgr., 1955 Shaw Ave., Youngstown, Ohio. Phone: Riverside 3-2398, 6:00 to 8:00 p.m. only.

### HELLER'S ACME SHOWS, INC.

Opening April 21 to May 1 Wycoff, N. Jer. Free Date WINTER QUARTERS NOW OPEN Concessions Wanted—Cook House, French Fries, Candy Floss, Balloon Darts, Add 'Em Up, Darts, Coke Bottles, Fish Pond, Glass Pitch, Cigarette Gallery, Pitch Games or any Skill Games that don't conflict. Want Ride Help on Merry-Go-Round, Ferris Wheel, Chairplane, Spitfire, Hand Swings and 4 Kiddie Rides; semi trailer drivers given preference. Want Man to up and down Concessions, drive straight job. Will give complete Back End to reliable and capable Showman with own outfits. A real proposition. The Route this season is the best route I ever had. 20 Still and Celebration Dates, 7 Fairs. All address HARRY HELLER, Gen. Mgr., 9 Virginia Ave., West Orange, N. J. Phone: Orange 4-5447

### FAIR PARK, DALLAS, TEXAS

WANTS FOR LONG SEASON, OPENING APRIL 9, CLOSING LATE OCTOBER. FOREMEN FOR CATERPILLAR, OCTOPUS AND ROCKET.

Must be thoroughly familiar with rides and be able to keep same in top shape. (No Clutchmen wanted.) No "ups and downs," and prefer married men, as we can place wives on Concessions. We absolutely will not tolerate boozers and agitators. Can also place Operator for Derby Concession. Good proposition. If married can place wife operating concession.

**LINDSEY — PUGH — MURPHY**

Contact: JOE MURPHY, FAIR PARK, DALLAS, TEXAS

GIVE TO DAMON RUNYON CANCER FUND

## Johnny's United Add Fairs, Will Play 17

GANTT, Ala., April 2.—Johnny's United Shows has contracted the White County Fair at Carmi, Ill., as a new addition for 1955, Johnny Portemont, manager, announced at winter quarters. The contract was closed by Jimmy Bush, general agent.

The show's usual line-up of Indiana fairs has again been con-

tracted, Portemont said, and several new southern fairs have been added. New fairs in the South are Tipton County Fair, Covington, Tenn.; the La Grange (Ga.) Fair, the Crenshaw County Fair, Luverne, Ala., and the Pike County Fair, Troy, Ala.

In all, the show is scheduled to play 17 fairs, 9 still dates and 2 celebrations, including the Brazil (Ind.) annual July 4 celebration.

Greater earning power than last year will be carried, according to Portemont, who said that a new Coaster ride and three grind shows have been added, which will up the number of rides to 12 and shows to 9. The show will also operate four concessions, marking the first time the management has ventured into the concession field.

The show is to open the second week of May and will play still dates in Alabama, Tennessee, Kentucky and Indiana before heading into its fairs.

## Buff Hottle Units Spring In La. Spots

MARRERO, La., April 2.—Buff Hottle No. 2 Shows opened their season here today, while the No. 1 unit will spring at Baton Rouge for a two-week stand beginning Saturday (9). Latter stand will be followed by the Louisiana Negro State Fair in New Orleans, which will be held in the heart of the city.

Personnel spent the past week putting finishing touches on rides, shows and equipment in Covington, La., winter quarters. A total of 35 house trailers were parked there at one time.

Veteran outdoor showfolk on hand at the winter base included Graham Davis, Fred Russell, Al Sterner, Clair Winters, Bill Herington, Mitch Wolf, Johnnie Davis, Timmy George, John Maculosa, Russ Longcor, May and Buck McClanahan, J. T. (Whitey) Richards, Leonard Neill, Carl Hedrick, Sid Crane, Rex Nottingham and Curley Francis.

## April 16 Set As Opener for Continental

ST. ALBANS, Vt., April 2.—Continental Shows will play its customary territory in New England and upper New York State, manager Roland Champagne said this week, altho there are several fairs and still dates which were not on the 1954 route.

The season is to begin April 16 in Connecticut, and work in quarters is rapidly nearing completion, it was added.

Some of the interesting passages in "Cinerama Holiday" now playing Broadway in New York City were shot at a Continental Shows date last year, according to agent Paul La Cross. These were at the Deerfield, N. H., Fair, where the viewer is taken thru the various fair departments, and then aloft on a Ferris Wheel.

## Kile Enlarges Office Staff

CLINTON, La., April 2.—Floyd O. Kile Shows this year will carry an enlarged staff when it opens its season the first week in June. More staffers were needed this year to care for expanded departments. In addition to Floyd O. Kile, manager, Mrs. Kile will be treasurer, and I. M. Holman secretary and agent for The Billboard. J. P. Schotzell is general representative and electrician; M. Gallivan, assistant superintendent, and M. R. Wood, foreman of the Spitfire.

Altho the opener is still many weeks away, winter quarters are humming. Finishing touches are being put on the Caterpillar, Spitfire and Roll-o-Plane, new arches have been built and the trucks are being painted.

The Kiles will fly from Washington, D. C., for the opening. Recent visitors here included Jimmy Henson, Frenchie Marchand, R. Wohlberg, Mr. and Mrs. S. Webster. The Kiles recently visited Mr. and Mrs. William E. Morgan at Oxford Lake, Ala.

## John Reid Skeds Late Opening Date

DETROIT, April 2.—John F. Reid's Happyland Shows, which for years have competed with the robins for an early April bow, will resist the temptation this year, Owner Reid, announced.

The show will spring later than usual at 10 Mile Road and Dequindre, a Detroit suburb, under auspices of the Royal Oak Township Metropolitan Club.

In addition to nine fairs in Michigan, the show has contracted to provide midway attractions at the Spring Exposition and Fair, Mount Clemens; Elk's Festival, Pontiac; Ypsilanti July 4 Celebration; National Cherry Festival, Traverse City; Blue Water Festival, Port Huron; Lion's Club Homecoming, Roseville, and the Wayne Homecoming.

Show will carry a total of 14 rides since the addition of a new Scrambler. In addition it will have 10 shows and upward of 40 concessions.

## I. T. SHOWS

WANT AT ONCE

Opening April 8—Ferris Wheel Foreman and Second Man. Concessions: Scale, Age, and any good, clean hankypanks always welcome.

Reply to PHIL ISSER

1916 Avenue K, Brooklyn, N. Y., SHeepshead 3-2702

## MOTOR STATE SHOWS

Michigan—Ohio—Indiana. Opening late April—23 Fairs and Celebrations. Can place for season: Photos, Novelties, Short Range. Few more Hanky Panks, one of a kind. Want Foreman for new Rock-o-Plane, Second Men on Octopus, Tilt. Must drive. Positively no drunks or chasers. Krelier can use Agents for Hanky Panks.

**JOE FREDERICK, Owner-Mgr.**

2243 NEWTON ST. DETROIT 11, MICH.

## DONKEY BASEBALL

Attention, American Legion, V.F.W., Firemen, Service Clubs, Ball Teams and worthy groups needing funds. The finest equipped units on the road; self-powered floodlights, advertising, sound trucks, 8 ft. canvas sidewalls and all other equipment needed for the best money-making attraction on the road today. Percentage with no guarantee. Now starting 20th season.

**BUCKEYE DONKEY BALL CO.**

BOX 1235 Phone: UN 3623 COLUMBUS 16, OHIO

## GRAND AMERICAN SHOWS

Opening April 28 in Mo. Proven Still Dates with Strong Sponsors. Ottumwa, Muscatine, Fort Dodge, Waterloo, Iowa. Centennial Celebrations start May 28-30, Riceville, Iowa; June 6-8, La Porte City, Iowa. Centennials, Celebrations and Fairs to follow.

WANT—Grind Shows with own equipment; Fun House, Mechanical, Snake. Want to buy #5 Wheel. Will buy or book Little Dipper or small Roller Coaster. Want Cook House, Photos, Age, Scales, Ball Games, Balloon Dart, Cork Gallery, Watch-La, Hoop-La, Hanky Panks, Grind Shows that work for 25¢ or 50¢ and put out stock. No grift, no count stores. Can place two more Ride men who want to be with a sober outfit. Write L. O. WEAVER, Mgr., Fairbank, Iowa.

## TATHAM BROS.' CIRCUS AND CARNIVAL

OPENING APRIL 23, CLINTON, ILLINOIS

Want Acts for Free Street Circus—Family Acts, Dog and Pony, Clown, Novelty Acts. Playing two towns a week. Ride Help—Foreman for Wheel and Spitfire, also Second Men; must have license and drive. Roman St. John, answer at once. Concessions—One of a kind, can use only a few. Space limited as we play downtown streets.

Contact **BILL TATHAM**

Illinois State Fair Grounds, Springfield, Ill., till April 16; then Clinton, Ill.

### LAST CALL

### PLAYTIME SHOWS

Opening April 22, Manchester, N. H. 10 BIG DAYS

Hanky Panks, Grind Shows.

Can place Foremen for Wheel, Chairplane, Kid Rides.

This show plays 16 weeks in best New England spots, plus 8 Fairs-Celebrations. Address mail-wires to

**E. W. BURR**

Box 206 Quincy, Mass.

### (50) GOLDEN ANNIVERSARY (50) HARVEST JUBILEE

Held on Main Streets, Fort Recovery, Ohio, July 4-9 inclusive. WANTS legitimate Concessions of all kinds except Popcorn, Floss and Snowballs. Mammoth fireworks on 4th. Free attractions every day and night. All inquiries to B. B. BURKE.

### WANT

Ride Help for #5 El Wheel, Tilt, Octopus, Jenny, Kid Ride; must drive. SHOWS—Snake, Mechanical, Midget Horse, Concessions—Bumper, String, Watchla, Roman Target, Jewelry.

**GRAIN BELT SHOWS**

Box 475 Fullerton, Neb.

### WANT

Pony Ride, Kiddie Rides, Roller Skating Rink. Percentage or flat rental. 200,000 population within 10 miles; terrific highway traffic U. S. #20, main route Chicago to Detroit. Contact

**DALE SMALL, Owner**

Country Drive-In Chesterton, Ind.

### TRAILER

25' long, 7 1/2' wide, 9' high, constructed of stainless steel, aluminum, steel, tandem axles with 4 wheel electric brakes. 8 size 3' high x 7' long aluminum doors that open up. Equipped with Popcorn, Peanut, Mills Ice Cream Machinery, stainless steel Counters, Sink, Water Closet and city inspected 110 and 220 single phase electrical wiring. Selling price F.O.B. Erie, Pa., is \$11,000. Terms, cash. Phone Erie 09110. BARTONE'S TRAILERS, 2526 Broad St., Erie, Pa.

### REWARD—\$50.00

to the person who can furnish me with the present location of

**ROBERT C. HENDY**

Call collect Dubuque, Iowa, 2-4694 or 3-3531 for Neil Cooney.

### Smith's Funland Shows

NEW MATAMORAS, OHIO

Opening May 2

Stock Concessions of all kinds. Merry-Go-Round, Foreman, Tommy, please contact. E. L. Dixon, contact. Write, don't call.

**ORVILLE LEE SMITH**



**BOSS WOMAN**

**Widow Takes Over; Kiddieland Clicks**

**HELYN HORWITZ**  
**O**UTDOOR amusements may be a man's world, but a petite blonde by the name of Helyn Horwitz has conquered it. She is the operator of a thriving Kiddieland, Motor City Park, in Dearborn, Mich. Fate literally forced her into success.

Motor City Park was started in 1941 by her husband, Victor. He had been a concessionaire and then had operated a traveling carnival with 10 major rides and several kiddie rides, which played throughout Michigan, Illinois and Indiana. He took sick, lost his zest



HELYN HORWITZ

for being on the road, and decided to settle down. He leased a lot 450 feet wide by 720 feet deep and sold all his rides except his Allan Herschell Merry-Go-Round, an Eli No. 12 Wheel, a Tilt-a-Whirl, and an Allan Herschell Auto Ride.

**Excellent Location**  
 From 1941 to 1947 he gradually built up the park, which had a natural advantage in being within two blocks of a large, prosperous residential neighborhood and across the street from the entrance to the famous Rouge Park in Detroit. But then in 1948, his health failed suddenly and in 1951 he died.

"Those three years from 1948 to 1951 were agonizing years," Mrs. Horwitz recalls. "Quite frankly, I had not been too interested in the park, perhaps because my husband ran it so well.

"While he was seriously ill, I stepped in and tried to do the best I could with my limited experience. And what I did displeased him frequently and he would keep after me until I got it right.

"When he died and I was on my own, the jobs around the park began to come naturally and I realized that during his last few years on earth he was trying to educate me to take over what he knew would be a nice, profitable business to support me."

Now, four years later, Mrs. Horwitz is a pro herself.

In 1953 and 1954 she completely revised the park with underground cable, changed from single to three-phase motors, installed timers on as many rides as possible, and trained a maintenance man to take over some of the mechanical chores, altho she is entirely capable of repairing things herself. This year, now that she is organized, she intends to pep up her park with new rides and already has bought an Allan Herschell Sky Fighter.

Mrs. Horwitz quickly learned how to handle employees.

There was one time, for instance, when some of her workers were obviously loafing. She called them all together and said:

"I feel that to some extent I am in business to help you people who work for me. All I need to support me is one ride that I could use to hook on to some large operation. I could sell all the rest of the rides and then you would be out of jobs, and I'll do just that unless you buckle down to work."

She has never had any trouble since!

**Shows Who Is Boss**

Then there was the time an employee was rude to a Negro and she spotted it. Tho the park was crowded with people milling all around, she grabbed the employee, actually pulled him off the ride, laid him out in lavender, and then fired him—while several hundred customers looked on in awe.

Like other park operators, Mrs. Horwitz works 12 and 14 hours a day in season. Once when she got sick from overwork, her employees took up a collection of \$25 among themselves and bought her a spiffy bathing suit. They trooped up to her apartment where she was resting and presented it to her with gentle hints to use it. But she never has!

"The park is my life and my love," she says, "and I never learned to like it until after my husband died.

"The location is tops. I do not have to advertise or promote my park. People know I am here and they just come.

**Puts in Long Days**

"I have 12 rides now and several concessions and buildings. I do all the secretarial and bookkeeping work and buy all the food and supplies. That's what makes the day long. It's hard work but we are making a nice living and I love to see the children and their parents having a good time on my property and with my rides.

"Knock on wood, but I have never had an accident. I get young people to run the rides and I teach them to be careful, especially to watch for children who start to cry once they get on a ride. When a child cries, he is afraid and is apt to do a rash act which will lead to an accident.

"None of our rides is fenced in. We are of the school that encourages parents to load and unload their children. It's safer and it's faster, too, permitting us to start the next ride quicker."

**Sam Greco Joins Gem City Shows as Concessions Mgr.**

**CHICAGO, April 2.**—Sam Greco, veteran concessionaire, has been named concession manager of Gem City Shows, his brother Don Greco, business manager, announced. The latter spent a couple of weeks in Chicago recently lining up still dates in Northern Illinois.

Altho the Greco brothers have been partners in outdoor show business for nine years, this season will be the first they have been on the same carnival.

Show's winter quarters at Quincy, Ill., is now open with preparations for the bow there April 22.

**Lee Names Adlee General Manager**

**REESE, Mich., April 2.**—J. C. Adlee has been named general manager of Lee's United Shows, Charles H. Lee, owner, announced here at the show's winter base. Adlee recently booked three spots in Michigan, Farwell for Labor Day and centennials at Indian River and Cheboygan.

Visitors here include Bill Schindler and Bob Lewis, the latter stopping off en route to Hugo, Okla.

**Virginia Greater**

**SUFFOLK, Va., March 26.**—Refurbishing is nearing completion at the old white Four-County Fairgrounds under supervision of general manager Rocco Masucci and general agent Bill Murray. Reporting in from Miami recently were the Monroe family—Buddy, Betty and James Jr.—and soon got to work readying their concession equipment. H. W. (Hap) Arnold messages from Tampa that he and his wife will be in soon.

Wally White, Side Show manager, writes from Georgia, that he is lining up attractions nicely. He will also operate the Jungleland and Snake Show. Added to working crew at quarters recently were Earl Jackson, who will manage the cookhouse, and Bob Gellhouse, who will handle the kiddie rides. George West will book his duck pond and will join here for the opening date. There are 14 men on the winter quarters staff now.

Also among the new arrivals are George Rector and Pat to ready their concession equipment, and Mr. and Mrs. Frank Jones with their long range gallery. Hoover (Culpepper) Byrum has finished overhauling the rolling stock, which has a color scheme of blue, red and orange, with silver trimming.

**Continental**

**LOWELL, Mass., April 2.**—Work is under the supervision of Frank Forest. Ride foreman have been busy getting gear in readiness. Four new aluminum van bodies have been delivered by Labrie's Body Works, Nashua, N. H.

Personnel contracted thus far include Lew Alter, Side Show; Mickey Ryder, Girl Show; Billy Boudreau, Motordrome and Monkeydrome; John Moore, Crime Show, and Harvey Lippman, office-owned Girl Revue.

All of the rides and trucks have either been traded or renovated.—**DORIS FRITZ.**

**Scotland Rides**

**ELLOREE, S. C., April 2.**—Trucks and trailers have been painted red with yellow wheels, and other equipment has also been painted and repaired.

The show, which has booked 16 weeks of celebrations, will tour Pennsylvania, Maryland and West Virginia. A 60-k.w. Diesel light plant has been purchased. Personnel visited Marion Greater Shows, at St. George, S. C., and B&H Shows at Sumter, S. C. Personnel of Keystone Exposition Shows, who also winter in Elloree, visited.

**George W. Nelson**

**FARRAR, Ia., April 2.**—Work here at quarters is under the supervision of Robert M. Crumley. On the agenda is the rebuilding of Merry-Go-Round horses. George W. Nelson, owner-manager, returned from a booking trip with five more dates. This year's route will take the show into Nebraska, Iowa and Minnesota.

The show, which expects to continue the policy of two or three celebrations a week, will carry 7 rides, 2 shows and 25 concessions. George C. Nelson, ride superintendent, has returned to quarters with a new truck. Betty Dory is The Billboard and mail agent.

**Amusements of America**

**FLORENCE, S. C., April 2.**—Refurbishing is nearly completed here with work under supervision of Babe Vivona, John (Tiny) Dempsey and Don Crawn. Dempsey has started on a new front gate, which promises to be a stunner. Crawn will do the painting and lighting set-up.

Dave Linebarrier, who has been in quarters all winter, has most of the No. 2 unit's equipment in shape, while Roy and Bob Delawter, ride superintendent and electrician of the unit, have about completed their end of the winter work. New lavatories will be carried this

**WINTER QUARTERS**

year, built on a small trailer complete with running water and wash basins.

Bob (Kustard King) McGregor has redone his custard wagon and the Dempseys have been hard at work on their Reptile Show. Work is under way on the new revue front which will be 80 feet long. Christine Ferrone, who will be featured, has arrived with Mike Ferrone and two of the performers. Tony Masiello, who will have the other revue, is expected in shortly. He will also return as show mechanic.

Also busy here are Bull Smith, who will be night watchman and

tower boss; Al Reisinger, who will do purchasing for the No. 1 unit; Pete Hendrix, chief electrician, and Frank Baker, Looper foreman. New Downey light towers are to be received in Leipersville, Pa. Mr. and Mrs. John Vivona arrived last week with their infant, Anthony Daniel Vivona, as did Harry and Peggy Wilson and Mr. and Mrs. Earl (Penguin Woman) Davis. Mr. and Mrs. J. B. Graham (Marie Le Doux Side Show) should be in shortly as well as the Danny Dells. A visitor here until the April 14 opener in Baltimore is Mrs. Agnes Buano, mother of Mrs. Babe Vivona.

**FLOYD O. KILE SHOWS**

Now contracting for 1955 season—18 Fairs, 3 Celebrations. Playing bona fide Fairs and Celebrations in Iowa, Missouri, Arkansas, Louisiana and Mississippi.  
**RIDE HELP:** Office-owned Rides in A-1 shape. Best of treatment, equipment and wages with a bonus. Foremen, Second Men (semi-drivers) for Caterpillar, Spitfire, Rolloplane, Twister, Wheel, Merry-Go-Round (also Man to take charge of Kid Rides, Autos, Boats, Planes). Francis X. Planky (Blackie), contact: letter came back. Ride unit opens May 1. Help, come on in or contact at once.  
**SHOWS:** Will give reliable party a good proposition on back end (must have own equipment. Helen Golden, contact. Girl Shows, Snake Show, Side Show, Fun House, etc.  
**CONCESSIONS:** Can place for season Cookhouse, one that will feed us (this show has 8 office Rides); Sunny Harris, write. Bingo, Diggers and Eats and Drinks open.  
**STOCK CONCESSIONS:** Can place Water Games, Ball Games, Pitches, Galleries, Cigarette, Long and Short, High Striker, Photos, Darts, Sets, Sium Jewelry, Six Cats, Buckets, Bowling Alleys (must work for stock), Rats and Pan Game (Pop, come home), Novelties. This show will open first week June (opening week is only still date we have). All others are Celebrations and Fairs. We have enlarged to 8 Rides and route has enlarged also. (We put people on grounds; it is up to your ability to do your end.) People contacting now will be given preference.  
**COMMITTEES:** Due to opening 2 weeks earlier, have June 13-18, 20-25; northeast part of Arkansas or southeast of Missouri Celebrations. Also have July 18-23 open for Fair or Celebration (around central part of Missouri). All replies:  
**FLOYD O. KILE, MGR., CLINTON, LA., WINTER QUARTERS.**

**JAMES E. STRATES SHOWS, INC.**

Seasons Opens April 7-16, Washington, D. C.

Have opening for Monkey Circus or Speedway, Fat Show, Unborn, Mechanical Show or any Show non-conflicting with what we have.

Help in all Departments, Porters for Train. Will finance any outstanding Attraction capable of getting money. Address:

**JAMES E. STRATES**

General Manager, Washington, D. C.

**60" SEARCHLIGHT CARBONS**

Get the Best! Clean—Dry—Perfect  
 (Damp, rusty or dirty carbons ruin your lamps)

OUR LOW PRICE IS

**\$3.75**

per can (50 carbons per can) Minimum order 8 cans.

Complete Lamp Mechanisms and Parts for sale. We sell them thoroughly checked and adjusted for long trouble-free life.

60" Searchlights and Generators For Sale

**PUBLICITY SEARCHLIGHT CO.**

52 West 53d Street, New York 19, N. Y.

Plaza 5-6980

**EVANS UNITED SHOWS**

Opening Richmond, Mo., May 7 - 2 Saturdays

Want Ball Games, Coke Bottles, Balloon Darts, Add-'Em-Up Darts, Hoop-La, Fish Pond, Class Pitch, Scales and Age, Novelties, small Cookhouse, Jewellery, any others not conflicting with what we have booked. We book one of a kind. Need Man and Wife for Help in Bingo. Must drive semi—no drunks. Can use Shows with own transportation. No racket, no gypsies. Contact

**PEARL EVANS or BILL EVANS**

BOX 119, PLATTSBURG, MO.

(PHONE: 156)

**STAMFORD, CONN., SPRING FESTIVAL**

April 21-30

Biggest Celebration in the East

All Concessions open. Get your start here. If you are on your way North, don't miss this one. Also want Cookhouse and Bingo. Agents for office-owned Concessions. Ride Help in all Departments. Also good Man for Ferris Wheel. All replies

**GILLETTE BROS.' SHOWS**

60 Sheffield St.

Phone 2-9471

Pittsfield, Mass.

**ATTENTION, CARNIVAL OWNERS**

Put color into your carnival with our all-new weather-resistant Polyethylene Plastic Pennants in four brilliant colors. Sewn to heavy tape in 25-foot lengths; 12 1/2"x18" pennants per string. \$1.00 per string in doz. string lots. Write for price list on quantity orders. 25% deposit with order, balance C.O.D.

**BENSON MFG. CO., 4047 W. 26th St., Chicago 23, Ill.**

**FOR SALE—RED RIBBON SHOWS**

36 ft. Herschell-Spillman Merry-Go-Round, 24 horses, loads one truck, asking \$3,995.00; K7 International Truck & Semi, \$995.00; K7 International and Semi Wheel Truck, perfect shape, \$995.00; one Rollo-Whirl, good, \$495.00; Gruner C-Plane & Kid Boat Plane, both mounted on trailer, \$795.00; Hot Wagon and Shop Truck, rubber wire, switch boxes, transformer (60 kw.), junction boxes for seven ride show complete, \$495.00; two 20x30 Tops & Sidewalls, good condition, \$145.00 each; one Trailer Popcorn, Candy Floss, Snow Cones & Peanut Roaster, \$895.00; one Trailer, two Outfits, Heart Pitch and Skillo complete, \$495.00; one Ford Office Truck, \$195.00; one 1955 27 ft. House Trailer, \$2,150.00.

**H. G. Hockett, Fairgrounds, Hamburg, Arkansas**

**STOCK TICKETS**

1 Roll ..... \$ 1.50  
 5 Rolls ..... 4.50  
 10 Rolls ..... 8.25  
 25 Rolls ..... 18.75  
 50 Rolls ..... 24.00  
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 Size: Single Tkt., 1x2

**We Manufacture TICKETS**

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2,000 ..... \$ 6.90  
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 10,000 ..... 10.50  
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 100,000 ..... 33.00  
 500,000 ..... 133.00  
 1,000,000 ..... 250.00

Double coupon, double price

**FOR SALE**

36-ft. J-abreast Spillman Merry-Go-Round, A-1 condition. Horses, etc., refinished like new. Sell for cash only, no trade.

**JOE FREDERICK**

2263 Newton Detroit 11, Mich. Phone: Trinity 3-2860



# CLUB ACTIVITIES

## Miami Showmen's Association

1799 N. W. 28th Street, Miami

MIAMI, April 2. — Ben Weiss, third vice-president, conducted the recent meeting in the absence of Samuel E. Prell, who couldn't make it back here in time from Boston, due to a mixup on plane reservations. Weiss conducted a meeting which was well in order and was congratulated as a good substitute. Prell then finally did arrive the day after the meeting with a slight cold resulting from the inclement Eastern weather, but he still appears to be in good shape. Seated on the dais were: William B. Moore and William Cowan, past presidents; Sam Solomon, past president, Showmen's League of America; David Endy, president emeritus; Cliff Wilson, secretary; William Tucker, assistant treasurer, and the invited guest members were Harry Illions, Irving Bisco, Eddie Edwards, Sam Crowell, and Buster Westbrook.

Cowan asked all members—including the big show owners and the small show owners—to get behind the Miami organization and work hard this coming season to make this one of the biggest fundraising events the club has ever seen. Benny Glass also spoke about raising money and putting the Miami Showmen's Association on the map.

Buster Westbrook, was welcomed and he told the president and the body that they will really put out this year to put the Year Book over. Phil Cook, newly appointed co-chairman of the Year Book committee, already has raised \$600 in less than a week for the Year Book. He is leaving for New York for a business conference pertaining to a new position in the coming season.

Bill Bryant and Lyman Truesdale, chairmen of the relief committee, have been busy visiting sick members.

Sam Crowell, a member who is always ready to help, said that he will put on a show for the club next year that will never be forgotten.

William Tara once again thanked all those who contributed toward the blood bank, and wished everyone luck for the coming season.

## Arizona Showmen's Association

216 West Washington, Phoenix

PHOENIX, April 2.—The clubrooms have been closed for the season and most of the showfolk wintering here have left to join various shows. Club will re-open in September.

Siebrand Bros.' Circus and Carnival left its winter base here recently for Tucson, its first stand. Mickey Wilson will be back on the road with Wilson Greater Shows after a year's absence due to illness.

Francis Kitzman, manager of the Clyde Beatty Circus advertising car, and his billing crew recently renewed acquaintances with Don Hanna and Harry Gordon. Hanna and Mrs. Hanna recently gained a son, born March 26 in St. Joseph's Hospital here. The mother is the daughter of Mr. and Mrs. P. W. Siebrand, co-owners of the Siebrand show.

## WANTED

For the original "Diamond Tooth" Billy Arnte's new show, "From Dixie to Hartem." 12 people. All summer's work. Beginning April 30.

Want Piano Player who can arrange and take it from voice. Also Trumpet and Trombone. Molly Johnson, contact. Also one A-1 Comedian. Those who have worked for me before, write. Please write, no wires or calls. All contact

"DIAMOND TOOTH" BILLY ARNTE  
1819 Gregg St. Columbia, S. C.

## CARNIVAL WANTED

2-3-4th of July.

Contact the Undersigned.

CARL E. CHILTON, President  
Eminence, Mo., Lion's Club

## National Showmen's Association

317 West 56th Street, New York

NEW YORK, April 2.—The last meeting, with the opening of the spring season, will be on Wednesday evening (13). At that time, besides the board of governors and general assembly meetings, there will be from 5 until 8:30 p.m. in the clubrooms, members who will donate their blood. This is to be called NSA blood donor day. All those who wish to donate blood should notify the office at once.

Happy birthdays to: April 1, James Caporale, Simon Hadgi, William H. Ritz; 2, Sam Glickman, Thomas E. Williams; 3, Emanuel Jackowitz, Joseph Prell, Tony Vernier; 5, Sam Solomon; 6, Jack Gilbert; 7, Ben Cheek; 8, Harris Bennett, Harry Kaye; 9, Robert S. Kahn. Still on the sick list are Sol Wahnish, Hospital for Joint Diseases, New York City; Edward A. Kirshman, Veterans' Hospital, Fort Hamilton, Brooklyn; William B. Moore, discharged from the hospital in Florida; Ben Merson at home, slowly improving, and discharged from hospital, Joseph Baizman.

Seen in clubrooms after visiting the Southern climate are Vincent Anderson, Henry Kaufman and Al Katzen. Charles Padrone (Adventure) is beaming all over. Also seen in the clubrooms were Herman Moskowitz, Tom Pell, Morris Black, Jack Schenck, Italo Fantino, Morris Glass, Murray Spitzer, Sam Shaw, Sam Glickman, Charles Young, Edward McKeon, George Hoar, Joe Sherman, Sam Solomon, Dominick Danzi, Morris Levi, Charles Cingolo, Joie Josephs, Louis Elias, Edward Allen, George Bovino, Frank Blatsky, Joe Lux, David Brown, Stanley Stern, Harry Joffe, Morris Brown, Mark Rosen, Ben Rosenberg, Jack Stern, and many others. Visiting in the East for several weeks is Lou Dufour from St. Louis.

### Ladies' Auxiliary

The March 23 meeting was well attended by members who heard Dr. Cohen introduce the subject of the blood bank. The plan assures members and their families of protection for the donation of one pint of blood. The club is now arranging for members to donate blood. Members on the road may give blood at some participating hospital.

The auxiliary held an April fool-mad hatter party April 1, with prizes for the best costumes. Refreshments were served.

## Show Folks of America

145 Turk St., San Francisco

SAN FRANCISCO, April 2.—Regular Friday (25) meeting was called to order by President Charlotte Porter. Also on hand were Oscar Mattley, treasurer; Billie Hodges, executive secretary, and Bonnie Townsend, recording secretary.

Birthday greetings were extended by the members to Josephine Blome. A letter was read from Palmer Griffith, informing the club that his mother, May Griffith, was in the Parker Rest Home at Novato, Calif., and would appreciate visitors.

Due to a going-away party, the monthly meeting of the board of directors was postponed to April 8.

It was reported that Sammy Corenson was in Belmont Sanitarium but expected to be discharged shortly. Joe Hart was reported in critical condition in Highland Hospital, Oakland, Calif., but visitors were permitted.

Frances Weidmann reported the Hi-Jinks celebration held Friday (18) was successful. Eight defense bonds were given away as door prizes. Refreshments, including turkey sandwiches, and home-made pies and cakes, were served.

The show, produced by Duke Navarro, included performances by Carolyn Vogel, Don Warner, John Barrientos, Jeanne Ataide, Lana Calistro, Jackie Silva, Linda Calistro and Donna Theodore. Ray Reynolds emceed.

## Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, April 2.—Vice-President Eddie Harris conducted the regular Monday night (28) meeting in the absence of President Frank Warren. On the rostrum were Harry Phillips, treasurer, and Al Flint, executive secretary. M. J. Doolan and Sam Dolman, of the National Orange Show "Showmen's Day" committee, were invited to the rostrum.

Doolan and Dolman reported on the event, which was hosted by Orville N. Crafts, whose shows were on the midway. A complete financial report will be made at an early meeting.

The sick and relief committee reported Charlie Crouse a patient in General Hospital. Harold Mook is a patient in the San Bernardino Hospital in San Bernardino.

The chair called on Alex Freedman, Newton Stone, Harry Cooper, Sam Coomas, Maurice Schilling, Pat Treanor and John Lorman. Guests for the night included Al Fine and Bill Veet.

The drawing was won by Walter Peterson.

### Ladies' Auxiliary

President Clara Anderson presided at the March 21 meeting. Called to the rostrum were Rose Rossard, who has been absent for some time, and Flossie Fitzgerald, a new member who was introduced. Peggy and Joe Steinberg left to join the Siebrand Shows. Publicity Chairman Peggy Forstall left with her husband, Theo, to join the Ringling-Barnum show. Pinchhitting until fall will be Treasurer Ruth Wood and Madison Hopes, secretary.

## Grain Belt Sets Ia., Neb. Dates; Quarters Active

FULLERTON, Neb., April 2.—Grain Belt Shows, with headquarters here, have virtually completed their 1955 route. Only a few open dates remain, Charles K. Rudisill, general manager, announced. The show recently closed to play Stromburg, Neb.; Sutherland, Ia., and Omaha.

Rudisill said he expects the Fontanella, Ia., Centennial and July 4th Celebration, which was signed earlier, to be one of the best dates in Iowa. Many special events are planned in connection with the combination centennial holiday celebration, he pointed out.

The show's make-ready in winter quarters is now in full swing. Fred Ratcliff is modifying his Octopus, Marvin Boyd is working on his Tilt-a-Whirl and Everett Adams has painted the Merry-Go-Round. Painting of the Ferris Wheel is to be done soon by Louie Draheim. Rudisill has started preparing his concession equipment.

Clarence Jensen, who will have his Train, Airplane and Live Pony ride on the show, reports that he has acquired additional ponies and will add several spotted ponies and still have reserve ponies to handle heavy business.

Concessions to be with the show include Christine Bloyd's photos, Marvin Bloyd's hi-striker, Bill and Lottie Hoffman's two ball games, Mr. and Mrs. J. F. Flanigan's ring-a-coke and glass pitch; Mr. and Mrs. Barney Gage, duck pond, age and weight, add 'em up darts; Bethel Ratcliff's cotton candy and apples; Ray Stoeffler's popcorn, Louie Draheim's snow cones; Chuck Rudisill's over 12, roll-a-ball, and slum spindle; Daisy and Frank Robinson's dart balloon; Mr. and Mrs. Leon Walker's Arcade; Smokey's short range, and Child's cork gallery.

## BIRDS ON ROAD—

# Games Concessions Spur Parakeet Sales

ANOTHER season of outdoor amusements activity is spurring high traffic in parakeets, the multicolored, friendly little birds which have won their way into thousands of homes as concession game prizes. Essentially a tropical bird, the parakeet is conveniently bred in this country for the retail and midway market, but its susceptibility to parrot fever (psittacosis), of which it is a carrier, has prompted many States to enact health regulations covering parakeet shipments.

Encouraging to the mobile and stationary operators alike is the fact that in 23 States and the District of Columbia, there are no specific measures covering imports of psittacine birds. This is the class which includes parakeets, parrots, macaws, cockatoos, and love birds.

The varying attitude of the other States ranges all the way to the opposite extreme, as in Michigan which prohibits any psittacines from being brought in, except those required for scientific purposes. This is the only outright ban against the birds. Elsewhere in the country they are permitted entry under varying statutes.

### Variation In Rules

Complications for those operators who would live up to the letter of any law are those State regulations requiring permits or special leg bands for all psittacines brought in. Some rules set requirements to be followed by "dealers" but the definition of "dealer" is not standard from State to State. Whether the concession operator is included is a matter of local interpretation, and the operator concerned can clear up his own situation only by inquiring of the appropriate State health department.

As of February, according to the Federal Public Health Service, there are no regulations restricting the movement, sale or trade of psittacines in the following places: Arkansas, Arizona, Delaware, District of Columbia, Florida, Idaho, Indiana, Kentucky, Maine, Maryland, Massachusetts, Minnesota, Missouri, Mississippi, Nevada, New Mexico, New York, Ohio, Oklahoma, Rhode Island, South Dakota, Tennessee, Virginia and Wisconsin.

Elsewhere the picture differs. For example, in Connecticut, Kansas, Nebraska, Oregon, Washington and West Virginia the concessionaire and every other citizen cannot bring parakeets into the State unless he has a permit approved by that State. To learn how to obtain the permit the person must ask the State's health department.

### Some Reguire Records

No permit is required in California, Illinois, Louisiana, Montana, Pennsylvania and South Carolina, but the owner must maintain records of all psittacine bird transactions and have them available for public inspection. Some States require that these records be kept as far back as two years, but all of the six States just listed say that the record-keeping clause applies to "dealers" in birds. Since "dealers" are retail salespeople it is likely the application of this term to a concessionaire would rest on a spot decision by the local health board.

All the regulations are devised to prevent the spread of parrot fever, a bird-carried disease which is irritable to man and oftentimes fatal to birds. Recognition of the illness is not difficult if the owner—and a considerable number of show people have adopted parakeets as household pets—consults one of the pamphlets issued by several States. One of the best of these is that

of the State Department of Health in Tacoma, Wash. It tells how psittacosis affects birds and humans, and what precautionary measures should be taken, both in displaying the birds and treating the afflictions.

Regulations on parakeets by States other than those already listed, include the following:

Alabama: A health certificate is required for importation of psittacine birds.

Colorado: No permit is required for importing the birds, but the State also does not issue a permit for exporting the birds from the State. In order to comply with this provision the owner would have to dispose of all his parakeets while in the State. "Dealers" are required to maintain records of all transactions in birds, for two years. (New State regulations are being drawn up.)

### Leg Bands Cited

Georgia: No parakeets can be imported into this State unless wearing State-approved leg bands. Records must be maintained, to show sales or purchases of the birds.

Iowa: No State law on the subject, but the State's head veterinary requires that a health certificate signed by a licensed veterinary accompany birds shipped into Iowa.

New Hampshire: No permit required, but the State health department requests notification by the shipper as to the number and kind of birds, and the name and address of the consignee.

New Jersey: A certificate from the exporting State must accompany psittacine birds transported into the State, indicating they have come from an area free of psittacosis.

North Carolina: There must be a statement giving the State health department information on the species, number shipped, origin and date of shipment, destination of shipment, and the name and address of the breeder.

North Dakota: A health certificate must accompany all psittacine birds shipped into the State.

Texas: No permit needed, but the birds must be accompanied by a written statement of the shipper that the birds are healthy.

Utah: New regulations are proposed which will require a permit for entry. Consignors are advised to contact the State health department before making shipments.

## LEERIGHT'S MIDWAY

Opening May 12 for Colorado Celebration; then Wyoming, Montana, North Dakota Picnics and Fairs. Grab or Cook House, Photos, Popcorn Ex. Bingo for season on P.C. a good deal; Games, Hanky Panky, P.C. all open, what have you? No Ex. but limit same. Shows—Low P.C. Mechanical, Fun, Glass. Will lease, book or buy Eli Wheel. Help on all rides. Winter Quarters open so come in now. Write or wire (no phone).

### LEERIGHT'S MIDWAY SHOWS

Box 1216 Pueblo, Colorado

## WANTED CARPENTER AND BUILDER

who can do some painting and electric work. Year around job to right man. Must have tools, be sober and reliable. State salary expected, experience and qualifications in first letter. Send late photo.

BOX A-163, The Billboard  
4000 Sunset Blvd., Hollywood 28, Calif.

## CARNIVAL SECRETARY

### AT LIBERTY

For 1955 Season  
Efficient; know all tax forms—social security, withholding; insurance forms. Sober, reliable, bondable.

BOX 409, c/o The Billboard  
St. Louis 1, Mo.

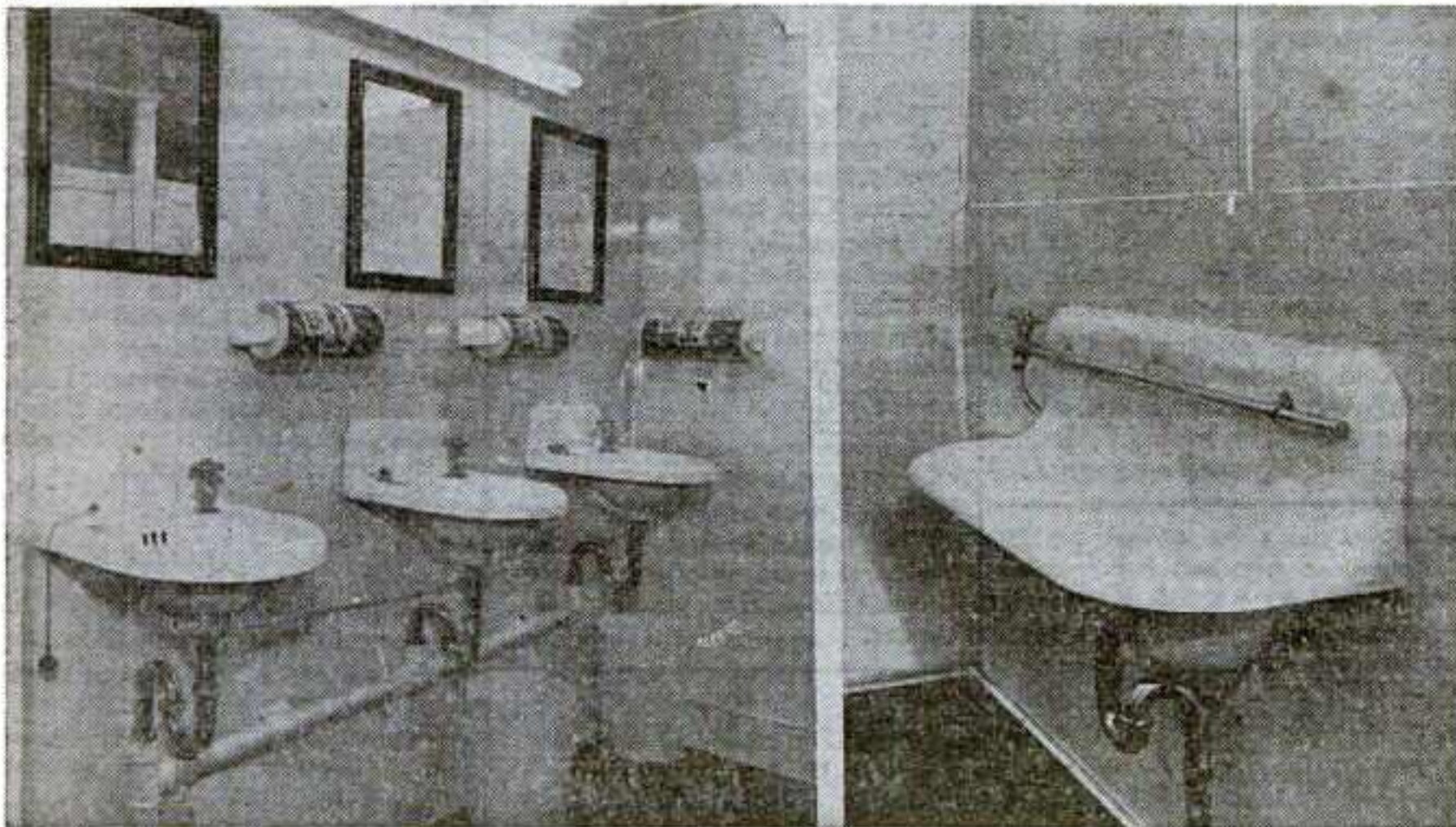
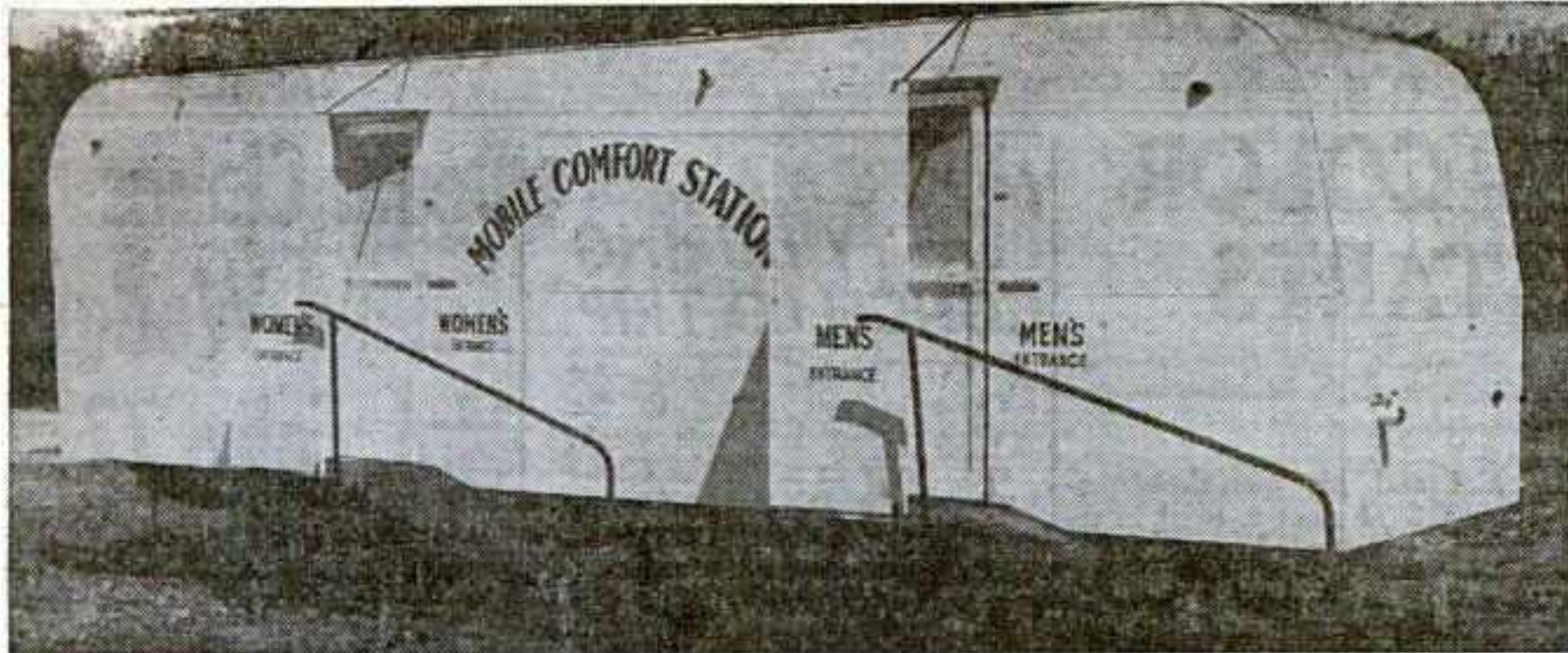
## NORTH STAR SHOWS

8 RIDES—3 SHOWS—25 CONCESSIONS  
Want for two spots a week. Photos, Ice Cream, Hanky Panky, Grind Shows, Tilt and Wheel Men. Will book Octopus or Roll-a-Plane for season.

### LEO CTIBOR

119 1/2 E. 2nd St. Winona, Minn.





Believing there is a need in the carnival and outdoor amusement industry for mobile comfort stations, the American Trailer Company, Inc., Washington, D. C., is now manufacturing such units. Above is one of the units, along with its facilities. A 30-foot trailer, it has two compartments, one for men, with two washbasins, a urinal and two private toilets, the other for women, with three washbasins and a like number of private toilets.

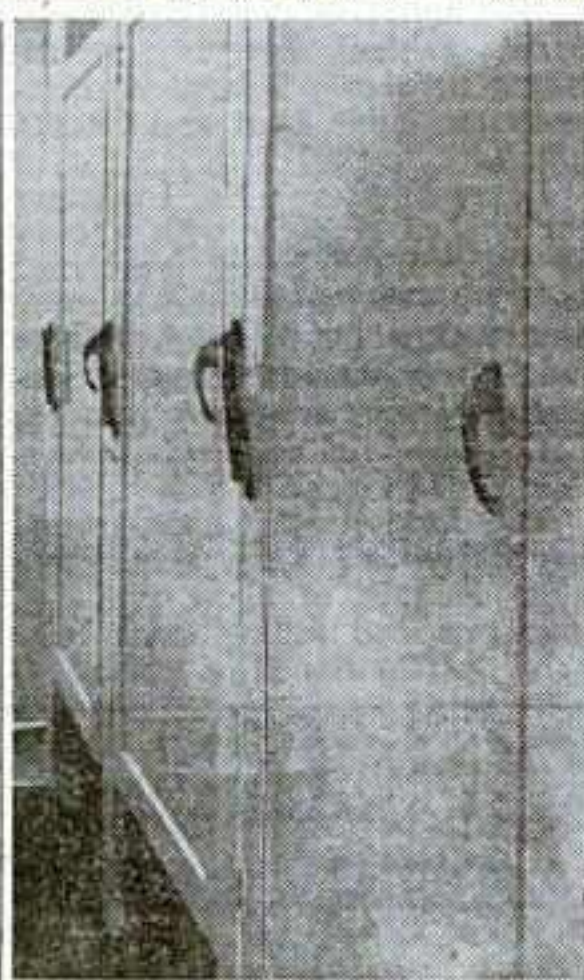
## DESIGN MOBILE COMFORT STATION FOR MIDWAYS

WASHINGTON, April 2.—American Trailer Company, Inc., of this city has designed and is constructing mobile comfort stations which the company feels will supply the answer to what it describes as "a long-felt need in the carnival and outdoor amusement industry."

The unit is made up of a 30-foot trailer which contains private toilet facilities for both sexes. In the men's department, a urinal, two private toilet compartments and two washbasins are provided. The women's compartment has three washbasins and the same number of private toilets.

Entrance and exit ramps are on each side of the trailer, eliminating the possibility of stumbling or falling. The ramps are easily removed for over-the-road transit.

The unit is provided with water storage tanks, as well as sewerage retention tanks and therefore does not have to be connected to public water or sewerage systems. The trailer does require electricity for the operation of the water pressure pump, for lighting and for power ceiling vents, but the manufac-



turers point out that electricity usually is readily available on a midway or at other outdoor amusement events.

In designing and constructing the unit, the company was given the co-operation of the U. S. Public Health Service and the advice of many sanitarians.

## SHAYON OPTIMISTIC

### 'Dancing Waters' Grosses 16G at Nat'l Orange Show

NEW YORK, April 2.—"Dancing Waters" grossed \$16,000 as an independent midway attraction at the San Bernardino (Calif.) National Orange Show, Sam Shayon reported here this week.

The novel water show presented under canvas, charged 50 cents for adults and 25 cents for children. Shayon estimated that total attendance probably ran to around 35,000. Total attendance at the 10-day event, which ended Sunday (27), was reported at 139,000. Al Osborne managed the unit.

Shayon credited the fair with an important part in the success of the showing. He said that the event aided the stand thru good advertising and publicity.

Word-of-mouth will build a substantial gross for the attraction almost anywhere, Shayon feels, once sufficient people have been enticed to view it during the earliest stages of its showing.

Preparing now for another full outdoor season which will shortly get under way, Shayon said he

looked for "Dancing Waters" grosses to at least equal and mostly surpass the earnings of last year. A second time around for the novel water fountain display will considerably aid the selling program, he believes.

Better earnings are foreseen for the unit traveling with the World of Mirth Shows because that organization encountered so much bad weather at many of its dates a year ago.

Shayon, who with his partner ventured into the outdoor field last year for the first time, said that a number of lessons had been learned. This experience should help considerably in the management of the show units, he feels.

Shows, fairs and other events using "Dancing Waters" will be urged to concentrate on selling the spectacle. Shayon has considerable documented evidence which can be used to show the importance of building the gross and since the events played are on percentage it seems likely that such an appeal might spur extra effort.

## Senator Hotel, Philly, to Be Torn Down

PHILADELPHIA, April 2.—The Senator Hotel, long a favorite stop-over spot for outdoor show people, will be torn down shortly to make room for a parking lot. Also due to be razed is the adjoining Rendezvous night club.

The Senator will close April 15, it was announced, after being sold to an undisclosed purchaser for about \$250,000. The owner, Leon Guber, has operated the hotel at 917 Walnut Street since 1946. In 1936 his father, Jack, changed its name from the Irving House.

## Detroit Snow, Wind Hurts Wade Business

DETROIT, April 2.—Wade Joyland Shows, operated by veteran Roscoe T. Wade, is the only show in operation in the Detroit area thus far this season and its experience with the weather has not been encouraging.

Business was fair when the weather was favorable. Five days after opening on a West Side lot, however, the midway was struck by winds that did considerable damage in the area but spared the Wade equipment. Several days later, it was visited by a fall of nearly six inches of snow, which brought business to a standstill.

# GEORGE CLYDE SMITH SHOWS

## OPENING MAY 16

WANT Ball Games, Pitch Till You Win, High Striker, Photos, Six Cats, Buckets, Cork Gallery, Hoop-La, Basket Ball, Glass Pitch, String Game, Fish Pond, Duck Pond, Age and Scales, Swingers, Short Range, Penny Arcade.

WANT Monkey Show, Side Show, Wild Life, Side Show. Hanky Panks Agents for office Concessions, General Ride Help, Truck and Tractor Drivers. All replies

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P. O. Box 521

Phone 4557J

Cumberland, Maryland

## FOR SALE

1—20 CAR LUSSE SCOOTER RIDE—90 PLATE—PORTABLE BUILDING

1—14 CAR DODGEM SCOOTER RIDE—80 PLATE—PORTABLE BUILDING

FIRST-CLASS CONDITION—RITE TERMS TO THE RITE PARTY.

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HOLLYWOOD 28, CALIF.

## NOLAN AMUSEMENT CO.

OPENING APRIL 15-23, SPRINGFIELD, OHIO

Followed by Zanesville, Ohio; Barberton, Ohio; Fremont, Ohio; Elyria, Ohio, and Weirton, W. Va.

WANT CONCESSIONS, SHOWS, RIDE HELP

**FRED NOLAN, Route 2, South Zanesville, Ohio**

## WANT—CARROLL'S GREATER SHOWS—WANT

(Formerly Veterans United Shows)

Opening Litchfield, Minn., May 16 with a proven route of Fairs & Celebrations for our 1955 season.

CONCESSIONS: String Game, Hoop-La, Watch-La, Heart Pitch, Long & Short Range, Hi-Striker, Basketball, Roman Targets, Novelties, Glass Pitch, Milk Cans, Country Store, Bumper or any concession not conflicting. SHOWS: Mechanical, Illusion or any Show of merit not conflicting. RIDES: Will book Spiffire or Rock-o-Plane for season. RIDE HELP: Foreman for new Allan Herschell Merry-Go-Round and No. 5 Ferris Wheel and Second Men on all rides; top wages & bonus, must have chauffeur's license and be able to drive semis. No flats or Mitt Camps need inquire. Will send route to interested parties. Robert (Heavy) Shelley, contact. All address: 10754 Central Ave. N.E., Minneapolis, Minn., until April 15; then Hutchinson, Minn.

## A. J. SUNNY AMUSEMENTS

WANT FOR 1955

RIDE HELP—Wheel Foreman, Merry-Go-Round Foreman, Tilt-a-Whirl Foreman, Screw Ball Foreman, Kiddie Ride Foreman. Winter quarters open April 1. Top wages to men who know they can handle rides with care. Semi drivers given preference. CONCESSIONS—Want all kinds of Merchandise Concessions. Can use small Show of any type for season.

**A. J. SUNNY**

3006 EAST 130TH STREET

Phone: WASHINGTON 1-4679

CLEVELAND 20, OHIO

## MURPHY'S TRI-STATE SHOWS

Open Watertown, S. D., last of May—close Corn Palace, Mitchell, S. D. Playing South Dakota, North Dakota and Minneapolis. No drought here, crops were excellent. Playing 3 spots per week, all Streets until Fairs, strong Sponsors, new faces every other day. Playing Celebrations, Fairs, Jubilees and a few sponsored Still Spots. Can use a few more Concessions not conflicting, Ex. on all Concessions. Can use one more good Show, Mechanical, Animal, Snake or what have you? All equipment must be good and clean. For Sale—50 ft. Front Fun House in A-1 shape, photo on request. Want to buy for cash one of following in good shape—Little Dipper or Rolioplane. All replies to JOHN MURPHY, Owner, Madison, So. Dakota.

## CARPENTER BROS.' SHOWS

Opening May 10 thru 14, St. Marys, Ohio. Sponsored by J. C. of Commerce. Want legitimate Concessions of all kinds. Want Bingo for May 25 thru 30. Free Acts, contact Chet Smith, Gibsonburg, O., Fire Dept., July 30 thru 23. Committees, have open date in September. Want Second Men on all Major Rides, must drive. Contact

**NORMAN CARPENTER**

PH. 4246

St. Marys, Ohio

## NOTICE SHOWMEN—RIDE OWNERS NOTICE

Those wishing to play the two late big ones.

MID-SOUTH FAIR, MEMPHIS — THE STATE FAIR OF TEXAS, DALLAS

Still have top locations at both Fairs.

My phone number changed—New number is PLAZA 9-6536.

Write **CLIF WILSON**

190 N. W. 93d St., Miami, Fla., until Aug. 1.

## CARNIVAL PLASTER

Plenty of new items. Largest assortment anywhere. Beautifully painted and decorated in large and small pieces. We deliver.

**D. LANDI STATUARY**

COR. REMINGTON AVE. & MAPLE ST., SCRANTON, PA.

Phone: DI 39668 or DI 43206

## OPENING APRIL 23 TWO SATURDAYS ROYAL MIDWEST SHOWS PLAYING PATROLLS AND ATOMIC BOOM TOWNS

Powder Plant Payrolls, Charlestown, Indiana, April 23-30; then 175 Million Dollar Atomic Construction, Madison, Indiana, May 27. Playing nothing but money. 12 Fairs. Want Balloon Dart, Add 'Em Up Darts, Coke Bottle, Fish Pond, Ball Game, Cork, Bumper, Glass Pitch, Jewelry, High Striker, Ex on Long Range, Short Range, Age, Weight, Diggers, Fun House, Wild Life, Unborn, Monkey. Will sell Ex to well framed Girl Show with own equipment. Want Manager for Athletic Show, Ride Help, Live Ponies or Burros. Jack Rose, contact.

**ROXIE HARRIS**

P. O. BOX 142

FINDLAY, OHIO

## WANT SIDE SHOW PEOPLE

### For KING REID SHOWS

Tattoo Artist, Shadowgraph Artist, Sword Swallower, Fire Eater, useful Side Show People, Freaks and Working Acts (no sex). Philip (Cook) Greco and Charlie Smith, answer.

Contact **LES (NATURE) NICHOLS**

GENERAL DELIVERY, BOSTON, MASS.

## ROLL TICKETS

PRINTED TO YOUR ORDER

**Keystone Ticket Co.**

SHAMOKIN, PA.

DEPT. B

100,000

**\$32.50**

10,000 ..... \$10.00

20,000 ..... 12.50

50,000 ..... 20.00

Send Cash With Order. Stock Tickets, \$24.00 per 100,000.



## BEATTY SHOW FLASHES COLOR AS LOS ANGELES RUN STARTS

Specs Use Hues; Concello Touch Seen With Seat, Ticket Wagon Locations

By SAM ABBOTT

LOS ANGELES, April 2.—The Clyde Beatty Circus opened with nearly a full house here Wednesday night (30) for a 12-day stand. The opening was not so auspicious as in past years because Beatty's debut was in competition with the Motion Picture Academy Awards event, which is big business in this section's book.

However, the strong business—considering the competitive event and Lent—continued the winning streak the show is having since its opening in El Paso Saturday (19). En route here, strong houses were reported in practically all of the cities, including Phoenix, Yuma, Calexico, El Centro, Brawley, Palm Springs and Redlands. Calexico was not as strong as last year. Palm Springs turned out big for the show.

The opening here was to be attended by radio and television personalities, a switch because it was considered that film stars would be attending their own function. Members of the Pacific Coast Showmen's Association and its Ladies' Auxiliary turned out as Beatty's guests for the evening. On Monday (4) the circus personnel will be entertained in the show's clubrooms.

Strong Press, TV

Pre-show publicity was strong, with Jack Knight getting important breaks in the local dailies. As no matinee was given on opening

## Ward-Bell Inks Hawaii Repeats; Advance Opens

GAINESVILLE, Tex., April 2.—Gus Bell, managing director of Ward-Bell Circus, announced on his return from Honolulu, that he had signed a contract with Aloha Shrine Temple of Honolulu to produce the Shrine circus in that city for the next three years. The Ward-Bell Circus showed for three weeks in Honolulu for the Aloha Temple in February and March.

Ward-Bell trucks left Thousand Oaks, Calif., early this week for Seattle, Wash., where a Mattson line ship was bringing the show's equipment from Hawaii. After the equipment was loaded on the trucks, they proceeded to Tacoma, Wash., where the circus will make its first mainland appearance of the season, opening April 14.

Bill Victoria

The billposting crew, headed by Leo Loranger, leaves Tacoma next week for Victoria, B. C., to bill that city, the first town on the route after Tacoma.

The show is carrying 11 designs of special paper and cards, featuring the Nine Ward-Bell Flyers, LaNorma, Dolly Jacobs' Elephants, Hubert Castle, tight wire; Norden High Wire Troupe, Howard and Wanda Bell, Norbu, gorilla parody; Andre Fox's Liberty horses, and Antonucci's chimps.

## R-B on 42 to N. Y.

SARASOTA, April 2.—Ringling-Barnum circus moved from here to New York aboard 16 flats, four elephant cars, four horse cars and 18 coaches, including the Jomar private car. A system baggage car loaded with props had been sent earlier.

Three of the 56 elephants were left in winter quarters here.

Linwood Parrish, CFA of Petersburg, Va., is recuperating from an illness.

day, the morning papers, particularly The Los Angeles Times, angled their stories on the setting up.

Radio and television promotion is directed by Shirley Carroll. Many guest spots will be featured during the early part of the run. KTTV, the Times station, did a four-hour telecast the morning the show arrived from Redlands. One of the cameras was spotted on top of a seven-story building across the street from the lot, which circuses may have to vacate after this year.

As in the past, a souvenir program is being sold. But from the point of following the performance, it is practically useless. Acts are listed that did not appear and acts appear that are not listed. Perhaps the outstanding one is Hugo

Zacchini and his man-shot-from-cannon act. The act is used in reverse newspaper ads but not in the program. This gives way to the assumption that much of the programming was done on the show's way into this city.

Move Ticket Wagons

During the past winter in Deming, N. M., much work went into preparing the show for this trek. Its appearance is brighter than ever before and the ticket wagons are spotted directly in front of the big top entrance. In the past the general admission wagon was off to the side.

One of the matters that is not discussed on the lot is "Who Is Who." A request for a list of the managerial staff brought the re-

(Continued on page 113)

## King Bros. to Add Cole Name to Title

Will Make 'Cole Route' Thru Midwest; Schedules One Month's Tour of Canada

MACON, Ga., April 2.—Arnold Maley and Floyd King will operate this season as the King Bros. & Cole Bros.' Combined Circus, with the expanded title appearing on equipment and in advertising.

Floyd King, general agent and co-owner, revealed this week that the show will tour the Midwest for the first time in several years, skip New England for the first time in nine years and make a month's tour of Canada starting on June 5.

Observers noted that stands reportedly on the route for the first weeks indicate the show will be playing territory and towns of the old Cole Bros.' Circus.

The show opens Saturday (9) at Macon under police auspices. Rehearsals got underway here Saturday (2). The show reported it will have about 130 persons in the dressing rooms, including a number of newly imported European acts which have arrived on schedule.

Set 2 Specs

The performance will include two specs this time, and the staff will include Calvin (Curley) Miller, equestrian director; Geoffrey Taylor, assistant, and A. Lee Hinckley, bandmaster, with an enlarged band.

The Side Show will use panel banners on two 36-foot trailers built originally for Cole Bros. Jack

## 'Big Top' Boss To Europe; Eyes TV Show Tour

PHILADELPHIA, April 2.—Producer Charles Vanda, of the Sealtest "Big Top" TV show, will leave Tuesday (12) by air on a tour of Europe, for the purpose of looking over talent.

It was learned that Vanda, vice-president of WCAU from which the weekly show originates, is planning to take the production on tour. If the idea materializes it will result in the use of studios in other cities, where the show would be staged. An announcement may be made next week.

Vanda will meet Glenn Gundell, vice-president of National Dairies (Sealtest), in Paris where they will visit Cirque Medrano. A flight to Copenhagen is to follow for visits to Tivoli park and Circus Schumann's opening.

Amot painted the 12 double-length banners. Side Show managers are Hugh Hart and Charles Roark.

Elmer Kaufman's No. 1 advance car opened recently with a crew of 12 men. Enlarged press staff included Ora Parks, Fred Moulton and Walter D. Nealand. There are 10 promotional managers. Contracting agents are Harry Kackley, J. C. Rosenheim and B. J. Collins.

Overprint Lithos

The King Bros.' Circus, owned by Maley and King, acquired a large amount of show property, elephants and rolling stock from

(Continued on page 114)

## CINCINNATI SHRINE ACTS ANNOUNCED

Horstman Produces Show; Zoppes, Zacchins, Diano Elephants Sign

CHICAGO, April 2.—Make-up of the Cincinnati Shrine Circus, produced by the Chicago Stadium's Cole Bros.' Circus, was announced here this week by producer William B. Horstman.

Among the major acts will be Alberto Zoppe riding act, Tony Diano's elephants (6), the World Jungle Compound Lionesses, and the Zacchini cannon and flying acts.

Show is scheduled for April 11-16 at the Cincinnati Garden. Staff, in addition to Horstman, will include Preston Lambert, equestrian director and announcer; Issy Cervone, band director, and Orville Wilbur, superintendent of props.

Program Line-Up

The program lists a procession by Shriners, the Skating Coles, Conrad and Simmons, the Germania Troupe, Sils Sisters, Alberto's Aerialists on webs; clowns; the Six Moroccans; Cimse Scotch Collies, Zavatta's Dogs, Layton's Dogs; clowns; the Virginians, the LaVals, the Three Eddys; Bobo Barnett and clowns; Alberto Zoppe Troupe with Cucciola; Kings and Queens of the Sky; intermission.

In the second half are Chester Juszyk's World Jungle Compound lionesses; Bruno's Swaypole; clowns; Irma and Rio, the Adaros, the Oranians; Josef and Hilde; Flying Zacchins; Linon; Diano's Elephants; clowns, and the Ed-

ORANGE, Tex., April 2.—Hagen Bros.' Circus drew a near-full afternoon and capacity night here Wednesday (30). Lot was changed at the last minute.

## MOORE MANAGES BEATTY DURING CONCELLO TRIP

CHICAGO, April 2.—Art Concello was going to the West Coast late this week, apparently to rejoin the Clyde Beatty Circus. But the status of the managerial staff of the show remained in doubt.

Concello left the show just after it arrived in El Paso, Tex., and before it opened there March 18. He went to Tucson and then flew to Sarasota, Fla., Wednesday (23). There he kicked up a bundle of speculation by ordering trailerites to move from his Circus City trailer camp.

Meanwhile, best information from the Beatty show was that Bill Moore, firmly in the driver's seat as general agent, also was acting as general manager of the show. As the week closed, there was no positive indication as to whether this was a temporary arrangement or whether Concello would resume work as general manager of the circus upon his return at Los Angeles.

## Carey C. Emrie Dies in Cincy

CINCINNATI, April 2.—Carey C. Emrie, 87, retired circus acrobat and clown, who trouped for more than 50 years with various old-time circuses, including Ringling Bros., Great American and Russell Bros., died in General Hospital here Friday (1), of cancer.

Stricken ill last July, Emrie spent several weeks in a local hospital and just before Christmas went to the home of a son in Punta Gorda, Fla., to recuperate. He returned to Cincinnati three weeks ago and was admitted to the hospital March 23.

Born in Aurora, Ind., deceased (Continued on page 114)

## Death Claims Animal Worker Maj. Felix, 72

LONDON, April 2.—Major Felix, one of the widest known European animal trainers, died at his Hastings home on March 9 at the age of 72, according to The World's Fair, British show paper. He survived a mauling at Blackpool in 1944 while trying to separate two animals, and had not been very active since.

Born Frank Joseph De Maio in South Africa, Major Felix joined his first circus at the age of 14. Among the many Continental shows with which he appeared were those of Bostock and Wombwell, Lord George Sanger, Bertram Mills, Billy Smart, Chapman, Fillis, Pegal, Robert Fossett, Reco, Harms-ton, Pinder, and Rosaire. He also played many theater dates.

Major Felix worked many kinds of animals, including llamas, emus, giraffes and zebras, and is credited here with being among the first men to train black panthers for the ring, first to mix lions and tigers in the rink, and first to teach a lion to walk a tightrope.

Major Felix had been with Fil-lis for 16 years as clown, acrobat and trapeze artist, and in 1906 turned to working animals after breaking a kneecap while trying a double somersault atop a moving horse.

Having been with so many outfits and in almost every country using circuses, Major Felix was known to thousands in the circus world. He spent three years at Benson's Wild Animal Farm in Massachusetts.

De Maio leaves two sons and his wife, who was presenting a hyena act when they met in Australia.

## Program Given For Ringling Season Opener

NEW YORK, April 2.—Running order of the Ringling Bros. and Barnum & Bailey Circus, as performed opening night of the 1955 season on Wednesday (30), was as follows:

1. Display No. 1. Animal acts, with Trevor Bale working seven tigers in the center ring, flanked by Paul Fritz, seven lions, and Capt. Walter Stone, seven bears (2 black, 2 white, 3 brown).
2. Clown walk-around.
3. Five aerial acts: Delia Canestrelli and Antoinette Bishini, trapezes; Logano, trapeze contortionist; Miss Mara, heel-and-toe-catch; the Renellys, double trapeze and the Rixos, unsupported ladder.
4. Wire acts, with Atalina on the center

(Continued on page 114)

## NEARLY \$1,000,000

## Ringling N. Y. Sale Tops Previous Record

NEW YORK, April 2.—All advance sale figures went by the boards last week, when the Ringling engagement opened here with close to \$900,000 already in the till, it is understood.

The previous high figure of around \$600,000 was recorded in 1950, when the advance sale began five days earlier than this year.

A calendar advantage combined with the heavy newspaper clipping ads instituted by Milton Pickman, had much to do with the big sale this time. Pickman sacrificed the bulk of outdoor advertising in favor of increased newspaper display ads, and the move has paid off as it would have to have done to justify the extra expense.

Wednesday's crowd (30) was at

capacity for the opener which was a benefit for the Arthritis and Rheumatism Foundation, but the second night's crowd was less than a quarter house. The bulk of the advance was for the Easter period, which this time started on the first weekend of the run. Altho the holiday is officially next week, many schools close either the week prior to or following Easter Sunday, giving the circus a two-week spread during which there is a heavy school children turnout.

The Garden, which seats better than 14,000 persons for the circus, held only about 3,000 on Thursday night (31) but boom business started last night and will continue into and thru the Easter period, judging from the advance ticket sales.



# CIRCUSIANA MART

A Market Place for COLLECTORS' ITEMS . . . Rare books, lithographs, photos, posters, route cards, old and antique material and equipment.

ANTIQUE POSTERS—CIRCUS, DRAMA, gay nineties; bull fight, travel. List free. Central Show Printing Co., Box B 617, Mason City, Iowa.

BARGAIN PACKAGE CIRCUS PHOTOS—8x10, sharp remarkable prints never before offered to public. Set of 10 for \$10. Jumbo; Tusko; Trains, Unloading, etc. Harry A. Atwell, 1216 31st St., Sarasota, Fla.

BILLBOARDS, 1901-1915, \$1 EACH—WANT to buy White Tops Vol. 1, No. 1. A. Morton Smith, Gainesville, Tex.

CIRCUS COLLECTORS—MANY CIRCUS items for sale. Route Books, Cards, Programs, Couriers, Tickets, Passes, Lithographs, Posters, Letterheads, Circus Magazines, Books, Lots of Bandwagon and White Top Magazines, several hundred Billboard magazines. Will buy, sell or trade. Willie Ingram, Plainville, Kans.

CIRCUS SPECIALS—UNLIMITED STOCK old Circus Photos; new Norris-Rowe items, Gentry, Gollmar, 4PS, B&R, mud shows; etc. Send buck for 3 lists, samples, 2 new lists for old customers only, with samples for buck. McClintock, Box 891, Franklin, Pa.

CIRCUS PHOTOGRAPHS—RINGLING, Cole, Robbins, Barnes, Robinson, Christy, etc. Free lists. Write Robert Sams, 2221 First Avenue, South, Birmingham 3, Ala.

## CIRCUS PHOTOS

For Sale, 1005 5x7 superb Circusiana photos of old and new ornamental wagons, acts, parades, owners, banner lines, equipment, etc.

12 Photos . . . . . \$2.00  
5 Photos . . . . . \$1.00  
Complete text for all photos.

## BERNARD KOBEL

Box 105 Frankfort, Ind.

CIRCUS PHOTOS—1898 TO 1955, SUCH AS Gollmar Bros., Barnum and Bailey, Adam Forepaugh, G. W. Hall and many others. Write for new free list. J. Beardsey, 451 W. Mifflin, Madison, Wis.

CIRCUS KODACHROMES—WILL EX-change originals or duplicates. 35mm, preferably parade equipment. Amidon, 17 Walker, Orange, Mass.

CIRCUSIANA FOR SALE—PROGRAMS, Routes, White Tops, Bandwagons, large variety back 20 years or more older. List. Bob Parkinson, Cambridge, Ill.

CLASSIC PARADE VIEWS—RINGLING 1908, 1910; Forepaugh 1896. Calliope, bandwagons, mounted band, cages, tableaus, camel hitch, bell wagon from original negatives. Notice! Others sell copies of my originals, 27 3x5 glossy sharp views, \$5. Satisfaction guaranteed. Bob Parkinson, Cambridge, Ill.

DISPOSING OF ENTIRE COLLECTION, Photos, Books, Heralds, etc. Long list and old-time photos, 25¢. Doc Miller, 251 Horner St., Elmira, N. Y.

FOR SALE—CIRCUS PHOTOS FROM 1890's, early 1900's, old route books, many other items of interest to collectors. Also photos of theatrical stars of other days. List on request. Nat Green, Box 127, West Chicago, Ill.

FOR SALE—CIRCUS PIX, 1948-1955, 13¢ each. Stamp for lists. Hurtha Dulaney, 6418 Greig, Apt. 10L, Washington 27, D. C.

FOR SALE—OLD CIRCUS PHOTOS, SEND 25¢ for catalog and sample photo. Robert D. Good, 1608 Turner St., Allentown, Pa.

FOR SALE—RINGLING BROS. & BARNUM and Bailey 1927, 1931, 1932, 1933, 1934 and 1935 programs, \$15. Lou Hayek, Toledo, Iowa.

FOR SALE—MINIATURE CIRCUS, ALL equipment, colorful and attractive. 22 wagons, good for parade. W. F. Marshall, 168 N. Maxwell, Fremont, Nebr.

MINIATURE CIRCUS WAGON KITS, WILD animals, acts, accessories. Illustrated catalog, 35¢. Walters Hobby Shop, Dept. B, 207 French Rd., Utica 4, N. Y.

MAKE MODELS OF CIRCUS WAGONS, Railroad cars 1/4x3/4 scale kits. Enclose stamp. Box 181, Omaha 7, Neb.

## RARE CIRCUS HISTORICAL ITEMS FOR SALE

No junk, no slum, no photos, no trades.

Programs, Heralds, Couriers from 1840 to 1940

From the Chambers, Harris, Smith, Conley, Peckham, Pfitzer, etc., collections. Send six cents in stamps for list and tell us your wants.

## JUDEE ENTERPRISES

Lock Box 443 Park Ridge, Ill.

SALE—ORNATE CIRCUS LETTERS AND letter paper, envelopes, fascinating circus printed forms, old heralds, scarce titles, route cards, beautiful lithos. Write your wants. McClintock, Franklin, Pa.

TIM McCOY LITHOGRAPHS FOR SALE—\$2 each or 3 different for \$5. John Van Matre, 3328 "H" St., Philadelphia, Pa.

WANTED—CIRCUS LETTERHEADS, Route Books, Programs, Boots Dillard, Seneca, S. C.

WANTED TO BUY—OLD FASHIONED Letters and Letterheads, full size, circuses and wild west, 1890-1920, Box C-199, c/o Billboard, Cincinnati 22, O.

WANTED—SWINGING TONGUE AND SUN-burst wheel, R. B. Hastings, 909 9th St., Huntington, W. Va.

WANTED TO BUY—ALL TYPES OF CIRCUS materials except photos. Season routes, Route Cards, Heralds, Couriers, Lithos, Letterheads, Tickets, Programs, Sunburst Wheel, etc. Ted Bowman, 903 East 11th, Dallas, Tex.

WANTED TO BUY—LETTERHEADS OF circuses or acts; programs, heralds, especially Dailey Bros. Ed. Baldwin Jr., RD 1, Coatesville, Pa.

WANTED—BUFFALO BILL SHOW PHOTOS of wagons, railroad cars, and tents. George E. Boney, 5117 Liberty Heights Ave., Baltimore 7, Md.

WRITE FOR SET-OF-THE-MONTH PLAN. One free set of pictures with each three bought. George Brington Beal, P. O. Box 8, Newburyport, Mass.

## RATES

Regular Classified ads . . . set in usual want-ad style, one paragraph, no display. 15c a word—Minimum \$3.00 Cash with copy

Display Classified ads . . . larger type permitted and displayed to best advantage. No illustrations or cuts permitted. 1 inch (14 agate lines) \$14.00 Cash with copy

Send Orders and Correspondence to Circusiana Mart The Billboard 2160 Patterson St. Cincinnati 22, O.

# Beatty Features Flashy Layout

Continued from page 112

spense that the \$64 question was asked right off the bat.

The show's set-up physically follows the conventional one. The Side Show is to the right of the entrance. Using a 60-foot top with two 30s, the attraction is co-managed by Sam Alexander and Charles Cox. The ticket sellers are Norman Wolf, George Surtees and Jerry Baker. Mike Doyle is the ticket taker and in charge of the music; a calliope to be added later on the road. Frank (Jersey) Schank is the boss canvasman. Attractions include Vanteen, inside talker and magic; Sealo, the seal boy; Betty Broadbent, tattooed lady; Pearl Ferris, electric; Alex Linton, sword swallower; Slim Curtis, thin man; Sam Alexander, man with two faces; Abner Plumoff, who holds eight golf balls in his mouth; Rex, fire-eater; Patricia, bearded lady; Pearl Ferris, snakes; Schlitzie, pin head, and Eddie Chauset, mechanical man.

## Seats Get Eye

Inside the big top and addition to the menagerie is a Ford displayed by the Frank Taylor Ford Company. It is plugged by Tom Hanneford, big top announcer, as a "film star," reportedly used by Jack Webb in the filming of "Dragnet."

The new seats, similar in design to the wagon seats made by Capt. Bill Curtis in 1916, are used for the blues. The steel bibles and raised benches give added comfort and are assembled more quickly. Seats are spotted lengthwise on the wagon.

A new bandstand was set-up for this engagement. The portable one, reportedly designed by Art Concello, will be used on the road.

## Band Wagon in Spec

The circus band, directed by Victor Robbins, is the same in size as last year. Roster includes Karl Trumpund, Donis Hawk, first trumpeter; Clarence Swanger, second trumpet; Lowmy Harris, bass; Leo Lewis, Andy Anderson, trombones; William Farmer, Henry Paulson, drums; Thomas Watkins, baritone, and Fred Mullen, calliope. Robbins uses a majority of pop tunes and has an up-to-date library. Group does a creditable job of playing for the show.

Following announcements by Tom Hanneford and Charlie Cox, the latter pitching a "Bozo the Clown" color book, the show opens with the spec "The Circus on Parade." For this run the parade band wagon that was obtained from the late Frank Walter collection is used. Leading the procession in a clockwise move around the track, Beatty shows off new and colorful wardrobe. The howdahs are draped more colorfully than in past years and the opening gives the necessary circus atmosphere.

## Hannefords, Clowns

Kay, Vick and George are in the center arena for a trampoline turn with Pete Ivanov Trio and the Hanel spotted in the end rings for acrobatic turns. A clown walk-around with Laurence Cross, Eddie Dullum, Shorty Hinkle, Charles Hilderra, Robert Lorraine, Lou Kish, Mark Anthony, Billy Lear, Abe Goldstein, Grace and Coco Fairburn, and Johnny Mitchell keeps the show rolling.

Milonga Cline and Colleen Alpaugh handle elephant and pony combinations in each of the end rings to good results. They wind up with plank walks.

## Beatty Sells Well

In the fourth spot is Beatty himself and his animal act. While the routine is virtually the same, Beatty sells it with more zest. Hanneford's verbal build-up goes a long way in creating the proper setting. Using 12 lions and three cats, the barrel roll, pedestal stand-ups, spinning tiger, roll-over tiger and the final 10-lion lie-down add up to a strong hand for the show owner.

While the arena is being struck, the Hanel Girls (2) perform their high act, with teeth and foot holds drawing hands. The Rudis, guy and gal team, over Ring 3 draw attention with their high act. Rudi does head-stands and other antics on a

rigid trap. The highlights are his balancing his partner on his shoulder while sitting in a chair on the trap bar and the gal's break-away plunge from the top of the tent.

The clowns' second walk-around tries hard for laughs but they don't come off this time. One of the placards reads "Miss America, 1900," good if one likes corn on the cob.

Display 7 has ponies in Ring 1 and John and Milonga Cline with their dogs and ponies in Ring 3. The bits are entertaining and provide good fill-in material.

## Colorful Ballet

Twelve bally girls in short cellophane rain gear and with colored parasols take over in the center ring for a "Singin' in the Rain" number. Their aerial ballet gets a send-off with Milonga Cline's warbling of "April Showers." The turn adds useful color.

John Cline, who doubles as equestrian director, offers a neat Liberty horse routine in the center ring. The animals work smoothly and Cline gets a well-earned good hand. The clowns follow in the end rings.

A particular entertaining spot is the wire display, with the Linares holding attention in the center ring with Lolita, and Herbert Weber and gal partner in the end rings. The end ring workers carry their assignments well. The Linares are spotted and justifiably so. His forward somersault is a neat finish.

## Rides Stop Show

The George Hanneford Family, here for the fourth straight year, scored a showstop with its bareback turn. The family carries out the present color trend in dress and even the horses become fashion plates with pink and charcoal plumes. George Hanneford Sr., takes a turn at bareback riding but the biggest portion is done by George Jr., Vicki, and Tom, the latter carrying extremely well the comedy part. A double somersault simultaneously by George Jr., and Tom to following horses helped to net the showstop.

The loaded automobile helps to carry out the Ford pitch and gives the clowns a good opportunity for laughs. A Shetland pony is added to the seven clowns unloading from the vehicle.

## Millette Draws Hand

The Great Millette is over the center ring with his trap head stands and winds up with a strong mitting for a similar turn on a spinning globe on the cross bar.

The clowns return this time to Ring 3 with an exploding midget car. The act scores well.

The Hannefords return in the center and Ring 3 for Tom and Kay to do spectacular rolly-bolly and George Jr., and his wife, Vicki to perform high perch. It seems that no matter where or what, the Hanneford clan hits high.

## Truzzi Masterful

A center ring presentation of Maximillian Truzzi was gummed up by bad lighting. However, Truzzi was masterful with his juggling. He confined his work to knives, clubs, spinning globes and plates. The planned finale of torches was ruled out by the local fire department.

Beatty's nine elephants, including three babies, all trained by Richard Shipley, perform their antics in the three rings. They are glamorously handled by Colleen Alpaugh, Milonga Cline and Marge Haley. After each trio's turn, top mount on the hipp track gives it a flash wind-up. The clowns take over the track for a walk-around.

## Zacchini Works Hard

Unusual is the finish with Hugo Zacchini being shot from the canon. The mounted cannon is rolled into Ring 3, with the net extending from the center ring into Ring 1. Zacchini sells it for all its worth, guaging cannon elevation and checking the last details before firing.

Tom Hanneford's announcing does a lot to pace the show. The opener was 15 minutes late getting underway and the show ran two hours and 15 minutes. Tightening is planned, and justifiably so.



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**UNDER THE MARQUEE**

By TOM PARKINSON

Bill Powell cards from Amsterdam, where he visited with Regina and Elly Strassburger, who are getting Circus Strassburger ready for the Easter opener. . . . In Paris, Cirque Medrano is showing Koringa and Her Crecodiles, Yves De La Cour and Suzanne and Philippe Ricono with their horses and ponies; Realls, antipodists; Paul Berny, juggler; Two Maxwells, comedy hand-to-hand; Ruby Bolly, juggler on wire; Two Airellys, aerial perch; Three Massetys, bike act; Kenny and May, contortion and balancing; Two Breatos, trapeze comics; Four Salvadoris, musical clowns, and clowns Lulu and Tonio. Cirque d'Hiver has the Rose Gold Trio, Three Antares, aerial novelty; Four Reptons, hand-to-hand; Folcos, acrobats; Waldos, teeterboard; Two Albertos, aerial; Joseph Van Been, tigers, and Firmin Bouglione, liberty horses.

Scott Hall will be working with the Ringling press crew on the road, as guide to local newspaper, radio, and TV people. Francis Lacouline, of Springfield, Mass., caught Polack Eastern in Albany, N. Y., and visited with Gene Randow, Henry Kyes, Dick Slayton, Harold Voisc, Pinky Madison and Poodles Hanneford's wife, who came down from Glens Falls.

On the bill with Circus Schumann at the Djurgarden circus arena in Sweden are the family's liberty horse act; Oscar Fischer,

three elephants; Gabriella, dog revue; Bratuchin, Cossack rider; Russel, six chimps; Three Dinats, aerial; Alexander Ramon and Company, comedy; Arno and Rita Van Bolen, illusions; Three Steckels, clowns; Joschi and Webb, comedy tumbling; Nicklas, clown; Two Oswinos, antipodists, and Two Appolos, hand-to-hand.

Ringling-Barnum train was leaving Sarasota Thursday (24) with either 41 or 42 cars. If 42, it was to include 18 coaches, 16 flats and eight stock cars, but General Manager Frank McClosky indicated a 41-car train was more likely.

E. Andrew Barr, veteran bandmaster of St. Joseph, Mo., visited Paul Jerome in clown alley on the Gil Grey Shrine Circus recently when the show was in St. Joseph.

Joe Beach, of Springfield, Mass., caught the Gene Autry show at the Springfield Auditorium and visited with Happy Kellums, the Strong Family and the Rodell Troupe.

King Bros.' Circus is distributing formal invitations to its opening at Macon, Ga., April 8, thru Ora O. Parks' press department.

Jim Stutz reports his Hitler Car show has been doing well in the South and that Bennie Fowler, agent of Ring Bros.' Circus, visited in Georgia. . . . Tom Scaperlanda, San Antonio CFA, reports the Paul Rusks, Charlotte, W. Va., CFAs, visited with San Antonio CFA, members, including the Scaperlandas and Pahlmanns, and that they all took in Hagen Bros.' Circus, looking in on Jack LaPearl, Buzzy Potts, Bert Wallace and Eddie Kuhn. Scaperlanda expects to see Bailey-Cristiani in Corpus Christi, April 20-23, and Polack in Austin in May.

Ward C. Shafer, of the Paul Jerome Tent, CFA, Rochester, N. Y., reports that the tent gave a party for personnel of the Orrin Davenport Circus there recently. Forty-five people attended the buffet supper, and circus movies were shown.

R. M. Harvey advises that he is recuperating and feeling well after double surgery on his face.

Janine and Ninon Hanel are working a new aerial act on the Beatty show. . . . George Brinton Beal, formerly of The Boston Post and now of Newburyport, Mass., is taking over publication of the "Call of the Calliope" quarterly which previously has been published by Bill Green, of Washington, Kan.

Ringling-Barnum will play New Haven, Conn., this June for the first time in years, reports Charles Kyle, of Kyle Productions. Show has contracted Waterside Park for the lot. Kyle said Doc Hall was the contracting agent.

Omer J. Kenyon, Hamid-Morton general representative, was at the Atwell Club, Chicago, Friday on his way to the West Coast.

Billy Dick writes that H. Charles Robinson, former stock company

man and circus clown, has been released from a veterans' hospital and is home in Philadelphia. . . . Claire and Tony Conway caught the Ringling rehearsals and opener in New York.

Elmore Yates, who recently resigned as advance promotion manager of King Bros.' Circus, writes from Nashville that he is now general representative of Nashville Talent, Inc., Nashville. Firm, which is headed by Whitey Ford (the Duke of Paducah), produces "Grand Ole Opry" shows. . . . Walter B. Fox advises from Mobile, Ala., that he recently became a life member of the Circus Historical Society thru the courtesy of Robert C. King, secretary-treasurer of the group. King publishes "Circus Band Wagon" at Richmond, Ind. Since a recent bout with the flu, Fox has been bothered by an eye condition and is to take treatments soon from a Mobile specialist.

Sylvia Gregory will be with King Bros., doing feature iron-jaw and wire acts. This will be her sixth season with the show. . . . At the Grotto circus in Portland, Ore., March 26-27, were Harwood's Hollywood Canines, Al and Diane Ross, clowns; the Novellos, Berg's Movieland Seals, and Bill Dedrick's ponies, as well as others from Rudy Bros.' Circus. . . . Don Marcks, El Cerrito, Calif., will display his model show at McCloud, Calif., in conjunction with a showing of "Three-Ring Circus," movie.

Clint Finney, former show agent, visiting in Chicago, reports improvement in his health. . . . John Kelley, former Ringling attorney, stopped off in Chicago this week en route from a Caribbean cruise to his Baraboo, Wis., home. . . . Nat S. Green, manager of the Ringling office in Chicago until it was closed this week, is going to Sarasota, Fla., to supervise set-up of the office there. He'll get to Sarasota next week and may be there for a couple of weeks. . . .

**Ringling Program**

Continued from page 112

- ring tight wire, flanked by Luis Munoz and Tonito, slack wires, all finishing with backward somersaults.
- 5. Dressage, with Alexander Konyot in center ring, flanked by Marion Seifert and Nadia Houcke.
- 6. "On Honolulu Bay" spec, with aerial ballet and featuring Pinito Del Oro, headstand on trapeze. Included are 36 web girls, 36 web boys, and 11 Oriental hula girls in center ring. Costumes have grass skirt motif and each web boy carries in a mock palm tree for the number.
- 7. Liberty horses, with Charles Mroczkowski working 12 King Ranch stallions in center ring. Outside rings feature Gena Lipowski, nine horses, and Hans Ussim 12 (3 black, 3 white, 3 brown, 3 gold). Mroczkowski exits beneath upraised hoofs of three stallions.
- 8. Clown baseball gag.
- 9. Unus, finger stand.
- 10. Animal acts, with Octave De Jonghe's seven setters in center ring, flanked by Miss Mary Lou and Miss Edna, six Shetland ponies, and Alphonse De Jonghe, six chimps.
- 11. Riding acts, with Justino Loyal's troupe in the center ring. Two men, six girls, five horses. Outer rings held Miss Ilonka and Evy Karoly.
- 12. Clown stove gag.
- 13. Josephine Berosini, high wire featuring ascent and descent on inclined strand.
- 14. "Holidays" spec, with costumes and floats made to represent the year's festive days.
- Intermission
- 15. Three flying acts, with the Flying Palacios (Concello's) over center ring, also the Sabrejets and Clayton Beech's Falcons.
- 16. Clown Walkaround.
- 17. Four rope acts, featuring the (4) Cordons, rope spinning and whip cracking. Also two Mexican Charros and Miss Marion (Seifert), rope spinning.
- 18. Takeo Usui, ascents and sliding descents and sloping cable, backwards, forwards and sitting down.
- 19. Clown walkaround.
- 20. "Mama's in the Park" spec, featuring the Ringling-Barnum herd of 52 elephants. Clowns dressed as Keystone cops, girls in little-girl outfits, taller girls as Sunday strollers, and jumbos wearing large police helmets. Smaller elephants pushed in simulated baby carriages.
- 21. Otto Griebeling, clown.
- 22. Ground acts, with Burton and Son, stacked blocks atop ladder, in center ring. Also the Naukos, Radinos, and Evy and Everto, unicycles, and Ferris-Ferroni Duo, rolla-bolla.
- 23. Acrobatic acts, with Yong Sisters and Brothers in center ring. Also the Fredonias, Risley; Seguras, teeterboard; six Abbott Sisters and four Whirlwinds, tumbling.
- 24. Three Nocks, swaypoles, featuring interchanging aloft.
- 25. "Rainbow Round the World" finale, with wide use of gladiator costuming and mounted horses.

Dave Friedman, Paramount press agent back from an Omaha assignment, looked in on the Atwell Club at the Hotel Sherman, Chicago.

O. F. (Curley) Stewart, veteran Ringling-Barnum 24-hour and general utility man, was discharged March 15 from Tampa Hospital after a 15-month stay and plans to spend the summer at Sarasota, Fla., quarters of the show. During his career with the show he has served under the managements of the Ringlings, Fred Worrel, Carl Hathaway, George Smith, Sam Gumpertz, Art Concello and Frank McCloskey. . . . The Lakes, Georgie and Floyd, renewed acquaintances with Lawrence Cross, Lew Kish and Mark Anthony while visiting the Clyde Beatty Circus March 24 at Yuma, Ariz.

**King Bros.**

Continued from page 112

Cole Bros.' Circus prior to last season. Included in the deal was a large amount of Cole Bros.' paper.

That paper is to be used with an over-strip reading "now combined with King Bros. Circus." King Bros.' lithographs are being over-striped to read "now combined with Cole Bros. Circus."

The ticket wagon and other mid-way equipment is to be lettered with the King Bros. & Cole Bros. Combined Circus title. Newspaper advertising material and press agent's stories are being changed to include the new title.

The show continues its street parade this season with a line-up which officials report is much enlarged. Included is a new bandwagon and six-horse hitch. The show recently announced it will move on 65 motorized units.

**Carey C. Emrie**

Continued from page 112

resided for a time in St. Louis but in recent years had made his home in Cincinnati. As a hobby he gave instructions in acrobatics to members of various boys' clubs here. Before joining the circus, he had also trouped with minstrel and dramatic shows.

Surviving are a sister, Mary; three sons, Luie, Carey and Harry, and a daughter, Mrs. George Lindeman. Services will be held here Monday (4), with the body being shipped to St. Louis for burial.

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# AOW Prepping for 15th Annual Championships

ELIZABETH, N. J., April 2.—The 15th annual America on Wheels championships, with more than 300 contestants participating, will be held April 11-15 at Twin City Arena here, headquarters of the AOW chain, it was announced this week. Among all contests sanctioned by the United States Amateur Roller Skating Association, it is second in size only to the national contests of that organization.

The first AOW championships, held in 1941, covered only dance skating. Its original form was that of a round robin contest between AOW rinks. Today the meet covers every phase and division of roller skating — figures, dance, mixed pairs, ladies' pairs, fours and speed.

New this year will be two divisions, a tot division for youngsters under seven years of age and a veterans division in dance skating for women 25 years old or more and men of 35 or more. This year's contests will mark the return to competition of the Hackensack (N. J.) Skating Club, inactive for the past three years while that arena was closed. Since the Levittown (L. I.) Arena, newest link in the AOW chain, will not open until April 19, few if any skaters from that rink are expected to participate in the 1955 contests.

Up for grabs this year will be a new sterling silver trophy for the club winning the most points. This will be the fourth huge trophy donated for the contests. Once a trophy has been won three times by a club, it is retired and becomes the permanent possession of that club. The first two were retired by Twin City Arena here. The third was taken by the club of Boulevard Arena, Bayonne, N. J., which won the championships in 1951, 1953 and 1954.

Because some clubs have more

skaters and more experienced competitors than others, AOW has instituted a handicap system to equalize the chances of each club in competition. The system is based on the number of entries from each club, taking into consideration the potential number of points each club may win. Once this data is tabulated, a percentage is worked out for each club and is announced in the souvenir program published prior to the contests.

Participating this year will be Twin City Arena, Boulevard Arena, National Arena, Washington; Hackensack Arena; Mount Vernon (N. Y.) Arena, Paterson (N. J.) Arena, Alexandria (Va.) Arena; Capitol Arena, Trenton, N. J.; Bladensburg (Md.) Arena and Peekskill (N. Y.) Arena.

## Denver Biz Holding Up

DENVER, April 2.—Rink business in the Mile High City is holding up well despite the advent of spring which often hits the rink till.

Mammoth Gardens is continuing nightly classes, with two special classes in free style and speed on Sunday. Kiddie classes on Saturdays at Mammoth are pulling from 75 to 120 youngsters each week. Out of the various classes several dark horses are shaping up for top contention in this year's RSROA meet. Gene Gist has rejoined Mammoth's staff as pro after a layoff of several seasons.

## Set Texas Coronation

SAN ANTONIO, April 2.—The Starlighter Club of the North St. Mary's Roller Rink is scheduling its annual coronation of a skating king and queen to be held at a big party to be given at the rink on Monday, April 11.

## ROADSHOW REP

CONTINUING his trek down memory lane, John D. Finch writes: "Does anyone know of any manager other than Billy Wehle, paying salaries to a complete cast as much as two weeks in advance? Having seen and heard him in action, can anyone forget Wehle's candy sale? Now, to get back to Al Pitcaithly, I have been enjoying his more recent notes a great deal. More of us should get into the act and build the column back into the newsy full page it once was. I haven't seen Al in years—not since the '30's. He was with the Heffner-Vinson aggregation and I was one-nighting with Wehle's fabulous money-winning Billroy's Comedians, boasting as the advertising stated in those days, 'So many girls you can't count 'em.' Regarding Fred (Toby) Wilson, I first heard my late father and trouping contemporaries of his discuss Wilson and his reputation as a comic. That must have been about the time World War I ended, for I was a kid at the time. Not long thereafter, Bert Melville's Comedians played a week stand in my home town, Grayville, Ill., and I saw Wilson with the show as its featured comedian. My older brother, Sam D., places the date of the Grayville appearance about September, 1920. Norman Gray, Jack Vinson and Allen Wishert are also remembered as having been with the show. I don't recall having seen Wilson that week as a Toby, but I did see him do 'G-String,' a comedy, and I pegged him as genuinely clever and funny. Later, I believe, Wilson did 'G-String' in an office-owned act in vaude, a tab version of 'Not Tonight, Dearie.' With due respect to Rod Brasfield, I don't agree with Pitcaithly's placement of him in his nominations for funniest Tobies. Rod is the most widely known, I grant, but between the two, I think Boob Brasfield is the funnier, and I believe Rod would be the first to agree to that. I worked with both of them years ago."

# World Meet Date Shift Help to U. S.

## Change to Cut Transportation Costs Over 1G

NEW YORK, April 2. — An affirmative reply has been received by the United States Amateur Roller Skating Association from Spain, in answer to its request for a shift of World Championship Meet dates from June, 1955, to the fall. Now, the big biennial event is scheduled for October 21-23, with the site remaining the same, Municipal Palace of Sports, Barcelona.

The U. S. delegation will benefit by lower off-season trans-ocean fares.

"We hope to save \$100 to \$150 per skater," said USARSA prexy George Apdale, of Richmond Hill, N. Y., who initiated the plea for a date change. "With a minimum squad of 10 participants, a coach and a judge, the total saving will be \$1,200 to \$1,800."

According to Apdale, lodging and most other expenses of the American group will be paid for by the Spanish. The main U. S. outlay will be for transportation.

The meet is sanctioned by the Federation Internationale de Roller Skating, official world governing body, and is sponsored by the Spanish group, Real Federacion Espanola de Hockey Y Patinaje. Approval of both bodies was needed to effect the change in dates.

## DRIVIN' 'ROUND THE DRIVE-INS

Construction has begun on the new Apache Drive-in Theater at Gonzales, Tex. . . . More than 400 exhibitors and industry executives, State, county and city officials, honored Claude C. Ezell, head of Ezell and Associates, operator of a chain of drive-in theaters thruout the State of Texas, at a banquet at the Baker Hotel in Dallas celebrating his 50th anniversary in show business. . . . Doug Spiecherman has taken over duties as manager of the Beltonian, Hood, and Hardie Drive-Ins at Belton, Tex., having been transferred from Burkburnett, Tex. William Steel has taken over duties as manager of the Palace and Tex-OK Drive-ins, Burkburnett. . . . Cecil Scott has replaced Bern Wilson as manager of Slaton and Caprock Drive-Ins at Slaton, Tex.

H. Ford Taylor has sold his Ford Drive-In Theater at McCamey, Tex., to Frank W. Nelson, who operates the Grand Theater and the Circus Drive-In Theater in that city. . . . The Brazos Drive-In at Seymour, Tex., has been equipped for the showing of the new wide screen processes, according to Elmo Hooser, owner.

## BIGGER AND BETTER

# 500G Det. Deluxer Preps April Debut

DETROIT, April 2.—Full disclosure of plans for the \$500,000 roller rink nearing completion in the Northwestern metropolitan area were disclosed this week. To be known as the Roller Skating Arena Club, the rink will carry on in a new form the tradition of the old Arena Gardens Rink, now razed for highway construction, which was the scene of several national championship meets and the long-time headquarters of the Roller Skating Rink Operators of America.

RSAC is to open late in April, according to present plans, offering a 52-week full activities program. Skating surface at the rink will be 100 by 200 feet, with provision for upward of 1,000 permanent seats for spectators.

### Modern Structure

The new structure, designed by David W. Nesmour, architect, is said to be one of the most beautiful rinks in the country. The structure is modern in style, with a round roof and full glass areas front and back. A canopy is designed to extend over the driveway.

An attached vertical sign, 44 feet high, with the identifying name, is a feature. It is to be topped by revolving figures of skaters, seven feet high and illuminated.

The RSAC will operate on a club membership plan.

Additional features will include high-fidelity live electric organ music, air conditioning and parking space for 1,000 cars.

The rink will be under the direction of Edwin E. Locke, as managing director, with Jesse E. Bell as manager. Board of directors of the operating corporation includes Manny Lax, Manfred Moser and Arthur Kepes.

Bell will bring an honored name in skating to the RSAC. Formerly

assistant manager of the old Arena Gardens, under Fred Martin management, for 18 years, he has also operated Walled Lake Park Rink, Walled Lake, Mich., for 17 years, and is giving up the latter post to devote full time to the RSAC. Mrs. Louella Bell, who was cashier at both Walled Lake and the old Arena, will hold the same post at the new rink.

### Vet of 51 Years

Bell himself, who still skates regularly, has been on wheels for 51 years, and was at one time Midwest speed champion. His brother, Amos Bell, and son, Gene Bell, carried the family name to top honors in speed skating, while his son, Jimmie, now 12, has been skating in competition since he was three years old.

The RSAC is in a rapidly growing suburban area without a major rink. Site is one mile north of the old Edgewater Gardens Rink, which operated as a ballroom for several years until its destruction by fire last fall.

**HAMMOND ORGAN SPECIALS**  
Ideal for Rink Installation

- Model A with 8-40 Speaker... \$1645.00
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Any of the above models available with following speakers: D-20, DR-20, JR-20, HR-40, Leslie or Glenstone.  
Write for prices.

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One only, new case, excellent condition, \$495.00

**HAMMOND AEOLIAN PLAYER**  
Plays with rolls as well as manually, reduced to only \$1750.00

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USED RINK TOPS ONLY

In Texas, 40'x100' .....\$475.00  
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 \$4.85 RETAIL QUANTITY PRICE  
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Samples \$1.25 each  
 Enclose payment in full for samples.

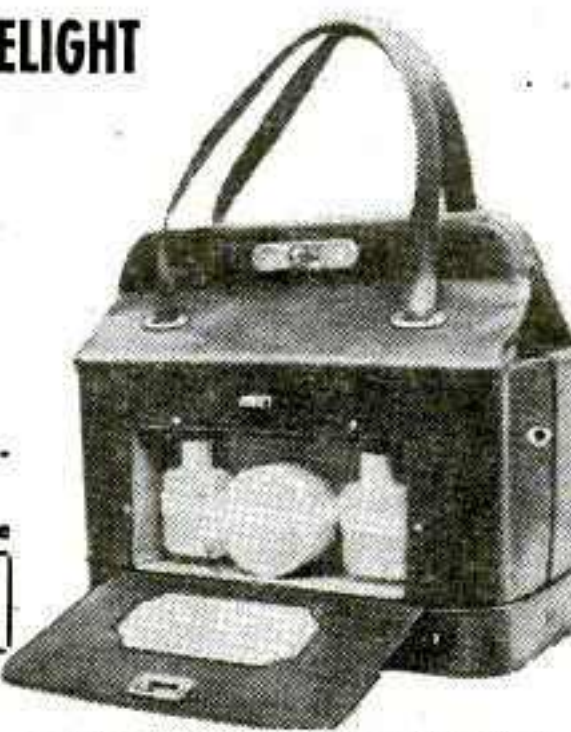
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\$108.00 Per Gross

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 GIFT CATALOG TODAY!

**CUTTLER & COMPANY, INC.**  
 928 Broadway...New York 10, N. Y.

## MERCHANDISE TOPICS

Write The Billboard Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for the address of any firm or firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

Flopsy, Mopsy and Peter Cottontail are brand new hollow chocolate arrivals to step up your sales this year. Attractively packaged in bright lavender and yellow boxes with cellophane windows for full visibility, these bunnies are decorated with white sugar icing for eyes and cottontail, while marshmallow is used to make carrot and carrot tops. The bunnies sell for 25, 49 and 89 cents. R. M. Palmer Company, Reading, Pa., is creator of the items.

"Disneyland" is now projecting its magic to the buying public in the form of a merchandising tie-up with Eldon Manufacturing Company, Los Angeles, which is introducing newly designed polyethylene Beach 'n' Garden sets imprinted with a "Disneyland" Castles in the Sand theme. They are offered to consumers in three safe play companion sets, which are named after the main item in each set. The wheelbarrow set includes a shovel, turtle sand mold and flower pot. The sprinkler set also includes a shovel and flower pot. The pail and shovel set includes a handle, sand sieve, flower pot, turtle sand mold and rake. Each set is attractively packaged in self-display unit of transparent polyethylene bags, stand 16 inches in height and retails for 98 cents.

Beach Importers & Traders, Inc., El Paso, Tex., has a new price list on imported leather goods. Included in the group are toter type, accordion type, powder box type and pouch type hand bags, women's contour belts, cigarette cases, billfolds, quirts, coin purses, etc. All are genuine hand-tooled Mexican imports. Price list will be sent on request.

To introduce its new line of molded plastic toys, Modern Toy Company, Hollywood, is manufacturing 100 toy soldiers for \$1. This big colorful assortment includes 4 riflemen, 8 machine-gunners, 8 sharpshooters, 4 infantrymen, 8 officers, 8 cannon, 4 bazookamen, 4 marksmen, 4 tanks, 4 trucks, 4 jeeps, 4 battleships, 4 cruisers, 4 sailors, 8 Waves, 8 Wacs, 4 bombers and 8 jet planes. Each toy is completely assembled, designed to scale and measures up to 4 1/2 inches. These made-to-scale toys will keep kiddies happy and busy for hours, the firm says. A dollar plus 25 cents for handling and postage will bring you this set.

An attention provoking device is now being offered as a direct mail gadget, a handout item to promote good will. Bottom half of the device is a standard lead pencil and the top half is a transparent tube containing a half dozen regular dose aspirin tablets. On the hollow portion of this aspirin pencil is printed the advertising message of the firm giving the pencils. When used by salesmen, its easy for him to steer the conversation from the initial burst of laughter into the theme of just how his product or service will overcome headache producing problems. For mailing, its a great peg on which to hang the opening sentence of a sales letter. The pencils may be imprinted in lots of from 250 to millions. In lots 1,000 the price is \$98.95, including imprint. A sample and full information may be obtained from Franklin C. Wertheim, Jamaica, N. Y.

Cuttler & Company, New York, reports large sales of its unique Beauty Bar handbag, made of leather-like vinyl plastic which is washable and will not peel or crack. In addition its large compartment, the Beauty Bar contains a compartment on the side for two perfume bottles, a cold cream jar made of polyethylene and a replaceable mirror. The bag has brass trimmings to highlight its appearance. It is offered in a wide variety of spring colors. Retailing at

\$14.95, Cuttler offers the bags to the trade for \$39 per dozen.

Entirely new, Ace Toy Manufacturing Company, New York, is offering rayon plush black and white wirehair terriers that bark when you squeeze the head. Ace will supply full information and prices to interested merchandise users who write the firm.

Among the line of popular priced handbags featured by Embassy P.P., Inc., New York, is its No. 2257 drawstring shoulder bag, made of leather and having an outside pocket with secure turnlock closing. They come in a wide choice of spring colors and are offered the trade at \$22.50 per dozen. Another popular number, the firm reports, is its alligator bag. This number comes in mother and daughter sizes. The bag is beautifully designed, featuring alligator head and claws with a wide opening and full-length adjustable shoulder strap with hand-laced edges. The mother bag is offered at \$60 a dozen; the daughter at \$35.65 per dozen.

Jay Ellis reports that his Weathermac Corporation in New York City has been manufacturing for three weeks as Disney licensee for Davy Crockett hats. Priced to retail for \$2.98 boxed, the item is receiving stimulus from the ABC-TV series and a coming movie, both heavily promoted. The coon-skin-type hat has an emblem as worn by Fess Parker who plays the part of Crockett on TV. Weathermac is at 1907 Park Avenue.

The Cerco Family Register is a personal organizer in book and record form. It's packed with helpful information and permits systematic organization of important papers and records. It also provides a personal data record in duplicate—one can be extracted for file purposes. Thus, vital personal information is on file, complete, compact, for ready reference in any emergency. It retails for \$3 postpaid. Cerco Products, Salem, Mass., offers the item.

Called the Lifetime 4-in-1 Bathroom and Kitchen Fixture, a new household unit is now being marketed by J. & S. Manufacturing (Continued on page 134)

## FREE SAMPLE!

**New 2 Color  
 PERSONALIZED  
 ALL RUBBER**

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**FANTASTIC EARNINGS!**

One salesman made \$860 the first month in commissions.  
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 Full or spare time, you're the boss!

Show it and you'll agree as thousands of Mitchell salesmen do, it's the hottest direct sales item today. Everyone wants a personalized door mat for their home or business. Terrific gift item.  
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**LARGE 18"x28" SIZE**  
 In beautiful 2 colors. Mat colors—Brick Red, Garden Green, Jet Black or Powder Blue with contrasting Ivory letters (13 letters maximum). Any wording: The Nelsons—Bob & Jean—Meyer Coffee—El Rancho, etc.

**SEND \$1.00 FOR POSTAGE  
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 You pay only postage and handling. We ship a full-sized perfect 2-color stock sample plus order book and complete sales kit.

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Please rush me my Two-Tone Rubber Door Mat, order book and complete money-making information. For demonstrator sample (\$5.45 value) I am enclosing \$1.00 so I can get started immediately. Money back if not completely satisfied.

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## DOLLS

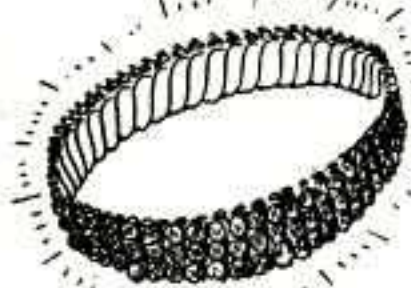
- 30" Pinocchio Doll, assorted colors.....doz. **\$16.80**
- 7" Nursery Rhyme, Dolls in 6 different characters including 4 color carrying case.....doz. **\$6.00**
- 14" Walking Doll in display doz.....doz. **\$18.00**
- 40" Bugs Bunny Doll in Warner Brothers carton.....doz. **\$39.60**

Sample order: 3 of each doll (12 dolls) \$20.10.

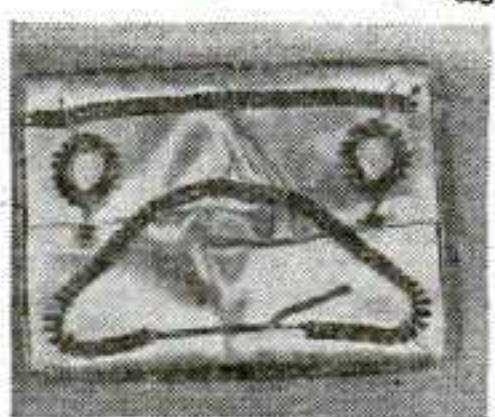
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ROPES....\$4.50, \$6.00, \$9.00, \$12.00, \$16.00, \$20.00, \$24.00 per dozen.



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Latest Spring Colors and Patterns.

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- Hand Polished ALUMINUM IDENTS..... Per Gr. **\$7.50** or up
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**7" Nickel Finish 3 Keys Saxophone**  
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**75¢ Doz. \$8.40 Gross**  
 Roll caps for pistols, 35¢ per hundred rolls.  
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 \$12.00 Per 100 \$27.50 Per bale (250)



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 \$2.40 Doz. \$27.50 Gross



**CELLO HEAD PLUSH CLOWNS**  
 8"....\$1.80 Dz.—\$21.00 Gr.  
 10"....\$3.25 Dz.—\$36.00 Gr.



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 \$7.20 Doz.



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 9" Pearlline handle ..\$4.20 Doz.  
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 fits all sizes  
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 Shoots Sparks—Cowboy or space design.  
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 In clear view carrying container  
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 \$2.25 Doz. \$25.00\* Gross  
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 w/chin cord  
 Packed 3 dozen to carton  
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 Plastic Ukulele or Banjo w/neck cord ..... \$4.50 Doz.  
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 \$1.85 Doz. \$21.60 Gross  
**12" Dressed Peasant Rag Doll**  
 w/pigtails, colorful costume \$3.00 Doz.



**GIANT MEXICAN STRAW SOMBRERO**  
 w/chin cord & sliding bead  
 \$4.50 Doz.



**Jumbo 18" Feather Monkey w/pipe**  
 \$4.80 Doz.  
**15" Feather Monkey w/pipe**  
 \$3.60 Doz.



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 5" ..... \$ .70 Doz. 8.00 Gro.  
 6" ..... .90 Doz. 10.80 Gro.  
 7" ..... 1.20 Doz. 15.60 Gro.  
 8" ..... 1.50 Doz. 20.40 Gro.  
 9" ..... 1.90 Doz. 26.70 Gro.  
 12" ..... 3.00 Doz. 36.00 Gro.



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 \$1.85 Doz. \$21.60 Gross



**PEARLINE OPERA GLASS**  
 w/compass & shoulder strap  
 Small ..... \$1.75 Doz. \$20.00 Gro.  
 Medium ..... 2.10 Doz. 24.00 Gro.  
 Large ..... 2.75 Doz. 31.50 Gro.



**12" DeLUXE CRUCIFIX**  
 Gold Statuette on white or blue cross.  
 Boxed with Cathedral stained window background.  
 \$6.00 Doz.



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 w/front pocket, assorted colors and sizes.  
 \$4.00 Doz. \$45.00 Gross  
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 In Envelope  
 w/large airship balloon & cabin w/fins.  
 Printed directions on each envelope.  
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Comic hat bands ..... Per 100	1.50
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Plastic cigarette holders ..... Per 100	1.75
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Kiddie ident bracelets, carded ..... Per 100	3.50
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2 1/2" dressed all nation dolls ..... Per 100	3.50
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Mexican kiddie straw hats w/elastic ..... Per 100	3.00
Indian head brooch, carded ..... Per 100	3.50
7" rubber dagger ..... Per 100	2.50
2 1/2" special rubber balloons ..... Per 100	3.00
Dangling spiders ..... Per 100	3.00
2-way moustache blowouts ..... Per 100	3.00
Silver star deputy sheriff badge ..... Per 100	2.25
4" crucifix ..... Per 100	4.50
1 1/2" comic buttons ..... Per 100	1.50

## MISCELLANEOUS ITEMS

Chinese paper snakes ..... \$ 7.20 Gro.	\$ 7.20 Gro.
21" double barrel cork rifles ..... 5.50 Doz.	5.50 Doz.
10 1/2" decorated pop guns ..... 1.60 Doz.	1.60 Doz.
Metal water pistols ..... \$ .75 Doz.	8.00 Gro.
9" sailor dolls ..... 1.50 Doz.	16.50 Gro.
12" coolie hats ..... 1.75 Doz.	19.50 Gro.
16" coolie hats ..... 2.35 Doz.	27.00 Gro.
Red, white and blue batons ..... 1.20 Doz.	14.00 Gro.
27" lash cowboy whips ..... 1.20 Doz.	13.50 Gro.
Heavy maple walking canes ..... 3.50 Doz.	37.50 Gro.
Light maple walking canes ..... 22.50 Gro.	22.50 Gro.
Best flying birds, inside whistle ..... 6.00 Gro.	6.00 Gro.
Pirate flags (Crossbone skeleton) 12x18" ..... 2.25 Doz.	24.00 Gro.
Pirate flags (Crossbone skeleton) 8x12" ..... 1.50 Doz.	16.00 Gro.
U.S. flags, 12x18" ..... 1.60 Doz.	18.00 Gro.
U.S. flags, 8x12" ..... 1.00 Doz.	10.80 Gro.


## BADGEBOARD ITEMS

4" cub knives w/sheath, stag handle ..... Doz. \$ 1.20	\$ 1.20
4" cub knives w/sheath, pearl handle ..... Doz. 1.90	1.90
4" feather doll ..... Doz. 6.75	6.75
2 1/2" all nation dolls ..... Gro. 3.50	3.50
5" sailor dolls ..... Gro. 7.50	7.50
Bullet key chains ..... Gro. 7.20	7.20
Compass w/spy glass ..... Gro. 7.80	7.80
Midget knife w/key chains ..... Gro. 5.00	5.00
Midget harmonicas w/key chains ..... Gro. 5.00	5.00
2-section telescopes ..... Gro. 7.20	7.20
Jumbo rabbit feet key chains ..... Gro. 6.00	6.00
Cowboy and girl dolls ..... Gro. \$11.80	\$11.80
Opera glasses w/compass and strap ..... Doz. 1.75	1.75
3" teddy bears ..... Gro. 3.25	3.25
Roy Rogers puzzle guns ..... Gro. 8.40	8.40
Miniature lock w/key ..... Gro. 7.30	7.30
1 1/2" compass ..... Doz. 1.35	1.35
7 1/2" 3-section telescopes w/compass ..... Gro. 7.80	7.80
Metal saxophone kazoos ..... Gro. 7.80	7.80
50L buttons—Comic, Circus, Rodeo, Firemen, Flag ..... Per 100	1.75
70L Buttons: Comic, Circus, Rodeo ..... Per 100	4.00
Plastic Gold horses ..... Gro. 7.20	7.20
Beebop cigarette pipes ..... Gro. 7.20	7.20

**BALLOONS**  
 =10 Mouse Head ..... \$ 5.50 Gro.  
 =14 Cat Head ..... 7.00 Gro.  
 =10 Cat Head ..... 4.00 Gro.  
 =11 Gold Balloons ..... 6.00 Gro.  
 Multi Color Spiral Balloons ..... 6.50 Gro.  
 Spiral Workers ..... 50¢ Ea.  
 Double Balloons—7 1/2" clear, w/mouse for inside ..... 6.50 Gro.  
 Large double balloons, w/12 mouse ..... 12.50 Gro.  
 =30 Clear Workers ..... 40¢ Ea.  
 =12 Mouse Head Balloons, agate colors ..... 7.50 Gro.  
 =20 Mouse Head workers ..... 50¢ Ea.



**Chirping Bird in Plastic Cage**  
 \$1.80 Doz. \$21.00 Gross



**RAYON PARASOLS w/Floral Designs**  
 20" Spread ..... \$2.00 Doz. \$22.50 Gro.  
 24" Spread ..... 2.75 Doz. 30.00 Gro.  
 28" Spread ..... 3.25 Doz. 37.50 Gro.  
 32" Spread ..... 4.50 Doz. 50.00 Gro.  
**PLASTIC PARASOLS—RAIN PROOF**  
 20" Spread ..... \$3.25 Doz.  
 24" Spread ..... 4.25 Doz.



**CELLO HEAD FUR MONKEYS w/goggles**  
 7" ..... \$ .70 Doz. \$ 7.50 Gro.  
 9" ..... 1.20 Doz. 13.50 Gro.  
 10" ..... 1.50 Doz. 17.50 Gro.  
 12" ..... 2.40 Doz. 27.00 Gro.  
 10" w/college cap ..... 1.80 Doz.



**18" BREAK ACTION METAL CORK RIFLE**  
 w/decorated wood handle  
 \$3.60 Doz. \$40.00 Gross



**ADMIRAL HATS Heavy Material**  
 Navy, Light blue or White  
 \$7.20 Doz.



**RUBBER HORSE INFLATES**  
 12" ..... \$ 1.90 Doz. 21.00 Gro.  
 15" ..... 3.00 Doz. 34.50 Gro.  
 18" Jumbo horses ..... 4.80 Doz.




**BREAK ACTION POP GUN w/Pearl Handle**  
 \$3.25 Doz. \$36.00 Gross



**FUR TRIMMED CLOWN**  
 w/Bell on Elastic  
 \$1.80 Dz. \$21.00 Gr.



**GOLD CRUCIFIX**  
 Each in attractive box  
 6"....\$1.80 Doz.  
 8".... 2.75 Doz.  
 12".... 3.75 Doz.



Terms: 1/4 Deposit with order, Balance C.O.D. F.O.B. New York  
**SEND FOR CATALOG**

**SCHATTUR NOVELTY COMPANY**  
 144 Park Row, New York 7, N. Y. Telephone: COrtland 7-8986



# STREETMEN!



MAKE  
**BIG CASH..**  
WITH OAK'S  
**BIG FLASH BALLOONS!**

NOBBIES  
DRAGONS  
KATHEADS  
AIRSHIPS  
SPIRALS  
MICKEY MOUSE

**..ASK YOUR JOBBER TODAY!**

AVAILABLE S-T-R-E-T-C-H-E-D FOR BIGGER  
VALUE AT THE HANDOUT • BIGGER-  
TOUGHER-FLASHIER • WORKERS AVAILABLE  
A GOOD JOINT --  
PRICED RIGHT!



**The OAK RUBBER CO.**  
RAVENNA, OHIO.



## ATTENTION, ALL COIL WORKERS

We have Ford V-8's 1932-'48

Orders shipped same day as received. All coils have wire on top. Easy to demonstrate. Have lots of stock on hand. No waiting for stock. You will not be let down thru Fair Season. This coil is not plastic but made of bakelite and will not burn thru.

PRICE  
**\$53.00**  
GROSS

Longer feril to fit deep distributors. Have carbon resistor in all coils.

**HAROLD NEWMAN**

PHONE—WRITE—WIRE

**UNIVERSAL IGNITION CO.**

4754 N. CLARK STREET CHICAGO 40, ILLINOIS  
Shop Ph.: LOnghach 1-3499 Home Ph.: LOnghach 1-4983

## ATTENTION! PITCHMEN!



**ZIPPER TROUBLE Means Big Profits!**

**Solution: ZIP-E-Z Lubricator**  
Renews Life of all zippers!

ZIP-E-Z zipper lubricator is a big volume seller. Easy and interesting to demonstrate. Everybody has a zipper that sticks. ZIP-E-Z remedies this universally irritating problem. Attractively packaged. TRIPLE your investment at a \$1.50 retail.

Saves Wear - Breakage

Send one dollar for sample and complete information to:

**LEWIS CREATIONS • Box 444 • Buffalo 5, New York**

## DEMONSTRATORS

**MEN - WOMEN - WILL TRAIN YOU TO DEMONSTRATE MOULI GRATERS AND JULIENNE SALAD MAKERS. GOOD STORES. HIGHEST COMMISSIONS PAID FOR RELIABLE, CAPABLE PEOPLE.**

**FRED (SIZZ) CUMMINGS**

3123 BOARDMAN (Phone: PRespect 3-2385) ST. LOUIS 9, MO.

## PIPES FOR PITCHMEN

by BILL BAKER

**R. B. SACKETT** . . . who with his wife (known as Madam X) did a mental act for several years, is now in business in Tampa.

**ROY LISOGAR** . . . letters that Bill Copps, who has been associated these past few years with Charlie Halligan in his operations in and around Minneapolis, has now moved trips into the Canadian field and is currently working the Edmonton, Alta., area. Bill, who served for several years with the Royal Canadian Air Force during World War II, returned to Canada to play the "A" circuit last summer and liked what he saw. Since January 1 he has been working stores and sales to pretty fair takes. His return also took on a romantic twister as he renewed acquaintances in the Alberta capital. On January 15 he married Gen Brady, a wartime sweetheart, who since 1945 has been employed by the Edmonton Exposition Association. From all reports, Gen's familiarity with the Fair Board and its activities has proven profitable for her husband. She has been able to steer him onto some of the better stock sales in the province where he has been purveying his Liquid Mend to nice returns. Bill is now lining up exhibitors for the first Western Canadian Sportsman's Show to be held in the Edmonton Gardens May 7-14. He will not only have all the pitch joints at this shindig but he's also booked all the spots for the Calgary show which follows. As a grand finale, brother Copps will then cross the mountains for the Vancouver and Victoria doings before returning to the "A" circuit in late June.

**BIG AL WILSON** . . . cards that on March 27 he moved into the Home Show at Miami to work combs and mice with Kid Ward. The big boy also says that Harold Winters is working a store for him in Knoxville.

**MRS. BOB NOELL** . . . letters that among the recent visitors to the Noell Monkey Ranch, in Tarpon Springs, Fla., were: Mr. and Mrs. Harry Taylor; Mr. and Mrs. Mike Mackey and family, of Gibsonton, Fla.; Bob Snowden and Bill Snyder, of the Florida Wild Animal Farm, at Callahan, Fla., and Doc Raggett. Mrs. N. also reports that Agnes Dean is still having a little ticker trouble. She's in the Tarpon Springs Hospital and would appreciate hearing from her friends.

**AFTER SEVERAL WEEKS** . . . absence from this corner, our old friend Henry H. Varner, the Akron home guard, takes his pen in hand to tell us how much he enjoys reading here of the escapades of our delegate from Detroit, Happy Heller. Henry says that he's seen some pretty snappy medical-purveying outfits in different

parts of the country and he wonders why our friend Happy hasn't built one around himself.

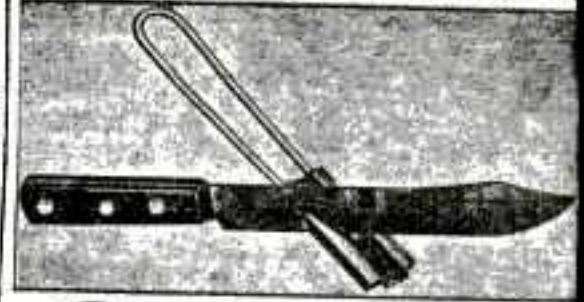
**JACK HALLIDAY** . . . who a decade ago was an ace tie form peddler, is now in the used car business in Atlanta. It will be remembered that old Jack was a veritable beehive of activity while on the road. He never missed tossing a pitch no matter how small the town might be.

**EARL SCOVILLE** . . . who is a real fireball kitchen gadget worker from way back, is now in the real estate business in St. Petersburg, Fla.

**HERE'S SOME HOT INFO** . . . for Jack Scharding and some of the other boys who expressed interest in the old seven-in-one scope which, according to reports, was a real fast pitch item several decades back. Lettering from 212 South Grand Avenue, Los Angeles, Joe Ackerman comes up with this: "The following data is being sent to the Pipes column for the information of those who have been trying to locate a source of supply for the old seven-in-one scope or French opera glass which was sold by pitchmen many years ago. Those of you who remember this article will recall that it was made in France and that is why it was called the French opera glass. It was made of celluloid frame and when folded was about the same size as one of the old-fashioned pocket watches. However, when unfolded in various ways it could be used as a compass, magnifying glass, telescope or opera glass. These gadgets were sold by the thousands before World War I. But during the war the supply failed and then after the war very

(Continued on page 134)

## APEX TOOLS



**25th Anniversary**  
in the manufacturing of glass cutters, knives, scissors and lawn mower sharpeners.  
**APEX NOVELTY CO.** 1948 W. Adams Chicago, Ill.

## ATTENTION! MEDICINE MEN—PITCHMEN—DEMONSTRATORS

For merchandise you need to make real profits. We carry it.  
**ONE DAY SERVICE**  
Tonics, Liniments, Ointments, Vitamins, Herbs, Tablets, Soaps, Corn Medicine, Foot Creams, Inhalers, Rubbing & Inhaler Oil (Euc); anything and everything you need for a successful season. Write for prices today.

**CELTONSA MEDICINE CO.**

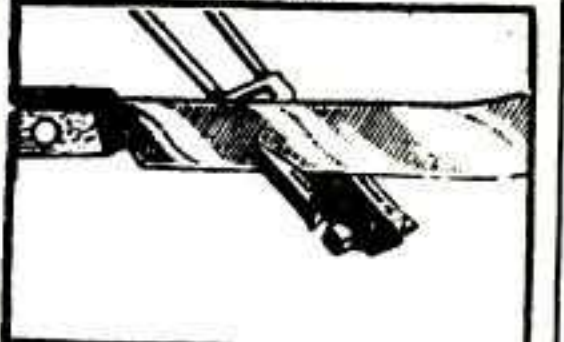
1016 Central Ave. Cincinnati 2, O.  
Dept. B

"THE HOUSE OF SERVICE SINCE 1918"

## PITCHMEN

FOR FAST SALES

New Glass Cutter, Sharpener Combination Tool.



Same Day Service.  
Send \$1.00 for Samples. Prices.  
**RAY BAR CO.**  
862 Broad St. Providence, R. I.

## SENSATIONAL NEW ITEM FOR GADGET WORKERS



## NEW ROSEBUD RADISH CUTTER

Now Makes Radish Roses Easier, Faster!

It's a red-hot, 5 second demonstration item proved by tremendous sales to be the most wanted kitchen gadget ever made. Sells on sight to every woman. Makes perfect radish roses every time in one simple operation with lightning-fast speed. No more tedious hand cutting with sharp knives—it's safe, quick, and automatic with ROSEBUD.

PRICE \$14.40 per gross.

Terms: 25% deposit with order, balance C. O. D.

Sample 25c postpaid.

RUSH YOUR ORDER TODAY.

Don't Miss This Money-Maker!



A 5-SECOND DEMONSTRATION SELLS IT!

**PLASTI-CRAFT INDUSTRIES, DEPT. B1**  
2305 N. PULASKI ROAD, CHICAGO 39, ILL.

## PLASTER - - - PLASTER

**—SPRING SPECIAL OFFER—**  
Large Round, Asstd. . . . \$25.00 per 100 pcs. Medium Round, Asstd. . . . \$13.50 per 100 pcs.  
Large Flat, Asstd. . . . 20.00 per 100 pcs. Medium Flat, Asstd. . . . 8.50 per 100 pcs.  
Small Flat, Asstd. . . . \$4.00 per 100 pcs.

We feature "untarnishable" finish on all items. Order direct from this ad. Prompt Service—Quality Merchandise.

For your convenience we are open Sundays, 10:00 a.m. to 1:00 p.m. We are the only "exclusive" plaster supply house in St. Louis.  
**ST. LOUIS ART NOVELTY CO.**  
4520 MANCHESTER AVE. ST. LOUIS 10, MO.  
Day PHONES (Jefferson 1-0510) Night (Jefferson 5-2474)

## ELECTRIC PENCIL

Professional Model No. 3. Great money maker for you wherever crowds appear. Guaranteed one year. Sold on five days' approval. Originated 1931. Avoid clumsy imitations. Favorite of pitchmen, 5 & 10's, insurance agents, Librarians, etc. Engraves fine, medium or wide, big lettering in gold, silver or colors, "with just a twist of the wrist" on leather, silk, wood, plastics, cards, books, etc. With six rolls of superior gold foil, rolls 1"x400", postpaid for money order \$7.25. Extra six rolls, \$2.50.  
**R. E. STAFFORD, Electric Pencil**  
3360 N Meridian St., Indianapolis 8, Ind.



## Oak Big Flash Balloons

=NA = 10 Knobbies & Spirals Balloons . . . . . \$4.00 Gr.  
=1242 Giant Airship Balloons . . . 4.50 Gr.  
=15 Kat Balloons . . . . . 4.00 Gr.  
New Hydrogen Bomb Balloons . . . 7.20 Gr.  
25% Del., Bal. C.O.D., F.O.B. Chicago.  
**72 PAGE CATALOG AVAILABLE FREE**  
Send for Your Copy Today.

**M. K. BRODY**  
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Contact immediately.  
Or appreciate information as to present whereabouts. Important deal.  
**G. SWARTZ**  
5153 Baldwin Rd. Holly, Mich.

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LOW PRICES ALL SEASON  
IF YOU JOIN US NOW!!

**\$28**

PER GROSS  
F.O.B. PITTSBURGH

25% With Order



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R. D. 2 CANONSBURG, PA. Phone McMURRAY 9592

over **67,000 ACTIVE BUYERS** read  
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# NOW OFFERING— FAMOUS BRAND LADIES' NYLONS

REGULAR VALUE \$1.50 PR.

Super Sheer

54 Gauge — 15 Denier

Guaranteed

## \$8.00

per dozen

— Size 8½ to 11 —

We Guarantee that You will Sell Our Nylons or You may Return them within 60 Days

ALL ABOVE INDIVIDUALLY PACKED 3 PAIRS TO A BOX—LATEST SHADES

With ten dozen orders we give a beautiful \$12.95 hosiery leg 18 inches tall. This shows the actual nylon hose on. One leg to a customer.

NOTE: If you can use quantity, we will give you sole distribution of our line in your county so you can advertise without any competition.

25% WITH ORDER, BALANCE C.O.D.

### GAINOR HOSIERY CO.

760 Book Building

Detroit 26, Michigan

Phone: WOODWARD 2-8015



SHADES—NEUTRAL BEIGE  
NEUTRAL TAN  
HARLEM SHADE

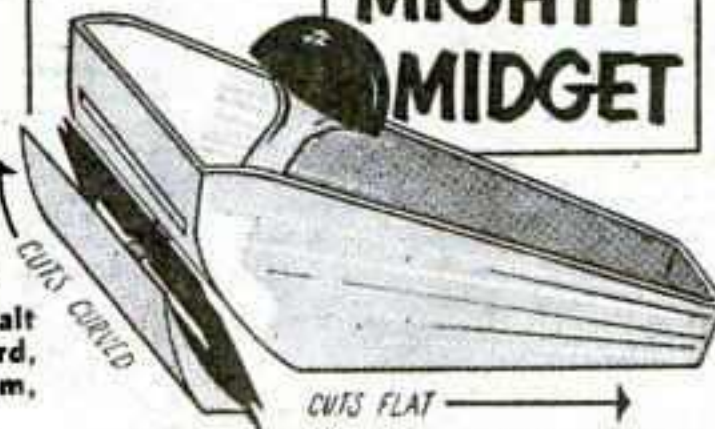
## PITCHMEN—DEMONSTRATORS

At Last a New Hot Item.

### RAZOR BLADE PLANER

This sensational tool uses any double-edge razor blade.

PLANES CURVED AND FLAT SURFACES—For Wood, Linoleum, Asphalt Tile, Masonite, Wall Board, Do-It-Yourself Aluminum, etc.



**THE SHARPEST PLANER IN THE WORLD**  
You have been looking for something NEW for your Fairs, Shows, Stores and Markets. THIS IS IT!

**DON'T MISS OUT ON THIS ONE!**  
Unlimited Supply

**EDLO COMPANY**  
LOU KREM  
EDWARD GAFFNEY

23 NE. 25th St., or Box 1736, Miami, Fla.

### MIGHTY MIDGET

\$72.00 Per Gross

½ With Order, Bal. C.O.D.

Prompt Shipments  
Sample \$2.00  
Applied to first order



### DOG-BONE 10-WAY WRENCH

\$3.00 Per Dozen

One Tool that can handle a million and one jobs effortlessly, for it will fit almost all size nuts and bolts, squared or hexagon shaped (¼" to 9/16"). The DOG BONE WRENCH is a veritable tool box all in one wrench. Use in the home, your car or office, aboard boats, for electrical and garden appliances. Every mechanic, machinist, and hobbyist needs one. You will never miss any one size wrench when you need it, for the DOG BONE has 10 sizes to fit all nuts and bolts. Made of Tempered Tool Alloy Steel with 1 Beam shaped reinforcement handle. Samples 5¢ (Special Offer 2 for \$1). On dozen orders add 25¢ postage.

Distributors & Dealers Wanted.  
**NOVEL MANUFACTURING**  
Dept. D-461  
33 SECOND AVENUE  
New York 3, N. Y.



## BIG PROFITS FOR YOU!

AMERICA'S FASTEST SELLING NOVELTY ASSORTMENT  
CONTAINS 53 QUICK MOVING 10c SELLERS

### NOTICE!

These Big Sales Display Cards of Many Colors Are America's FASTEST SELLING Novelty Assortment. Thousands Sold to News and Novelty Shops, Arcades, Pool Halls, Lounges, Souvenir Stands, Resort Centers, Army Camps, Cigar Stands, Roadside Cafes, etc. Year Round Repeat Sellers.

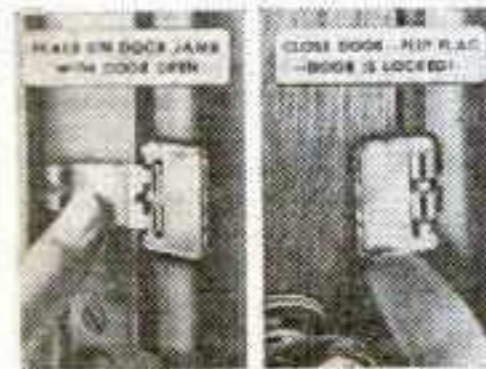
Wagon Jobbers, Specialty Salesmen, Business Firms, order these from your favorite Novelty Jobber, in all principal U. S. Cities or write me for name of nearest Supplier.

**LYLE DOUGLAS, Mfr. Joke Novelties**

238 W. DAVIS, DALLAS 8, TEXAS

## NOW! TWO HOT MONEY-MAKING ITEMS FOR PITCHMEN

### QUICK-SECURE SAFETY DOOR LOCKS



Sells on sight! Easy to demonstrate, easier to sell—just push it on the jamb and close the door. Presto! Another sale! It's as easy as that. Order today! Sample \$1.00; initial order \$6.00 per doz.; gross \$64.80.

### BUG-RID ANTI-INSECT CONES



Kills most small flying and exposed crawling insects; sells like wildfire! One distributor sold 2000 pkgs. in 7 days! Big money in it for you, too! Rush your order now! Sample box of 14 cones and burner \$1.00; initial order 1 doz. \$6.00; gross \$64.80.

**G. L. C. WHITE COMPANY, INC.** 5881 N. LARCHMONT LOS ANGELES 4, CALIF.

### Spring Specials!

#### Lamp Bases

Lamp bases 20" high, painted in two-tone combinations or splatter finish. Also have unpainted bases for the hobby trade. \$3.50 per pair

#### CARNIVAL PASTER

Large \$3.50 per dz. Small \$1.50 per dz. Write for FREE fully illustrated circular.

25% dep., bal. C.O.D.  
**MARMERO ART CREATIONS**

1117 N. Western Av., Chicago, Ill.

## BALLOONS

60c Gross

In 100 gross lots. Less amounts 68¢ gross. No. 4 round—one gross to display box.

2% transportation allowance on 100 gross—no allowance on lesser amount. Cash with order or 25% deposit, bal. C.O.D. Open account to firms well rated in D & B.

**H. T. Maloney & Sons**

Dept. B, 1063 W. Broad St. (Route 40) Columbus 22, Ohio



100 Feet of 48 12"x18" Pennants. All-Weather Durafilm, Only \$4.50. Money refunded if not satisfied.

**MYRLO COMPANY**

Dept. B  
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144 different styles, high-fashion \$1.00 retail jewelry at \$45.00 per gross prepaid. Select your own assortment of Earrings, boxed Twin Scatter Pins, Novelty Bracelets, matching Necklaces and Earring Sets. 13¢ money with order, balance C.O.D. Money refunded if not satisfied. No catalogue.  
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## Embassy Special GENUINE LEATHER

### \$22.50

per dozen  
Terms:  
3/10 E.O.M.



### #2257 DRAWSTRING SHOULDER BAG

Genuine Leather, outside pocket with secure turn lock closing. Colors: Navy, Red, Black, Parchment, Panama, Ginger, White, Natural.

\$22.50 per doz.  
Size: 9¼"x7¼".

SEE OUR OTHER AD ON PAGE 126

SEND FOR COMPLETE CATALOG

**Embassy P.P.I.N.C.**  
38 WEST 32nd STREET, NEW YORK, N. Y.

### SPECIAL \$57 DOZ.

CALENDAR CHRONOGRAPH BRAND NEW Fast Selling Promotion Watches

Also Round Gold-Plated Geo. Wash. model watch Jeweled Anti-Magnetic. A real Flash! Special \$45 doz. Price incl. matching Expansion Band.

Date Changes Daily Automatically In The Window

Also brand new thin Geo. Wash. Model, 1 and 17 Jewel watches. Close out. Ass'd. costume jewelry with box and price tag. Sample \$1.00 extra.

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7163 VANDEMAN WA 0318 HOUSTON, TEX.



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**Florentine** MANUFACTURING CO.  
STUFFED TOYS AND STATUARY

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#30 BEARS

\$23.00 Doz.

STATUARY  
60c Doz. and Up

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## BEAUTIFUL GOLD & BLACK SCULPTURED WALL PLAQUES

ULTRA-MODERN... SMART... DECORATIVE... WANTED!



Looks like wrought iron with beautifully gold-carved center piece. Made of new non-brittle synthetic. Light weight, easy to handle. Original art designs by recognized sculptress. Overall diameter 11".

YOU'LL SELL THEM EVERY PLACE YOU SHOW THEM!

Available in four subjects: 2 Provincial Roosters, right and left, 2 Dancing Figures, right and left.

PRICE PER DOZ... **\$6.00**

Retails for \$1 in leading department stores everywhere.

Sample: \$1.00 postpaid

Terms: 25% with order, balance C.O.D., F.O.B. Chicago.

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## SPRING SPECIALS

### RUBBER WALKING DUCK

With Built-in Voice

\$1.50 Dz. \$16.50 Gr.

- RUBBER BARKING & JUMPING DOG with bulb
- AUTOMATIC REPEATING METAL CAP GUN. Sells on sight
- CAPS FOR CAP GUNS
- AUTOMATIC REPEATING METAL WATER GUN
- 4 DART BALLOONS (Good Quality) (Minimum Order 2 Gross)
- SENSATIONAL 3-COLOR RETRACTABLE BALL POINT PEN SET. Writes Red, Blue and Green. Packed in Beautiful Plastic Pocket Case.

1.80 Dz. 21.00 Gr.

.75 Dz. 8.40 Gr.

.50 Gr.

.70 Dz. 8.00 Gr.

.50 Gr.

5.25 Dz. 60.00 Gr.

**KIM & CIOFFI**

Market 7-1225

Market 7-2283

## Mother's Day Specials

**Aromatic Cedar Chest**

Packed with assorted chocolates, complete with beautiful FULL-COLOR picture on top; lock, key and mirror in lid, with attractive Mother's Day streamer.

Both items **\$3.50** each

in 12 or more. Less than 12, \$4.00 each.

**WE PAY THE FREIGHT.**

**SYLVAN CO.** 767 Milwaukee Chicago, Ill.

**Revolving MUSICAL Lazy Susan** packed with assorted chocolates. As this utility tray revolves, musical unit plays delightful, catchy tune. Complete with attractive Mother's Day streamer.

**NEW**—The new LIQUASCRIIBE Retractable Pencil. Point can't break, never needs resharpening, replaceable cartridge. \$2.00 doz., sample 25¢.

## 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 2160 Patterson St. Cincinnati 22, O.

Abenth, Anna  
Ashby, Herbert  
Adams, Edw. J.  
Adams, Oscar  
(Skeeter)  
Adelaide (McMahon)  
(Night Club Performer)  
Allen, Bucky (World of Mirth Show)  
Allen, Chas. & Beverly  
Andreano, Frank & Eva  
Andrews, James S.  
Anshar, Joe  
Antonnie Family  
(Risley Teeterboard)  
Armand, Bill  
Arnealus, Johnnie  
Arnell, Tommy  
Baker, Hobo  
Cannonball  
Baker, Joe  
Barfield, Willie (Coot)  
Barlow, Penny  
Barragan, Vincente  
Barry, J. (Baue)  
Bart, Chas.  
Bartstrom, Mrs.  
Bates, Albert & Mrs.  
Bayles, Edw.  
Beall, Hiram  
Beck, Robt.  
Beecher, Reid  
Bellows, Alan  
Bergstrom, Carl  
Berosini, Mike  
Betold, Mrs. Renee  
Birch, Ernie (Clown)  
Blackburn, Mrs. E. J.  
Bloom, Jimmie  
(Arcade)  
Boatman, Mrs. Sam  
Bolton, John  
Boone, Eugene  
Borrell, Pershin  
Courtney, Mrs. J. R.  
Borrell, W. L.  
Boyd, Frank  
Brady, L. E.  
Braunstein, Ben  
Brown, Clarence  
Brown, Harold  
Brown, Mrs. Jessie  
Brown, Ray & Mrs.  
Browning, J. J.  
Budd, Charlie  
Cantrell, Mrs. R.  
Ceeli, Herbert Lama  
Chacos, Bill  
Chapman, Earl A.  
Chapman, Ike W.  
Chapman, Mrs. Edn  
Christian, Arthur  
Clark, Blackie  
Clark, William  
Clark & Clark  
Clark, Don  
Clark, Joe L.  
Clawson, Ralph  
Clements, Dorothy  
Cole, Brownie  
Collins, Jack  
Collins, Tex Slim & Mrs.  
Conner, Rufus H.  
Conway, Lee  
Corriell, Dottie & Vernell  
Cotton, Odell  
Courney, Lewis  
Cousert, Robt.  
Cox, Loftin G.  
Crow, Mrs. Dottie  
Cuthbert, Chas.  
Cushman, B. J.  
Cuthrie, Lois  
Cyr, Theodore  
Dal, Wm.  
Danovich Jr., Dan  
Davidson, J. E.  
Davidson, James  
Davis, Harry E. (Sandy)  
Davis, John  
Davison, Jimmie  
(Legal Adjuster)  
Decker, Joyce  
DeFrisco, Eddie & Babe  
DeWald, Franida  
Deibert, Ed  
Delph, Catherine  
Delph, Tommie  
Demetro, Dewey  
Dennis, Jack  
Dernoga, Ann  
Dickman, Bob  
Dickson, Harvey  
Dixon, Dick  
Doid, Calvin Milton  
Dov, L. G.  
Duane, Bino (Aerial Act)  
Drum, Wm.  
Dulac, Frenchy  
Duchene, Lewis P.  
Dumont, Maurice  
Dunn, Mrs. Kandy  
Edbert, Wm.  
Ellis, Buster  
Ellis, Frank  
Engle, Wallace  
(Okie)  
Errett, Raymond  
Farmer, Ada Estelle  
Farmer, Jimmy  
Farrell, Edw. E.  
Farrell, Thor R.  
Farrington, Roy (Lou)  
Felmet, Bob  
Ferenzi, Jimmy  
Filbert, Chas. D.  
Finastineto, A.  
Fisher, Earl Chill  
Fish, Geo.  
Flower, Mildred  
Fowler, Loretta E.  
Fox, Harry  
Frazier, Dennis C.  
Frierson, H.  
Fullford, Thaddeus  
Fullford, (Tarheel)

Walker, Alcohol Slim  
Walker, Chuck  
Walker, James  
Walker, Vernon  
Walker, Mrs. James  
Warner, Mrs. Bobby  
Webster, George H.  
Weinstein, Albert S.  
Wells, Jimmie & Mrs.  
Wheeler, Henry  
White, Albert (Flo)  
White, Joe  
Whitney, Joe  
Williams, Claude

Williams, Walter  
Williamson, Thomas  
Willitt, Joe  
Wilson, Dick  
Winters, Jimmie & Nora  
Wolfe Herman  
Woods, Jimmy  
White, Albert (Flo)  
Wright, Jessie C.  
York, Claude W.  
Zorita-Winnie

### MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Bush, Roy, 74  
Pealer, Letha, 74

Abshire, Herbert  
Angel, Howard  
Arnold, Billy  
Barfield, Sandy  
Barry, A. J.  
Beckner, Cecil E.  
Berryhill, Mrs. J. W.  
Biehler, Ray  
Boudreau, A. A.  
Broefle, Sunny  
Broudy, Paul & Pat  
Bullion, Mr. & Mrs.  
Burge, Lloyd Wm.  
Canipe, Mrs. Jackie  
Canipe, Walter  
Carl, Robert Earl  
Chidester, Ed  
Chicoletti, Bill  
Coleman, Bob  
Crowell, H. W.  
DeBoid, Eddie  
Drew, H. L.  
Eckhorst, Carl W.  
Engle, Chas.  
Finley, Joe Evelyn  
Forbus, Jimmy  
Foley Jr., Perry  
Foss, John Maxon  
Poster, Gus  
Garber, Ray (Donny)  
Gee, R. H.  
Gibson, Mr.  
Good, Buyrl  
Graham, Sleepy & Marie  
Graves, Floyd A.  
Griggs, Charles A.  
Gross, Charles  
Guardalibeni, Marino  
Hall, Mr. & Mrs. Ed  
Hampton, James R.  
Harrison, Dudley  
Hartman, Bill  
Hedegula, Vito  
Jacobs, Terrell  
Johnson, Edward H.  
Johnson, Lloyd G.  
Jurden, Donald E. & R.  
King, Larry M.  
Kinney, Phyllis  
Kortes, Pete  
Kramer, Robert E.  
LaMont, Walter E.  
Leam, Jesse  
Lunquist, Gustave F.  
McMullan, Mrs. R. J.  
McMullen, Don  
MacCauley, Mrs. Billie  
Manko, John  
Martell, Bill  
Martin, Robert (Bob)  
Mazyrack, Michael J.  
Middleton, Odell  
Miles, Rex  
Morgan, Katherine S.  
Morris, Loren E.  
Morgan, Patricia Ann  
Napier, Bill  
Nevolan, Dan  
Nielsen, N. H.  
Nelson, L. M.  
Nolan, Jimmy  
Palmer, Joe  
Patt, Fred  
Parrish, Charles D.  
Paul, F. W.  
Peters, Mrs. Mary Webb  
Peterson, Walter  
Povash, Charles D.  
Qualls, Mr. & Mrs. H.  
Raymond, Gee Gee  
Reichardt, Doc  
Resam, Mona Lee  
Reynolds, Duke  
Richardson, Joseph G.  
Scortino, Joe  
Salerno, Michael  
Sellers, Jack  
W. H. (Herb)  
Sims, Capt. (High Act)  
Stanley, Robert  
Starr, J. W.  
Steen, Mr. & Mrs.  
Stephenson, Richard  
Sterner, Connie  
Stout, Joyce Doris  
Sturt, Edward F.  
Swan, Walter L.  
Travis, Ronnie  
Tripp, Doris  
Vandiver, Mr. & Mrs. Cobb  
Van Hest, Bob  
Wagner, Harold  
Wales, H. E.  
Walker, James  
Webster, Fred E.  
Wetherbee, Harold H.  
Williams, Homer  
Yoemaker, Anna

### Parcel Post

McMullan, Mrs. R. J.  
McMullen, Don  
MacCauley, Mrs. Billie  
Manko, John  
Martell, Bill  
Martin, Robert (Bob)  
Mazyrack, Michael J.  
Middleton, Odell  
Miles, Rex  
Morgan, Katherine S.  
Morris, Loren E.  
Morgan, Patricia Ann  
Napier, Bill  
Nevolan, Dan  
Nielsen, N. H.  
Nelson, L. M.  
Nolan, Jimmy  
Palmer, Joe  
Patt, Fred  
Parrish, Charles D.  
Paul, F. W.  
Peters, Mrs. Mary Webb  
Peterson, Walter  
Povash, Charles D.  
Qualls, Mr. & Mrs. H.  
Raymond, Gee Gee  
Reichardt, Doc  
Resam, Mona Lee  
Reynolds, Duke  
Richardson, Joseph G.  
Scortino, Joe  
Salerno, Michael  
Sellers, Jack  
W. H. (Herb)  
Sims, Capt. (High Act)  
Stanley, Robert  
Starr, J. W.  
Steen, Mr. & Mrs.  
Stephenson, Richard  
Sterner, Connie  
Stout, Joyce Doris  
Sturt, Edward F.  
Swan, Walter L.  
Travis, Ronnie  
Tripp, Doris  
Vandiver, Mr. & Mrs. Cobb  
Van Hest, Bob  
Wagner, Harold  
Wales, H. E.  
Walker, James  
Webster, Fred E.  
Wetherbee, Harold H.  
Williams, Homer  
Yoemaker, Anna

### MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

Hoover, Bill G.  
Horowitz, Ia  
Hudson Jr., Faith  
Hunt, (Prens)  
Hunt, Bill  
Hunt, Kenneth C.  
Jackson, J. G.  
Jackson, Lloyd (Jack)  
Jamison, Betty  
Jamison, Mrs. Mary Sue  
Jay & Cee  
Johnson, Harry Lee  
Johnson, Edith M.  
Johnson, James N.  
Johnson, Johnnie R.  
Johnson, Johnnie R. & Millie  
Johnson, Lowrnie  
Johnson, Mary Jane  
Johnson, Ricky & Mrs. Ruby  
Jones, Alfred C.  
Jones, Doc  
Jones, Oscar (Slim)  
Joseph, Mrs. Julie  
Joyce, Chas.  
Juliano, Joe & Mrs.  
Karr, Kay & Mrs.  
Keen, Gerald R.  
Kelly, Clifford E.  
Kerry, Morris  
Kimmer, Marvin  
King, Bill & Peggy  
Kioth, Richard  
Knapp, Edmund T.  
Kriel, Family  
Lail, Ben & Marie  
Lane, H. Albert  
Lane, Sheri  
Larmore, James  
Laurenson, Larry P.  
Laurie, Mrs. R. L.  
Lebman, Charlie  
Leison, Joseph (Lard)  
Lento, Tony  
Lester, Mrs. R. L.  
Leonard, Bill  
Lewellyan, John & Mrs.  
Lewis, Nate  
Lewis, Red (Spot)  
Lewis, Willie  
Lilly, Slim  
Logston, Raymond & Mrs.  
Lott, Walter  
Lunford, Geo S.  
Lush, Doc  
McGill, L. G. (Ray)  
McMillin, D. H.  
McSpaden Sr., J. R.  
McK, Bill  
McK, Robert L.  
Jackay, Wm. G.  
McMan, Bill  
Mannstein, William  
Wallace  
Martin, Larry  
Masello, Tony  
Matthew, The  
Mazer, Lewis  
Mellon, Joan A.  
Meyer, Mrs. Mabel  
Mightroy, Curley  
Milan, Allan  
Miller, William  
Miranda, Miss (Buddy)  
Mitchell, John  
Mitchell, Lee & Mrs.  
Moore, Robert  
Moore, Joe  
Moore, John T.  
Moorehead, C. L.  
Mossey, Walter L.  
Munroe, George & Mrs.  
Munroe, William John

Barfield, Willie  
Borch, Dr. Marcus  
Bodart, Reginald  
Borlon, Grace  
Columbus, Scott  
Cooper, Mrs. Rose  
Cramer, Jr., Stanley  
Farras, James  
Hayes, Harry C.  
Hughes, R. P. (Red)  
Mac Cauley, Mrs.  
McMullan, Wm. J.  
Mayer, Lotie  
Menetti, Eddie  
Niemyer, Joe  
Nolan, Lucky  
Nelson, Barney  
Les  
Powers, Babe Patricia  
Scanlan, Dr. C. B.  
Schomburg, Vaughn  
Shelby, Mr. Hank  
Stearns, C. G.  
Vondobren, Wm.  
Zimmer, Florence

### MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

Errett, Raymond  
Farmer, Ada Estelle  
Farmer, Jimmy  
Farrell, Edw. E.  
Farrell, Thor R.  
Farrington, Roy (Lou)  
Felmet, Bob  
Ferenzi, Jimmy  
Filbert, Chas. D.  
Finastineto, A.  
Fisher, Earl Chill  
Fish, Geo.  
Flower, Mildred  
Fowler, Loretta E.  
Fox, Harry  
Frazier, Dennis C.  
Frierson, H.  
Fullford, Thaddeus  
Fullford, (Tarheel)

Bentley, Claude  
Boston, Joe  
Brajic, Rudy & Pepe  
(Contortionists)  
Budd, Walter  
Chandler, Bob  
Clarkson, Robert  
Dixon, John  
Dee, Paul  
Hale, Zack or Jack  
Haverlin, Carl  
Jefferys "Colonel"  
King, Charles Phillip  
Kincaid, Edna or Dexter, Lois  
McLean, John  
McMasters, Sam  
Mellon, Joan A.  
Noble, Forrest  
Quincy, T. J.  
Reilly, M.  
Reynolds, Rae  
Robbins, Charles H.  
Russell, Bessie  
Taschoff, Sol  
Wendell, Blackie  
Zacchini, Bruno  
Schatten, Irwin H.

### DEMONSTRATORS

**ATTENTION! SENSATIONAL VALUE**

Beautiful 3-piece set. Hoods, pointed fountain pen, automatic pencil and precision ball pen. Metal cap. Assorted colors. Attractive box. Sample Set, \$1.00.

**GROSS \$45.00**

Including tax. Orders filled the same day as received. Send 25% deposit with the order.

**LINDEN PEN**  
28 East 22nd St., New York 10, N. Y.

### BINGO SUPPLIES

New Items and Ideas that will make money for you. Send for catalog.

**WARWICK PRESS**  
Warwick, New Jersey

## SPRING SPECIALS THAT SELL ON SIGHT

- BLACK FOREST HUNTING KNIFE**  
Nationally famous hand-forged hunting knife, beautifully designed handle. Made of KOHIUM steel. Complete with genuine leather scabbard. Measures 10 inches from handle to knife tip. \$2.90 ea. in lots of 6. Sample \$2.50.
- SWISS ARMY KNIFE**  
World-famous utility knife. Has awl, can opener, large and small knife, screw driver, saw, cork screw, bottle opener, etc. Compact — precision built. Only 3 1/2 inches long closed. \$2.00 ea. in lots of 6. Sample \$2.50.
- SPINNING ROD**  
2-piece solid fiber glass. 7 ft. long. Perfectly balanced with genuine cork handle. \$8.95 retailer. \$36.00 per doz. Sample \$3.50.
- GOLF BALLS**  
Bobby McDonald championship golf balls. Liquid center, also has new temperized cover. \$5.00 retailer. \$3.40 per doz. lots of 6 doz. Sample doz. \$4.00.
- BINOCULAR SENSATIONS**  
All with genuine leather case and shoulder straps, coated lens and lens protector.  
8x30 I.F. .... \$19.50 ea.  
7x35 C.F. .... 24.50 ea.  
7x50 I.F. .... 21.50 ea.  
6x15 I.F. .... 13.50 ea.  
The 6x15 weighs only 4 1/2 oz. can be carried in pocket. Made of gleaming chrome. Small and powerful.

## G. E. PRODUCTS

25% dep., bal. C.O.D., F.O.B. Chicago. 128 W. Lake St. Chicago, Illinois Just around the corner from the Hotel Sherman.

## BIG SELLERS

- WRENCHES. 10 in 1. Solid one-piece steel construction. Ten different size socket wrenches in one. Selling like wildfire. Re-tails to \$1.00. Gross \$21.60. DOZEN **\$ 1.95**
- FRENCH POODLE. 18 inch. Moving eyes with collar and leash. In vinyl carrying bag. Retail value \$5.98. Sample \$2.25. DOZEN **21.00**
- SHERIFF BEAR. 27 inch. Complete with genuine leather holster with gun, badge and kerchief. Re-tails \$9.95. Sample \$2.45. DOZEN **24.00**
- TANK WATER GUN SET. 10,000 shots. Fast seller. Carton 2 DOZEN SETS. **6.00**
- BALLOONS. Assorted colors. 5 styles and sizes. 3 price ranges. GROSS 70, \$1.25 **1.95**
- SLIM DEAL. 2,500 assorted pieces. 1. giveaway. DEAL **25.00**
- CUFF LINK and Tie Bar Sets. Boxed, assorted styles. DOZEN SETS **6.00**
- NEEDLE BOOKS with thread. 500 needles, 4 styles. GROSS \$4.50, \$7.20, \$7.80 **9.00**
- GILLETTE Type Blades. 5 in box. Millions sold. 1,000 blades **4.45**

## MILLS SALES CO

Cut Rate WHOLESALERS Since 1916 26 West 23rd St., New York 10, N. Y.

## SENSATIONAL Limited Offer

### Scatter Pin Pairs

(boxed)  
500 Beautiful Styles. Made to Retail at \$1.00 and \$2.00 each.  
Reg. \$3.50 per dozen.

**NOW \$2.25** per dozen  
**SAVE \$1.25** per dozen while stocks last.

SEND \$15.00 FOR 6 DOZEN ASSORTED SAMPLES POSTPAID FREE BONUS—Gorgeous Velvet Display Palette with each 3 gross order. 25% deposit, balance C.O.D., F.O.B. Brooklyn, N. Y.

**SARBELL CO., Inc. Dept. B-26**  
176 Johnson Street, Brooklyn 1, N. Y.

## BULOVA—GRUEN—ELGIN

Write today for Big FREE Wholesale Catalog

- REBUILT & NEW WATCHES
- STERLING & R.G.P. RINGS
- COSTUME JEWELRY
- RINGS—APPLIANCES
- PERFUMES

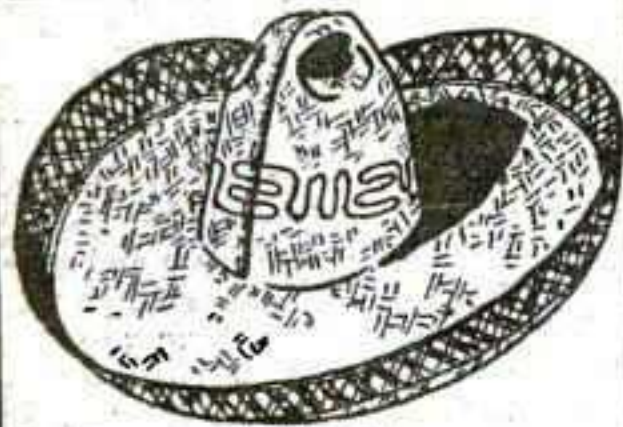
All Orders Over \$100 Prepaid Please State Your Business.  
**MURRAY SALES CO.**  
413-415 SO. LOS ANGELES ST. LOS ANGELES 13, CALIF.

## DAVEY CROCKETT HAT

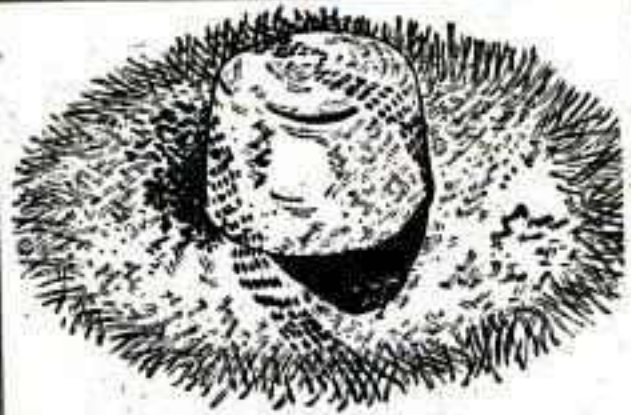
**SPECIAL**  
Sweeping the Country  
**\$7.50 per Dozen**  
25% Deposit Required. We Ship Same Day We Receive Order.  
**HARRIS NOVELTY CO.**  
1102 Arch St., Philadelphia 7, Pa. This is our Only Store—Send for Catalog.



# CARNIVALS • PARKS • CIRCUSES • FAIRS • RESORTS



**LARGE MEXICAN SOMBRERO HAT**  
\$4.00 Doz. \$45.00 Gr.

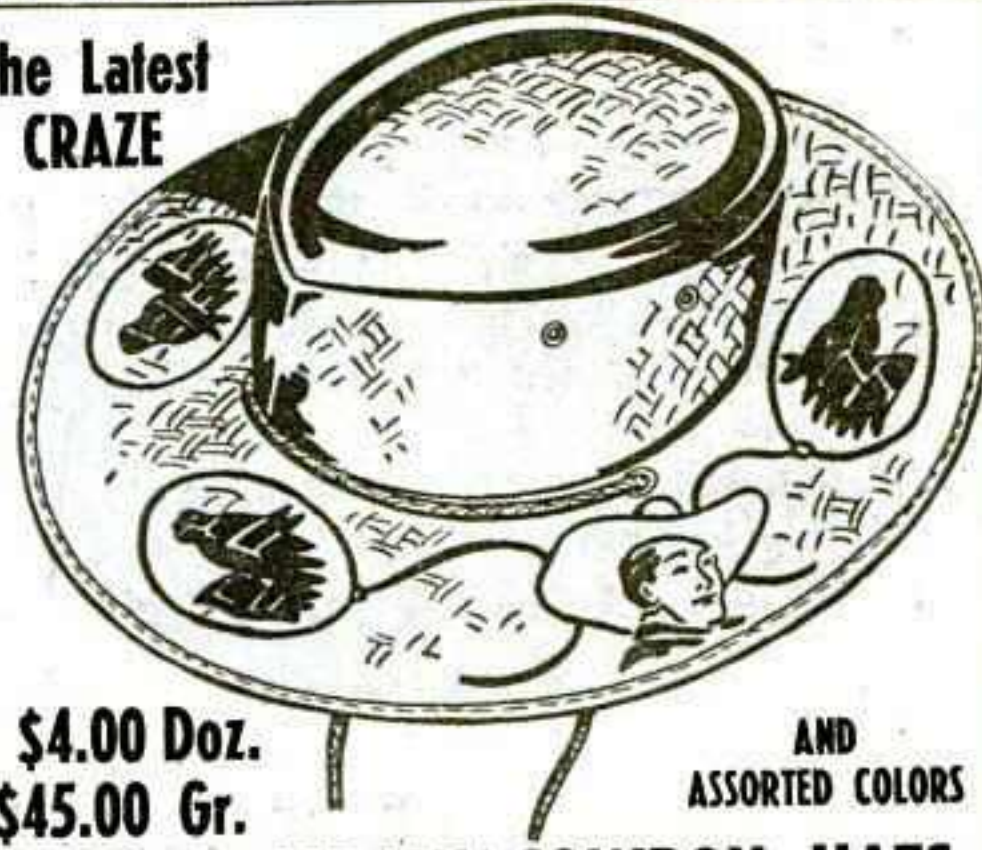


**New Low Price LARGE SIZE STRAW HAT FUZZY WUZZY**  
Made of woven straw in natural color. Sells on sight. 18" from brim to brim.  
\$3.00 Doz. \$27.00 Gr.  
Medium Size, \$18.00 Gross

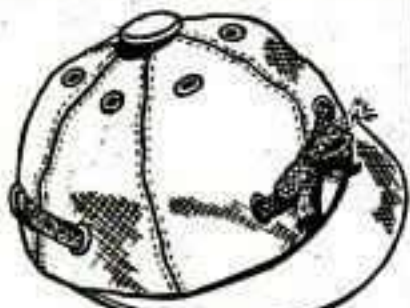


**TOP BANANA HAT SPECIALS**  
The best made hat on the market. With elastic bands for adjustable sizes. Large variety of colors and designs.  
\$5.00 Doz. \$53.00 Gr.

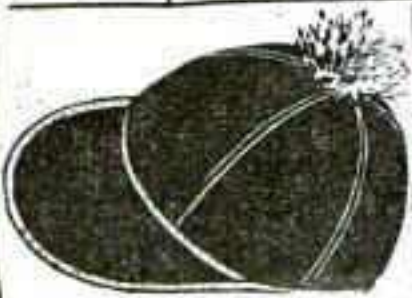
The Latest CRAZE



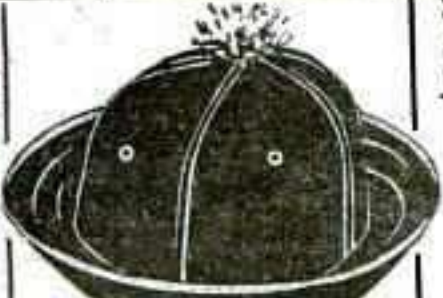
**\$4.00 Doz. \$45.00 Gr. AND ASSORTED COLORS WHITE STRAW COWBOY HATS**



**LADIES' GABARDINE PEAK HAT**  
With eyelets and cord, with button on top. Flashy number. Sells like wildfire.  
\$5.75 Doz. \$65.00 Gr.



**LARGE FELT JOCKEY CAPS**  
With pompons. Assorted beautiful colors and sizes.  
Gross \$33.00

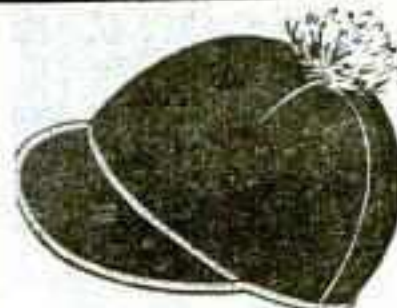


**FELT CREW HATS**  
Bright colors and trimming and pompons.  
Gross \$33.00

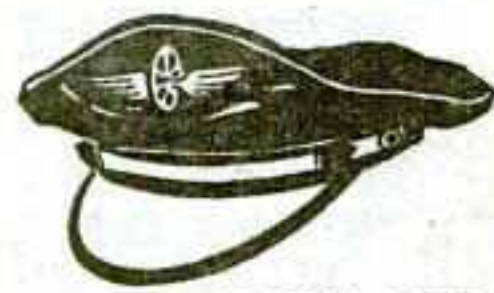
**NOW! NEW LOW PRICE**



**For All Hat Operators LATEST CREATION**  
Checked Be-Bop Hat with pompon for embroidery machines to put names on. This is REALLY TERRIFIC. Assorted colors. These are full sizes.  
\$3.50 Doz. \$36.00 Gro.



**KIDDIE FELT CAPS**  
WITH POMPONS Assorted sizes and colors.  
Gross \$24.00



**MOTORCYCLE CAP**  
Terrific number selling like wildfire. Made of good quality gabardine. These hats have embroidered insignia.  
\$5.75 Doz. \$66.00 Gr.



**Army Air Force SUN GLASSES**  
In beautiful leatherette case, gold finish frame and adjustable flexible ear piece.  
\$5.50 Doz. \$63.50 Gr. Complete with case.



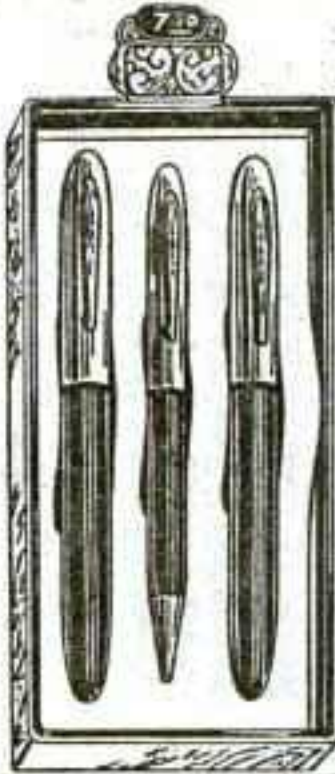
**CAPTAIN'S CAP**  
Best Quality. Gabardine Twill Caps. These hats have embroidered insignia.  
\$6.00 Doz. \$69.00 Gr.



**Men's Full-Size BLACK FELT DERBYS**  
With binding. This hat is now sweeping the country.  
\$5.00 Doz. \$52.00 Gr.

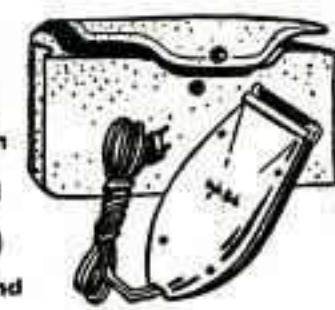
**3-PIECE PEN SET**

WITH METAL CAPS AND CLIPS  
Consisting of ball point pen, fountain pen and pencil in beautiful box. Beautiful gold embossed \$7.50 tag comes with set.



\$4.00 Doz. \$42.00 Gr.

**Electric DRY SHAVER**  
Ideal for Men and Women  
\$21.00 Dozen Sample \$2.00  
With guaranteed ticket and price tag.

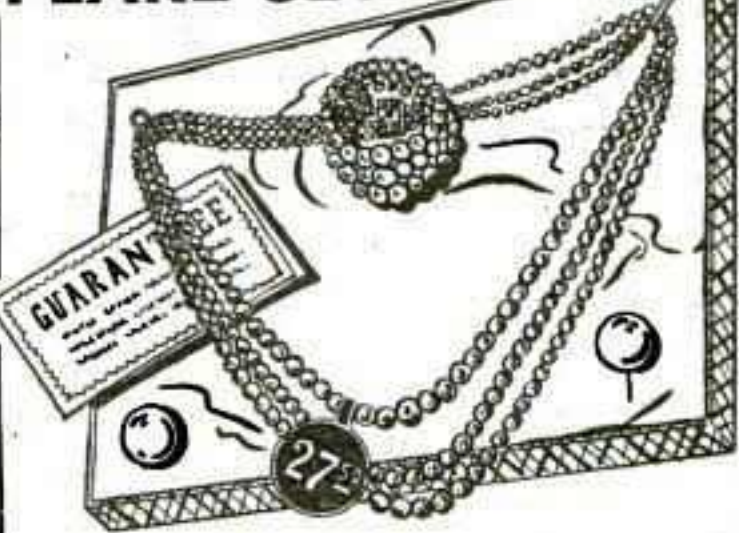


**ARLENE FRANCIS**  
Necklace and Earring Set. Rhodium finish beautifully styled. Silk-lined gift box. Complete with \$14.95 price tag.  
\$1.75 Each 3 Samples Postpaid \$5.00 \$18.00 Per Dozen



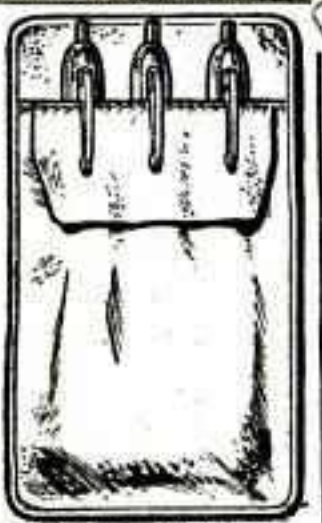
**SENSATIONAL LOW PRICE**  
Imported World Famous Miniature Candid Type  
**16MM "HIT" CAMERA**  
Takes clear, sharp pictures. For day or night use, indoor or outdoor, with many features of expensive models. Complete with pigskin carrying case and strap. AMAZING VALUE—\$13.50 per Doz. Film for above—12 rolls, \$1.00 Dozen. Sample camera and film, \$2.25 postpaid.

**HARRIS TOPS THE FIELD PEARL SET**



\$12.00 DOZEN Sample Set—\$1.50

**Selling Like WILDFIRE 3 PEN SET**



Colored Retractable Ball Point Pens. Writes Red, Writes Green, Writes Blue. Put up in Plastic Pocket Case. Each of the retractable Ball Point Pens writes a different color: Red, Green and Blue. Buy these Pen Sets now and prove to yourself that it is the hottest seller right now. Sample Set \$1.00 Postpaid.  
\$5.50 Doz. \$60.00 Gr.  
4" metal refills, any color, \$1.00 Dz. \$9.00 Gr.  
The above set including Clip Comb, \$62.00 Gross.



**RELIGIOUS KEY CASE**  
Distributors—Jobbers Agents—Auctioneers Wagon Jobbers

Newest Religious Item. Key Case containing 3 hand-painted figurines, Jesus, Mary and Joseph. Identification Card and a St. Christopher Protection Medal on a gold-tone key chain. This key case closes with a Gold-Tone Snap Fastener. Priced for fast sales and profits. Sentionally priced:  
\$4.00 doz., \$42.00 per gro.  
Send 50¢ for sample.



**The New MIRACLE CROSS AND CHAIN**  
With magnified Lord's Prayer in center of Cross. Each Cross in beautiful box. This makes a beautiful and practical gift.  
\$5.00 DOZEN

**MIDGET LIGHTERS**  
WHILE THEY LAST  
SELLING LIKE WILDFIRE  
\$2.75 Doz. \$30.00 Gr.

**Smallest Lighter in the World**  
For Ladies and Men. Beautiful chrome finish. Limited amount.

**SPECIAL OFFER NEW RETRACTABLE BALL POINT PEN**



The New, Sensational Retractable Ball Point Pen with no-smear ink. Bankers approved, guaranteed leak proof, large ink supply.  
\$1.75 Dozen \$17.50 Gross



**SENSATIONAL ITEM**  
6" x 12" Beautifully Boxed \$5.00 Per Dozen  
Pearlized Crucifix Gold Tone Corpus \$58.00 Per Gross

**L'AMOUR FIFTH AVENUE**

With Flexible Bracelet  
5-Piece Jewelry Set beautifully styled with filigree bracelet, 24-kt. gold-plated Hamilton finish. Fully guaranteed. Assorted styles and colors. These are outstanding. Complete with \$29.95 price tag. Sample \$3.00 Postpaid.  
\$33.00 Per Dozen



**"SHE BARKS" Sensational Rubber Walking DOG**  
With Voice and Ball \$2.00 Doz. \$21.00 Gr.

## SPECIALS

- Large Field Glasses, with compass and shoulder strap Dozen \$5.75. Gross \$65.00
- 7" High Hat Feather Dolls Dozen \$1.50. Gross 14.40
- Midget Harmonicas, with key chain Dozen 4.50
- Tri-Motor Bombers, long sticks Gross 17.50
- New Plastic Whistling Birds, American made Gross 9.00
- Swagger Sticks Gross 8.50
- Long Silk Lash Whips Gross 14.00
- 12" Fur Monkeys with Fex and Pipe Dozen 2.50
- 7" Fur Monkeys with Fex and Pipe Gross 9.00
- 4" Celluloid Badge Board Dolls Gross 8.50
- Necklace Beads, Slum Gross 2.50
- 24" Spread Rayon Parasols Dozen 3.00
- 12" Celluloid Mula or Feather Dolls Dozen \$3.25. Gross 36.00
- American-made Flying Birds with Whistle Gross 9.00
- Pennant Cans, good grade Per 100 1.50
- Bamboo Cans Dozen 12.00
- Squirt Rubber Dog and Ball. It lifts its legs. Dozen \$2.00. Gross 24.00
- Large size Indian Headress Dozen 2.00
- Large plastic silver Click Gun and Holster Set with Badge Dozen 3.50
- Imported Leis (10 gross lots) Gross 1.50

- Novelty Tinsel Knives on key chains Dozen \$ 2.50
- Ladies' Plastic Wallets with change purse and four card holders, pastel colors Dozen 4.00
- Pearl-handled two-blade Knives, key chain attached Dozen 3.00
- Earrings, gorgeous designs, Dozen 3.25
- 30-inch Plush Bears, cotton stuffed, assorted colors Dozen 30.00
- Spotted Dalmatian Dogs, with chain Dozen 31.50
- Large Sleepy Dogs, assorted colors Dozen 27.50
- New Chenille Dolls in plastic carrying cases Dozen 8.75
- Slum Key Chains Dozen 2.50
- 11" Red Plush Circus Monkey, High Hat Dozen 3.50
- Confederate Hats Dozen 5.00
- Zippo-Type Lighters Dozen 5.50
- Confederate or Pirate Flags, muslin, 12x18 Dozen 2.00
- Rubber Squawking Animals Dozen 3.50
- 12" Inflated Rubber Elephants with moving eyes Dozen 3.00
- Dart Balloons, 10 gross lots, Gross Darts, made in U.S.A. Gross 15.00
- Miniature "Hit" Camera, with leather case Dozen 15.00
- Small Rubber Horse, Inflates Dozen 2.00
- Small Rubber Monkeys, Inflates Dozen 2.00
- Trading Cards, Baseball Players, Airplanes, etc. Gross 8.50

- Comic Buttons, assorted 1,000 \$ 9.00
- Gorgeous 5-piece Jewelry Set Dozen 18.00
- 6-Piece Utility Screw Driver Set, plastic case Dozen 7.00
- 6-Piece Table Cutlery Sets, stainless steel, ivory handles, boxed Dozen Sets 15.00
- Slum Click Guns Gross 3.00
- 46 Ligne Comic Buttons 1,000 9.00
- 16 Paddle Balloons 100 8.00
- Men's and Boy's Baseball Caps for any team Dozen 3.75
- Lancaster Balloons Dozen 14.50
- American-made Flying Birds, with loud whistle Gross 8.00
- 4-point Pin Wheels Gross 8.50
- 8-point Pin Wheels Gross 9.50
- 9 Round Balloons Gross 7.00
- 15 Pioneer Mouse Balloons Gross 2.75
- Bow Pin Flags Gross 1.00
- Slum Necklaces Gross 2.00
- 16" Plush Majors Dozen 10.50
- 14" Plush Bears Dozen 10.50
- Plastic Nose Dozen 10.50
- Ronson-Type Pocket Lighters Dozen 6.50
- Bubbling Baby Dozen \$1.75. Gross 18.00
- Scatter Pins Dozen \$3.25. Gross 36.00
- Large size Crying Towels Dozen 4.50
- Medium size Rubber Horses Dozen 3.00
- Ladies' Rain Bonnets Dozen \$2.25. Gross 36.00
- Farmers' Straw Hats Dozen 2.50
- Playing Cards, Straight Pinochle Dozen 4.00

## SENSATIONAL VALUE SIX-PIECE WATCH SET

In luxurious gift box consisting of new high-grade nationally advertised watch, gold-plated case and expansion band to match. Lustrous gold-plated cuff links, key chain and tie holder. Written guarantee. Complete box and jewelry set.  
\$7.00 Each \$1.00 Additional for Samples



25% deposit required—money order or cash.  
We ship same day we receive order. We Ship All Over the World.  
**HARRIS NOVELTY CO.**  
THIS IS OUR ONLY STORE  
1102 ARCH ST. PHILADELPHIA 7, PA.  
Phones: MA 7-9848 - WA 2-6970  
Send for Latest Catalog



# ATTENTION, BINGO OPERATORS

## Roberts' Deluxe ELECTRIC BINGO BLOWER

- Will blow any weight Ping Pong Balls
- Blower air pressure may be easily regulated
- Balls in Blower are always in full view of audience
- Side Walls are lined to insure quiet performance
- Nylon strands protect the balls from hitting the glass
- Wool-Packed Sleeve Bearing Motor, no brushes; high speed, cool running
- Weight: 60 lbs. 34" high, 48" long, 16" wide

**2 YEAR UNCONDITIONAL GUARANTEE**

**JOHN A. ROBERTS & CO., INC.**  
Newark 4, N. J.  
817-823 Broadway  
America's Largest Manufacturer of Bingo Supplies and Equipment

Send for Free Brochure & Catalog



**THIS IS TERRIFIC START HAT STANDS THIS YEAR FOR SURE**

YOU HAVE SEEN THE HUGE PROFITS hat stands take at the Fairs, Parks and Special Events everywhere.

DON'T ENVY THEM — START ONE YOURSELF with our help.

**FREE SAMPLES**

### ALL HAT STAND AND MACHINE OPERATORS

Your entire original cost back in one good week-end  
**YOU CAN MAKE MORE MONEY FASTER WITH DURAMATIC FANCY CUT-OUT LETTERS**

BY AUTOMATIC AND ELECTRIC INEXPENSIVE METHOD YOU VULCANIZE THE "NAMES" INTO MATERIAL IN A FEW SECONDS. YOU CAN CLOSE A DOZEN OR MORE SALES IN ADVANCE AND COLLECT THE MONEY BY SIMPLE DEVICE. THIS CANNOT BE DONE WITH OLD-FASHIONED AND COMPLICATED SEWING MACHINES. THE DURAMATIC "NAME" IS SO EASY, SO FAST, SO MUCH MORE IN DEMAND. NO STITCHES TO UNRAVEL—NO STENCIL PAINT OR INK SMEAR—NO FLOCK TO RUB OFF—NO GUM, GLUE OR PASTE USED.

**DURAMATIC IS ABSOLUTELY GUARANTEED**

With DURAMATIC you are NOT limited, you can sell all types of Hats and Caps with NAMES. The BRILLIANT GLOW letters are terrific this season. All Hats and Caps at WHOLESALE to Duramatic customers. For real sample Hat with NAME, send dollar deposit, or ask for FREE samples of DURAMATIC letters. Contact us by AIRMAIL or Special Delivery right away. FAST SERVICE ANYWHERE—EVERYTHING POSTPAID.

Two Hundred Dollars in sales from each 1,000 letters.

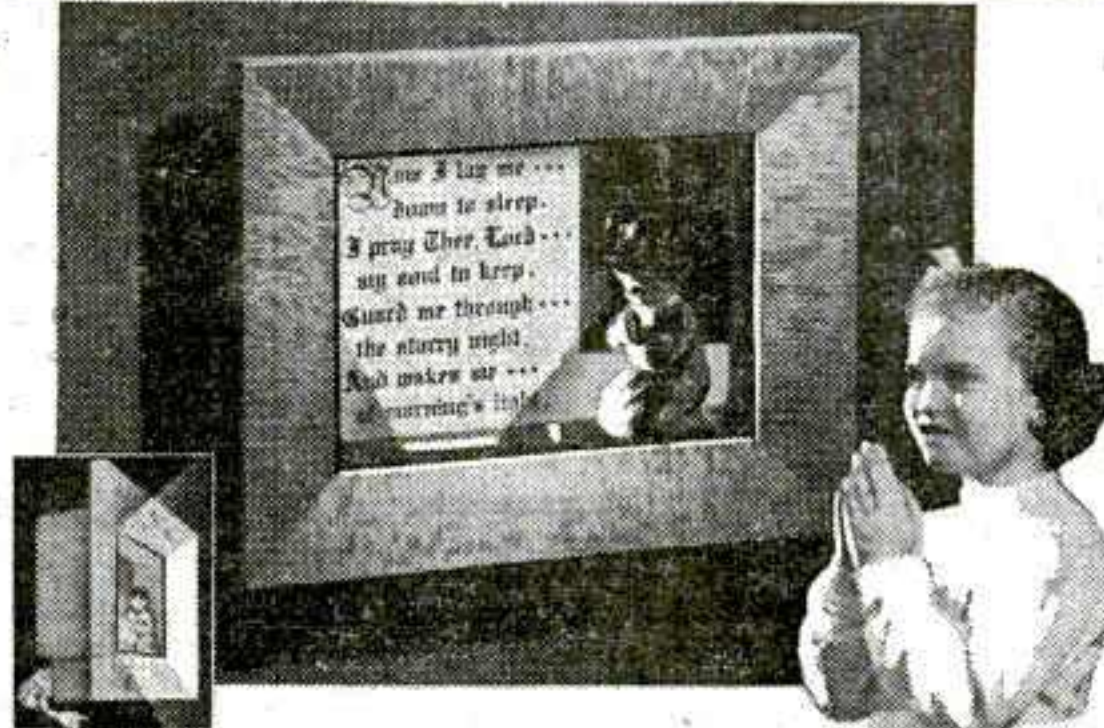
**ACME SUPPLY CO., BOX 7466 PORTLAND 20 OREGON**

### A POWERHOUSE FOR PROMOTION 3-D NITE-LITE Shadow Box

EVERY CHILD WANTS IT CHURCHES APPROVE IT

For child's room. A constant reminder to the children to say their prayers before going to bed. Prayer is colorful, lithographed on metal, varnished—washable. A figurine (boy or girl) is made of handsomely hand decorated china in full detail and colors. Frame is ivory finish (hardwood). Hangs on wall or stands on dresser. Excellent TV lamp. Uses standard 7 watt light. Can be dimmed to a faint glow.

Dimensions: 9 1/2 x 7 1/2 x 3. With wooden frame, retail ea. .... \$4.95  
With plastic frame (choice of coral, grey, chartreuse and natural), retail ea. .... \$3.98



AVAILABLE THROUGH YOUR JOBBER OR WRITE

**HOBBY HILL**

225 N. WABASH AVE. DEPT. B-4, CHICAGO 1, ILL.

Write us about our new line of Plak-Lites

### 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         | <input type="checkbox"/> Personal                         |
| <input type="checkbox"/> Supplies                          | <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.....

**YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES**

## PLASTER CARNIVAL ROADSIDE

Large stock and good selection of Plaster and Plush Animals. New building at rear of lot with convenient loading dock for speedy loading.

### INDIANAPOLIS STATUARY COMPANY

1549 Madison Avenue  
Indianapolis 2, Ind.  
(U. S. 31 South)  
Phone: ME 7-7575, ID 2683  
TONY GUERRINI, Owner

### CONCESSIONAIRES! PITCHMEN! MAKE BIG PROFITS!

Selling the only dog training phonograph record on the market—by Willy Necker, famous dog showman and trainer.....

**"HOW TO TEACH YOUR DOG TO OBEY"**  
Nationally Advertised and sold for \$1.29. Your Cost 50¢ ea. (minimum order 1 doz.). Sample: \$1 postpaid.

**COLORFUL EYE-APPEALING ADVERTISING STREAMER INCLUDED WITH EACH DOZ. ORDER**

Terms: 25% with order, bal. C.O.D., F.O.B. Chicago, OR cash in full, we pay shipping costs. OUR GUARANTEE: Return all you can't sell for full money-back refund.

ARTHUR C. BARNETT, Producer  
520 N. Michigan Ave. Chicago 11, Ill.

# CLASSIFIED SECTION

A Market Place for Buyers and Sellers  
**ADVERTISING RATES**

#### REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15c a word—Minimum \$3

#### CASH WITH ORDER

#### 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 six additional words. On Box Number Ads a special service charge of 25c per insertion is made for handling replies.

#### FORMS CLOSE THURSDAY FOR NEXT WEEK'S ISSUE

Send all Orders and Correspondence to  
2160 PATTERSON ST., CINCINNATI 22, OHIO

#### ACTS, SONGS & PARODIES

BANDS, ORCHESTRAS, RADIO ARTISTS, entertainers. Send stamp for packet of free songs Leonard Austin's Song Library, Box 2, De Soto, Iowa.

COMEDY MATERIAL FOR A PURPOSE—Prep your show up; material written to your style. Skits, bits, monologues, parodies. Number one and two folios now ready. Weschica Comedy Material, Box 187, Westville, Ill.

LEARN TO WRITE SONGS BY MAIL, 25¢, stamps o.k. Includes reprints of 50 unfinished songs and copy of "I Love the Hills." Svitak, Box 25152, Sta. E., Los Angeles, Calif.

NEW COMEDY MATERIAL FOR DEEMCEES, Topical gags, routines, quips. "Gag Bag," \$3, buck postpaid. Morris, 19 South Sixth, Ft. Smith, Ark.

RETIRED AFTER FORTY YEARS OF showbiz. Selling our own sure fire vaudeville material, doubles male and female or two males; monologues, etc. Bely laughs. Brownie, 609 H. Court, Savannah Gardens, Savannah, Ga.

20,000 PROFESSIONAL GAGS, ROUTINES, doubles! 1500 pages! For free comedy catalog write: Robert Owen, 73-11 86th Boulevard, Flushing, N. Y. my14

#### AGENTS & DISTRIBUTORS

A-1 AGENTS, STORES, NOVELTY DEALERS. Profits selling Novelty Fun Cards, Tricks, Don Juan Occasion Cards, Goodies, etc. Write for free wholesale lists. National Specialty Sales, 406 Elm Street, Cincinnati 2, O.

ARALONE PEARL, BUTTERFLY WINGS. Imported mosaic jewelry. List features unusual novelties. Tropical Gifts and Curios, 906 Tampa St., Tampa, Fla.

A BRAND NEW ITEM—COPYRIGHTED, registered. Exclusive. First time anywhere. Not sold in stores. You buy direct from manufacturer. 1955 profit! Best earning big cash first day. Details free. "Husk" O'Hare, 5732 North Kenmore, Chicago 40, Ill. ap30

AGENTS—SELL RICH LOOKING 34X66 Imported Japanese Rugs for \$2; never before such a large rug for so low a price. Multiple color fancied designs, hooked carpet and Oriental patterns; 2 rugs, \$2.50 prepaid; 4 rugs, \$1.15 each prepaid. Condon, Dept. B, Box 204, Upper Darby, Pa. ch-11

AGENTS—MAKE UP TO \$100 DAY Selling Amazing Color Filters. Put your Television in color. Send \$2 for sample and price. Prompt delivery. Moody Supply, 3026 Mesquite Rd., Fort Worth 11, Tex. ap9

AGENTS—FAST SELLING BEAUTIFUL Rhinestone Heart Necklaces and Rhinestone Heart Earring Set; all pronged rhinestones. \$13.50 dozen; sample, \$1.25. Santo Sales Co., 921 Eastwood, Chicago 40, Ill.

AGENTS—SPECIAL BUYS. BOX OF 14 ALL Occasion Greeting Cards, \$3 dozen boxes. Box 14 De Luxe All Occasion Cards, \$3.40 dozen boxes. \$1 Christmas Cards, \$3 dozen boxes. Samples, 2 boxes, \$1. We pay postage, including 5th zone. Be prompt to get these specials. Chas. Ufert, 96 Park Place, New York 7, N. Y.

#### AAA AMAZING CLOSEOUTS

Ropes, all beads, asst. dz. .... \$ 5  
Ropes, chain & beads, asst. dz. .... 4  
Tailored earrings, asst. gr. .... 15  
Tailored pins, asst. gr. .... 15  
Stone Earrings, asst. gr. .... 18  
Stone Pins, asst. gr. .... 18  
Rhinestone neck & earrings, boxed, dz. 9  
Bracelets, round & link, asst. gr. .... 30  
Tailored tieside & cufflink set, asst. dz. boxed ..... 5  
Sample dozens reg. price 20% deposit, balance c.o.d.

NEW ENGLAND JEWELRY  
124 Empire St. Prov., R. I.  
AMAZING SPECIALS — EARRINGS, \$1.50 dozen; Heart Necklaces, \$3; Ropes, \$4; Prayer Crosses, \$4.25. Many others. Sample assortment, \$2. Voguecraft, 20 West Jackson Blvd., Chicago 4, Ill. Suite 506.

A REAL BARGAIN—HAND TOoled AND laced Billboards, Calfskin men's and ladies' styles; dozen, \$15; single sample, two dollars. Act fast! Jack Eastwood, 694 1/2 Jefferson, O. Chillicothe, O.

ATTENTION—HOSIERY; LOW PRICES FOR jobbers, pitchmen and salesmen; complete line. Ladies' and Men's, Children's Hosiery. Nylons, \$1 dozen up; sample order one dozen, slightly imperfect. Nylons, packed beautiful cello bases, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market St., Chattanooga, Tenn. ap23

BEAT THIS—NEW MANUFACTURER'S 10¢ and 15¢ key chains, 45¢ dozen, two dozen on a card, 1 dozen, \$10.99, 100 dozen lots, 40¢ dozen. Modern Coin, 304 W. McMicken, Cincinnati 14, Ohio.

BEAUTIFUL JEWELLED WATCHES—BUY direct and save \$4 each in half dozen lots or more. Small, 13180 Northlawn, Dept. 2, Detroit 28, Mich.

BIG MONEY—"OSCAR" MAKES EVERYONE laugh. Whirlwind seller, 900% profit. Fifty samples (\$2.50 retail) for 25¢. Manager, Box A884, 920 Third, Seattle 1, Wash.

BIG PROFITS IN YOUR OWN WHOLESALE merchandising business. No inventory, no inventory! America's greatest wholesale Appliance, Homeware, Jewelry, Sporting Goods catalog. Save yourself 66-73%. Space for your own name. We drop ship! Free sales plan. General Wholesale, Box 3058CC, San Francisco. ap16

CERAMIC BRAHMA BULLS—NOT CHALK. Imported. Hot item for stock shows, rodeos and fairs. Perfect conformation. Size 8 1/2 x 6. \$9 dozen, f.o.b. Majestic Sales, 432 Diane Drive, Longview, Tex. Three samples, \$3 postpaid.

CIRCULARS—SIZE 3x6. 150 WORDS, 1000 circulars, \$2.75 postpaid; size 6x9, 300 words, 1000 circulars, \$5.50 postpaid; size 2x12, 600 words, 1000 circulars, \$11. Postpaid! I do not print the circulars. For \$1 I will send printer's address. Max Saltzman, Dept. Printer, 7635 Hinds Ave., North Hollywood, Calif. ap23

#### DISPLAY-CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATE: \$1 per agate line—\$14 per inch

#### CASH WITH ORDER

(unless credit has been established)

CLOSEOUT—FIRST QUALITY LADIES' Billboards \$3.50 dozen. Pencil type Ball Pens, assorted imprints, \$3. hundred. Two sample Billboards and dozen pens, \$1. Crescent Sales Co., 150-B Broadway, N. Y. C. 38.

COMPLETE LINE OF PLASTICS, TABLEcloths, Aprons, Drapes, Bedspreads, Ironing Board Covers, etc. Also special Pocket Books and Wallet sets, 85¢ per set; Taffeta Tablecloths, 54x54, \$3.99 per dozen. Free sample outfit. Rosetex Manufacturing Co., 43 Amboy St., Brooklyn 12, N. Y.

CONCESSIONAIRES-PITCHMEN—DISCONTINUED line of artistic handmade gift items. Potholders, weather forecasters, napkin holders, etc. Write for particulars. Hillside Studios, 2220B W. Walnut, Milwaukee 5, Wis.

COSTUME JEWELRY—WHOLESALE ONLY. Introductory dozen assortments, Earrings, \$1.95 and \$2.50; Scatterpins, \$3.75 postpaid. Cosmopolitan Crafters, Box 176-B, New York 8, N. Y.

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also money with our line of Automobile Initials and Sign Letters. Free samples. "Relco," X-L, Boston 10, Mass. ch-mp

ELECTRIC BINGO BLOWERS—DIRECT from the manufacturer. Write today! Liptak Mfg. Co., 517 E. 11th St., New York 9, N. Y.

ELECTRIC KNIFE SHARPENER—SELLS fast to grocers and restaurants for \$14.95. Sample, \$9.95 postpaid. Information free. Kraus Factory Sales, Box 7709, Kansas City 22, Mo.

ELECTRICAL APPLIANCES SHIPPED Direct from factory. Highest quality, lowest prices on heavy gauge mirror chromed Toasters, Irons, Grills, Broilers, Waffle Makers, Skillets and Stoves. Underwriters approved and factored. Guaranteed. Write for catalog. Chateau Electric Co., Box 88, Astabula, O.

#### FAMOUS MFR. CLOSEOUTS

Lord's Prayer Necklace, boxed ..... \$3.50 dz.  
Beautiful Summer assortment ..... 3.50 dz.  
Assorted Earrings, boxed ..... 3.50 dz.  
Cufflinks, eared ..... 1.95 dz.  
Cufflinks, boxed ..... \$4 & \$5 dz.  
Roses (made in Italy) ..... 1.95 dz.  
Tailors or stoned Earrings ..... 3.50 dz.  
Baby Heart Necklaces, boxed ..... 3.50 dz.  
Baby Cross Necklaces, boxed ..... 3.50 dz.  
Neck & Earrings, boxed ..... 3.00 dz.  
Rhinestone Neck & Earrings, boxed ..... 3.00 dz.  
Beautiful Ropes, asst. gr. .... \$4 and \$5 dz.  
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

#### SAMUEL SILVERMAN & CO.

1820 Westminster St. Providence, R. I.

FREE—WHOLESALE COSTUME JEWELRY. Watches catalog. Dorinda Co., Dept. B, Box 77, Huntington Station, New York.

FROM MANUFACTURER—HIGH QUALITY simulated Pearls, Earrings, Buttons, Bells. Teardrops; different sizes \$36 gross; assortment 3 doz. \$10; also white and summer colors. Chokers \$3, \$6 doz. Necklaces and Earrings, boxed, \$9, \$13 doz. No catalog, no c.o.d. Postpaid. Rothblatt, 9 Thayer St., New York 40, N. Y. ap9

HAND LACED, HAND BEADED INDIAN Beaded Belts, \$8 dz.; special prices quantities; also Bead Traps, Beaded Items, cheap. Anderson, 16130 N.E. Eighth Ave., North Miami Beach, Fla.

HORSE RACING GAME, \$3.50 DOZEN. Contains six horse race cards, 100 poly bag. Sensational! Sent postpaid. Ross, 22 E. 17th St., N.Y.C.

"JIFFY" WHITEWALL TIRE CLEANER—Amazing new formula. Spray on, rinse off! Start profitable home factory yourself. Givens, 337-B, Orville, Ohio. ap2

JOBBER-DISTRIBUTORS' SPECIAL—DOZEN pair ladies' full-fashioned nylons, factory rejects. Each pair in cello envelope, 3 pairs per box, latest shades, only \$2 per doz. pair. Gaala Sales, 4114 Meritas, Columbus, Ga. ap16

JOKERS FUN SHOPS—FULL CREDIT allowed on items returned. Jobbers offer 10% terms to dealers. Eagle Specialty Co. Akron 14, O. ap30

LADIES' NYLON HOSIERY—THIRDS, \$1 doz. Pillow Cases, \$3.25 doz.; Chenille Bedspreads, \$35 doz. 20% deposit on c.o.d. Furniture Sales, Box 8177, Chattanooga, Tenn.

LUCKY NUMBER CALENDARS — TELL lucky numbers. Dime sellers. Trial hundred pieces, dollar. From copyrights, Wholesaler Pully, 2295 Concourse, Bronx 33, N. Y.

MADE EXCLUSIVELY FOR PREMIUM, concession workers and pitchmen. Perfumes and colognes, all fancy wrapped, many sizes and types. Sample, 10¢. Brownell, 8558 S. Broadway, Los Angeles, Calif.

MAKE HUGE PROFITS SELLING OUR 8 1/2"x11" stock store Signs. Send \$1 for 30 sample signs and low price list. Luck Signs, \$21 S. Blakely St., Dunmore, Pa. ap23

MAKE \$25 DAILY SELLING ALL-WEATHER plastic gasoline station Pennants. Write today for full information: Central Flag, Rossmore 5, Ohio. m37

MODERN, EASY WAY—SPRAY ON WIPE off auto and furniture cleaner. Home, \$4.80 dozen. Sample pint with spray, \$1. Bridges Industries, Mansfield, Ohio.

NAUGHTY LADY—POCKET NOVELTY Deluxe; exciting action, wiggles; entertaining; amuses both men and women. Postpaid \$1. Stafford Enterprises, Bedford, Iowa. ap23

NECKLACES, PINS, BRACELETS AND Earrings. Discontinued line, good selection, smart styles; set with first quality stones, highly polished and plated, limited quantity, \$24 gross; 8 dozen samples, \$14. Postage extra, cash with order, satisfaction guaranteed; excellent promotional jewelry. Debonair Manufacturing Co., 188 Whitman, Providence, R. I.

NEW 7"x11" ULTRA-BLUE SIGNS, 7¢, retail 50¢. 2,000 different slogans. Sample free! Lowy, 813 Broadway, Dept. 852, New York 3. ch-ap16

PROFITS UNLIMITED IN YOUR OWN Wholesale Buying Service. Buy 66-73% less than retail. Furniture, Home, Jewelry, Sporting Goods, Furniture. Big profits selling friends at discount. Free details. National Buyers Service, Box 428CA, Oakland, Calif. ap16



# A Sight That Sells!

## PIONEER Qualatex<sup>®</sup> Streetman Balloons

Here are three flashy styles sure to steer the crowd your way and produce maximum sales. Every one available in either Plain, multi-color Agate, or high gloss multi-color Super Agate finishes.



### Order No. 15M Mouse Head

Eye-catching 12" diameter x 20" high head balloon with huge inflatable ears. (Also 10M which inflates to 10" x 12".)

**Order No. 15K Cat Head**  
Brilliant 12" diameter x 13" high head balloon with large flat inflatable ears. (Also 10K which inflates to 10" x 10".)



**Order No. 15N Nosey Clown Head**  
Colorful, humorous 15" high head balloon with inflatable nose.

Order all Three of These Fast Sellers From Your PIONEER Supplier Today! Or write us direct.



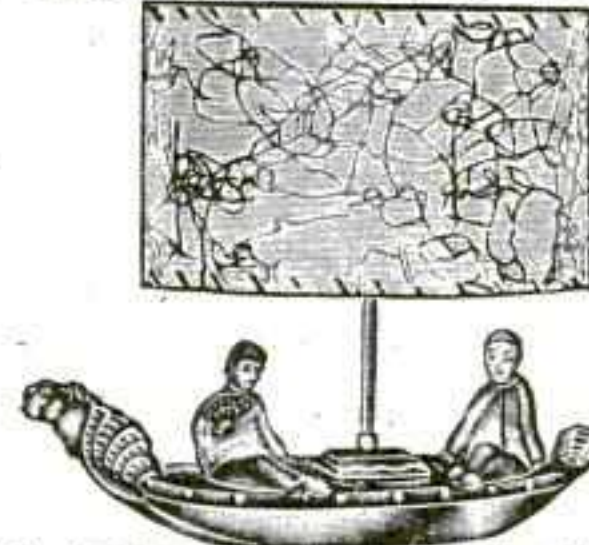
# TV LAMPS BUY NOW DON'T WAIT

## NEWEST AND FASTEST MOVING LAMPS TODAY



**No. 1085. Composition Figurine Lamp.** Base 10"x5" with removable figurines. Fibre glass shade 9 inches. Overall height 11 inches. Colors: Red, black or chartreuse. Individually packed 6 to master carton. No less sold. Weight 21 lbs.

PER DOZEN \$40.00



**No. 1083. Gondola.** Polyplastic shade, composition base and removable figurines. Colors: Red, black or chartreuse. 15 inches tall. Individually boxed complete. 6 to master carton (no less sold). Weight 3 lbs.

PER DOZEN \$50.40



**No. 1084. Composition Poodle** w/shade. Colors: Black, white or pink, bright gold trim. 17 1/2" in height. Weight 3 lbs each. Packed 12 lamps to carton. 12 shades to carton. (No less sold.)

PER DOZEN \$24.80



**No. 1075. Nubian Ash Tray Lamp.** Fibre glass shade. Composition base. Height 15 1/2 inches. Colors: Red, black or chartreuse. Packed 3 female and 3 male to carton. No less sold. Weight 18 lbs.

PER DOZ. \$35.20

**No. 1090. Gondola Lamp.** Fibre glass bullet shade. Composition base with removable figurines. 10 1/2 inches in height. Colors: Red, black or chartreuse. Individually boxed 6 to master carton. No less sold. Weight 30 lbs.

PER DOZEN \$41.60



**No. 1093. Composition Figurine Lamp.** Removable figurines on composition base. Size of base 9 3/4"x4 3/4". Fibre glass shade, 7 3/4". Colors: Red, black or chartreuse. Ind. boxed 6 to carton; weight 18 lbs. No less sold.

PER DOZEN \$32.00



**No. 1076. Nubian Lamp.** Plastic shade. Composition base. 17 1/2 inches high. Colors: Red, black or chartreuse. Packed 3 female and 3 male to carton. No less sold. Weight 18 lbs.

PER DOZ. \$35.20

### LATEST & MOST POPULAR ITEMS!

#### SKULL HUMIDOR & MINIATURE SKULL CIGARETTE CONTAINER



\$21.60 Doz.

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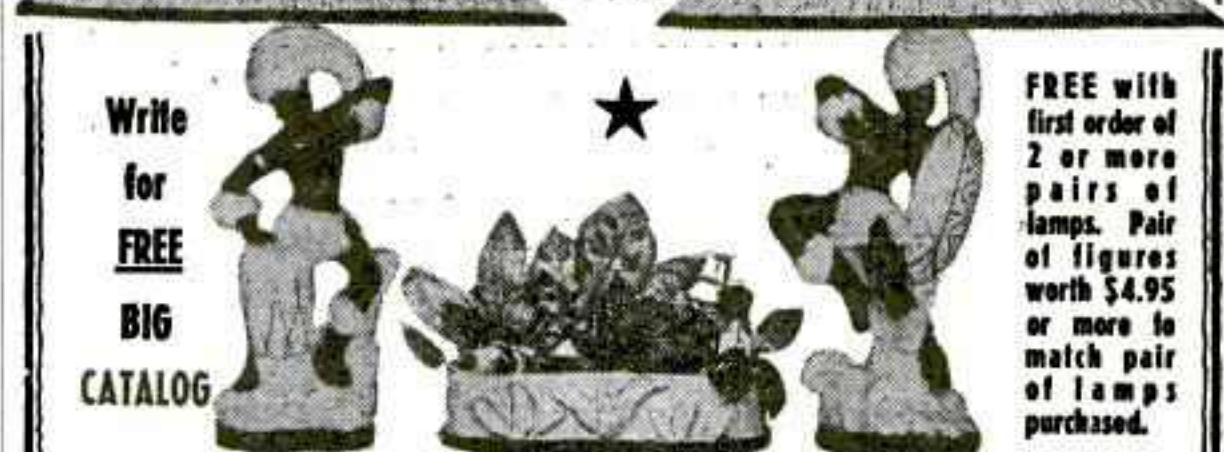
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Complete with removable pass case with eight transparent picture windows. Each wallet has a zippered bill pocket. Each dozen comes in assorted embossed designs. Gift boxed.

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**\$8.40** Sample  
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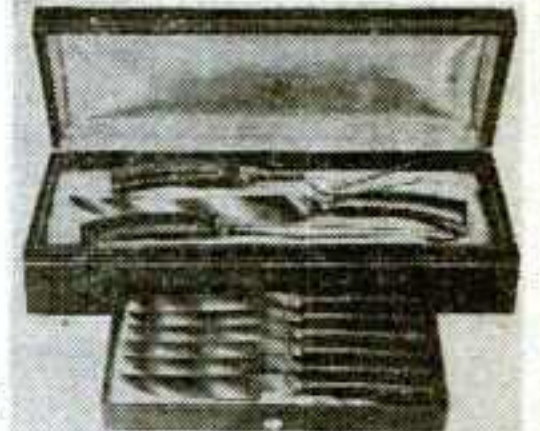


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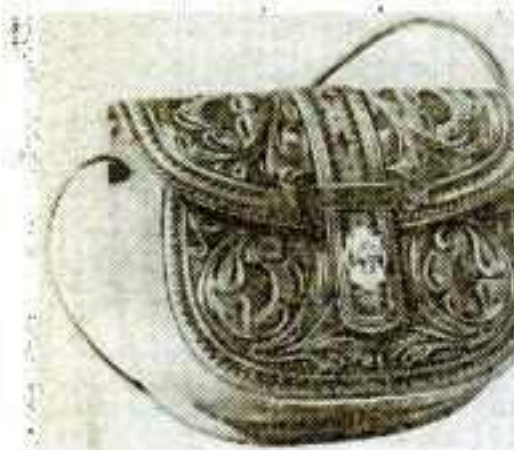
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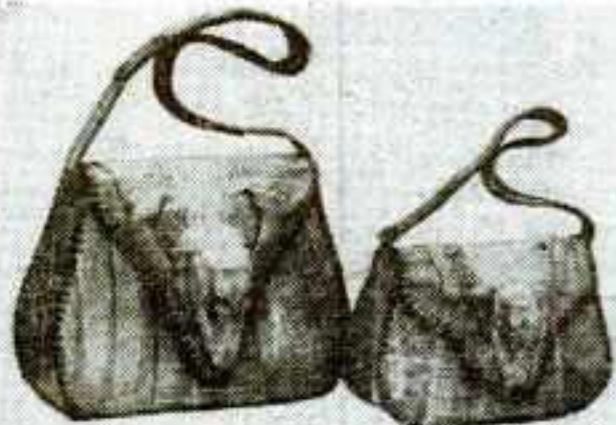
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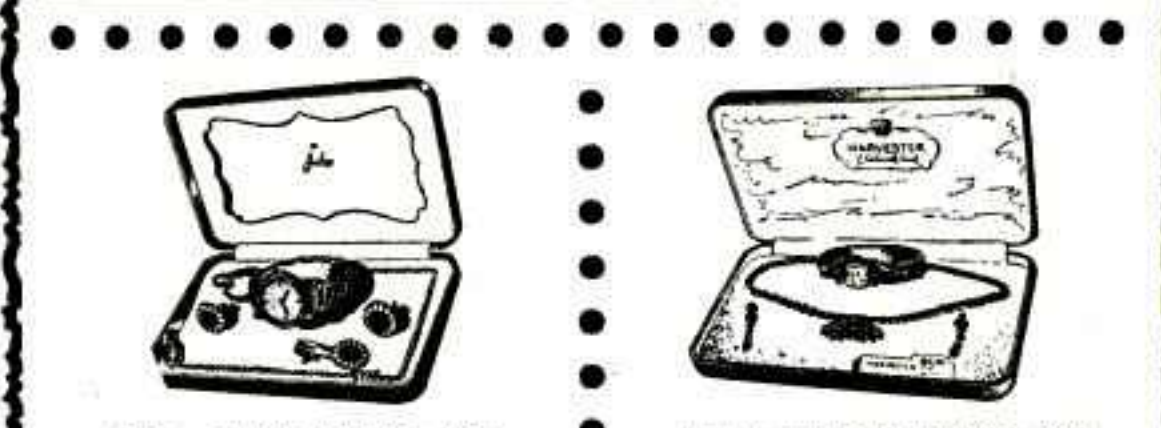
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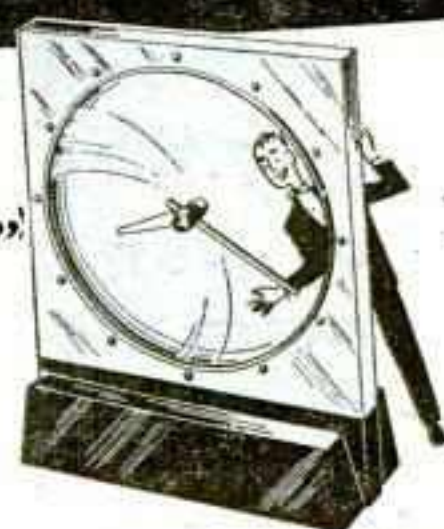
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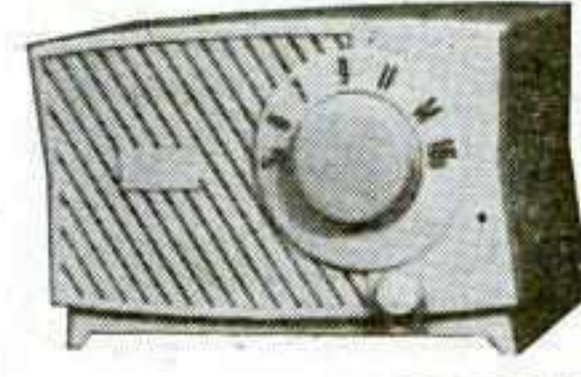
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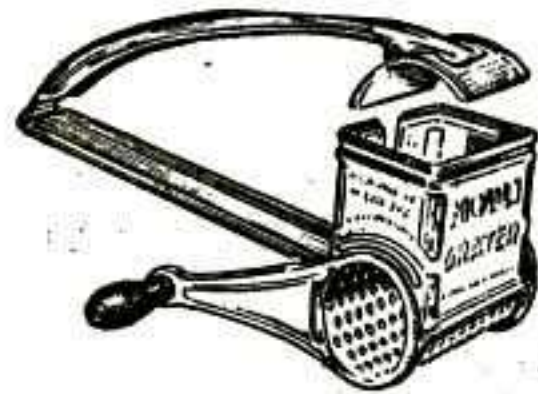
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**YOUR NAME, ADDRESS RUBBER STAMP,** 3 lines, \$1 including ink pad. Letter-heads \$1x11, \$6.75 per thousand. Business Cards \$1x4 1/2, \$6.95 per thousand. Business Cards 7 lines, \$3 per thousand. Cash with order. David Bishop, 1252 Dohila Lane, Wantagh, N. Y.

**200 8 1/2x11 LETTERHEADS, 200 6 1/2 EN-** velopes both for \$3.50. Black or blue ink. Mallo Press, 767-B Leith St., Flint 5, Mich. ap16

**1,000 EMBOSSED BUSINESS CARDS, \$2.95** postpaid; 2,000, \$5.50. Maximum six lines. Samples. John Peper, P. O. Box 822, Chattanooga, Tenn.

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**ANYONE CAN SELL FAMOUS HOOVER** Uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle styles, top quality. Big cash income now. Art Signs, 179 N. Wells, N. Y. N. Y. ap23

**MAKE \$2 HOURLY—SELL RA-GLO** Signs, bars, stores, restaurants. Brilliant Ray-Glo signs, 17 Signs, 7x11, \$1 postpaid. 110 Signs, \$6 postpaid. Sell 35¢ ea. 50¢ deposit on c.o.d. orders. Free literature. All Art Signs, 179 N. Wells, Dept. 43, Chicago 6, Ill. ch-1p

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**DISTRIBUTORS WANTED FOR GEIGER** Counters. Low priced, pocket size. Guaranteed. Rush post card for details or send \$14.95 for sample. Chemlab Scientific Products, 1452 Drake, San Pablo 10, Calif.

If you have sales ability and desire large, fast earnings, rush details about yourself at once to

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c/o Billboard, Cincinnati 22, O.

**SALESMEN—SHOW AMERICA'S LEADING** nationally advertised line. Novelties, gifts, utility items. Big commissions advanced. Prospects everywhere. Steady repeats. Low prices, free literature, samples. Write: BB-495, Chicago 5, Ill. ap

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**A-1 TATTOOING MACHINES—OUTFITS,** \$25 and up; designs, ink, colors, needles. Good catalog. Owen Jensen, 120 West 53rd St. Los Angeles 3, Cal.

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**HAND CAR AND SUNSHINE CHOO CHOO** ride. State condition, make, lowest price. Hayden, 826 East 11th, Indianapolis, Ind.

**HANDCUFFS, LEGIRONS AND BOOKS ON** bought, sold, exchanged. What have you to sell and what do you want? Nugent, 12 North Third, Richmond, Va.

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**WANTED—KIDDIE RIDES, ALSO KIDDIE** Merry-Go-Round, Show Equipment, etc. Billard, Oaks, Pa.

**WANTED TO LEASE OR BUY—MERRY-** Go-Round for Kiddie Park. Write Henneberry, Box 161, Saratoga Springs, New York.

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Tested and proven fast seller. Original "20-in-1" Kitchen Necessity. Does the work of 20 necessary kitchen utensils. New, modern, longer handle. Over 9 1/2" long.

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★ FASTEST SELLING SPORT TIE IN AMERICA FOR BOYS & GIRLS MEN & WOMEN

★ ASSORTED COLOR BRAIDS AND ASSORTED DESIGNS IN SLIDES

★ Jobbers write for particulars.

**\$1.00** Retailer  
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Terms: F.O.B. N.Y.C. 25% dep. required on all C.O.D. orders. Ship open to rated accounts only.

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## NEW! NEW! NEW! SQUEEKY, VOICE THROWER

**FAST SELLING SURE FIRE QUICK CATCHING NOVELTY \$9.00 Gross \$2.00 for sample card of 2 dozen.**

**SQUEEKY THE GOLDEN VOICE THROWER**

Place Voice Thrower on tongue against roof of mouth, wide open. Inhale through it. Lips then

**ACTUAL ITEM**

Enables any person to project his voice. Ideal for carnival pitchers, concessionaires, etc. Fools your friends. Makes them wonder where sound comes from. Jobbers, write for special discounts.

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Roaches, Worms, Hellgrammites, Beetles, per doz., 6¢. Immediate delivery. 25% deposit on C.O.D. orders, balance C.O.D. F.O.B. Chicago.

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Makes the HOTTEST Item you've ever seen.

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**THE FRALEIB COMPANY** Dept. M  
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MORE THAN 25 YEARS OF DEPENDABLE SERVICE

**THE OLD RELIABLE BEN HOFF**

STILL TAKING CARE OF MY CARNIVAL PEOPLE—AND I MEAN IT!

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No excelsior—cotton only. Will under-sell any competition.

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FIRST QUALITY \$6.00 Doz.

ATTENTION, WAGON JOBBERS  
Special 4 dozen Display Assortment for boys, girls and men  
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"CARRY IT LIKE A PULLMAN SUITCASE"

Operates on AC, 110 volts. Complete with ping-pong balls. Weighs 27 lbs. JOBBERS & DISTRIBUTORS WANTED. Exclusive territory available for our latest ADULT GAMES. Free samples. LIPKA MFG. CO.  
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Forms Close Thursdays for the Following Week's Issue

**BOOKER — REDPATH-HORNER SINCE** 1906. Car; permanent field director, 3419 Broadway, Kansas City, Mo.

**EXPERIENCED AERIALIST HIGH SWAY** Pole. Start first week May. Good opportunity. Write Xcellos, 102 E. 10th St., New Britain, Conn. ap16

**EXPERIENCED ASSISTANT MANAGER—** 4 rides truck equipment, next location; VanBilliard, Oaks, Pa.

**GIRL AERIALIST — EXPERIENCE (AC-** count salary, long season. State all first letter; send photo. Contact Jerry D. Martin, 8312 Florida Ave., Tampa, Fla. ap9

**MUSICIANS—ALL CHAIRS; LOCATE DES** Moines, steady work; no sleeper. All letters answered by return mail. Jack Cole, 1125 68th St. ap

**PIANO, SAXES—CUT OR NO NOTICE.** Write Buddy Bair, Van Cleave Hotel, Dayton, Ohio. ap16

**WANTED, GOOD TATTOO ARTIST—NO** amateurs. Must be sober and reliable. Good location in rifle range. Plenty of soldiers. Work on 23c. Call at following phone number before coming. Ph. 2873, Sango, Tenn Mrs. D. S. Gulliet.

**WANTED—GIRL MUSICIANS FOR COMBO.** Must be union. Steady club location. Woody Recording Co., 3825 Speight, Waco, Tex. ap9

**WANTED—GIRL DANCERS FOR REVUE;** with carnival experience who worked Uniontown, Pa. Write Vanities, Box 1848, Uniontown, Pa. ap9

**WANTED IMMEDIATELY—EXPERIENCED** Pianist; also Trumpet Man, other musicians. Location in year. Dick Wolever, 127 Hobson St., Hot Springs, Ark.

**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 Thursdays for the Following Week's Issue

**AGENTS & MANAGERS**

**CONTRACTING AGENT—LONG EXPERI-** ence. Wife adds, works clean. Drink, no. Rep or night, or will accept permanent park management. Frank J. Powers, 210 4th St., Cairo, Ill.

**EXPERIENCED COLORED PIANIST—DE-** sires med show or any type of out-door engagement. State salary in reply. Ted Ashley, 1468 Frederick Ave., Detroit 11, Mich. ap9

**CIRCUS & CARNIVAL**

**FAT, DWARF WOMAN—OVER 40 YEARS** old, 4 ft. tall, 140 lbs; would like to join fat or midget show. I play a small guitar and harmonica combined. Have good falsetto voice to harmonize. No wires answered. Blanche Ober, 1516 Orange Ave., Fresno 2, Calif.

**EXPERIENCE HAS NO SUBSTITUTE—** Pamahasika's famous birds, cockatoos, macaws, America's Best. 3504 N. Eighth St., Philadelphia 40, Pa.

**LELA & LALA—CLOWN TEAM, MANY** years' experience. White face and character changes, wardrobe and numbers Del., Phoenix, Ariz.

**MISCELLANEOUS**

**AT LIBERTY FOR RADIO WORK, PRE-** ferably in Chicago. Brother and sister. Play large harmonica and female vocalist. Note and swing. Indian and Malayan blood. J. Bell Jr., 732 S. Jackson Ave., Mason City, Iowa. ap30

**AT LIBERTY — DRAMATIC ACTRESS,** dancer. Would like TV job. No amateur; can furnish photos, background, etc. Maurine Jennings, 337 So. 5th, Quincy, Ill.

**AT LIBERTY — CHOREGRAPHER. ALL** types dance routines for chorus lines. Pauline Parks, 229 W. 23d, Erie, Pa. Ph. 27365.

**ATTENTION—AUCTION STORES, CARNI-** val operators or owners, jobbers, English auctioneers: want or straight work; requires situation or proposition. Big season 1954 with Jimmy Sullivan, Paddy Conklin, B & big money taker. Wants store or truck work: good spots or route; will take work season at park or season store. Can make you big money; will share or P.C.; single can drive; will travel. Jackie Taylor, 5602 Pocusset St., Pittsburgh 17, Pa.

**"CLOWN COP CORRIGAN" ALWAYS** satisfies at celebrations, circuses, celebrations, kiddy lands, outdoor theaters, among others. Address: Jake J. Disch, 4562 Packard Ave. (Milwaukee Co.) Cudahy, Wis.

**HYPNOTISM — FOR STAGE, PRIVATE** parties and lecture demonstrations. For office Box 2002, Seattle, Wash. se17

**MACHINIST WITH RIDE EXPERIENCE—** Desires position as ride superintendent. Leo Werner, 349 Hyde Park Ave., Tampa, Fla.

**MAN WITH 16MM. LATE MODEL PRO-** jector, 12-in. speaker, seven feet. Have 10n truck and house trailer. At liberty after April 22. Make me offer for the season. Brownie, 533 Wehrle Ave., Newark, Ohio. ap9

**MINDREADER, NITERY SOOTHISAYER,** hypnotist, medium healer, minister, psychologist, lecturer, 49, single, sober, long experience, go anywhere, solo or will obtain lady, girl partner. Write Edman, 522 Royal Court 1, Charlotte, N. C. Franklin 5-7637, no collect.

**MOVIE OPERATOR — HAS COMPLETE** Road Show outfit, everything the finest, 16mm, high-class feature. For full particulars write D. J. Goff, Prosperine, Mo. ap16

**VARIETY STAGE SHOW OF 4 OR 5 PER-** sons in magical illusions, dance and vaudeville. Talented beautiful costumes, fine equipment and priced to fit your occasion. Wright the Magician, Casey, my14

**MUSICIANS**

**A-1 ORGANIST—NON-UNION; FOR COCK-** tail lounge or rink. Address Organist, 203 Grove St., Chicago, S. C. ap9

**A-1 HAMMOND ORGANIST—MAY 1. HO-** tel lounge or dining room. Sweet styling; Hotel, Miami, Fla.

**ACCORDIONIST FOR BAR, HILLBILLIES,** combo, or. Consider all. Thousands memorized. P. O. Box 2281, DeSoto Station, Memphis 2, Tenn.

**AT LIBERTY, PIANIST—WOULD LIKE TO** work with combo. Address 802 Ave. G, Council Bluffs, Iowa.

**AT LIBERTY—GIRL MUSICIAN, ALTO** sax and clarinet. Would like work with all-girl outfit for summer months. Will travel. Margaret Phelps, 2016 Elmwood Ave., Middleton, Wis. ap23

**BASS PLAYER—AVAILABLE ONE WEEK'S** only. East or West. Steady location experience. Personable, reliable. Locals 10. "802" Musician, 48 Ashford St., East New York 7, New York.

**DRUMMER, DOUBLE VOCALS — PLAY** your style. Vocal range, low A to E2. Experienced. Location spots with well established unit desired. Johnny Blake, 834 Drake St. Madison, Wis. Phone Alpine 54044. ap9

**PARKS & FAIRS**

**AGENTS, FAIRS, CELEBRATIONS NOTICE:** The Rays Circus Revue has few open dates 1955 season, featuring Bogo the clown; he makes them laugh. Trained canines, monkey birds, juggling. Interested only North Eastern States. Gen. Del., North Industry, Ohio. Phone Canton 40179, ap23

**AVAILABLE FOR FAIRS AND CELE-** brations, Roman ring trapeze and rigging, well lighted. A real number one act, 102 Elm St., Rolla, Mo.

**AVAILABLE NOW—FOR INDOOR AND** outdoor events; high-class Novelty Trapeze Act. For full particulars, literature, etc., address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Telephone Eastbrook 3312.

**BALLOON ASCENSIONS, PARACHUTE** jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. ap16

**CONCESSION AGENT—EXPERIENCED ON** near New York. Have worked carnivals, fairs, circuses, rodeo, roller derby, etc. Nondrinker. Box 982, The Billboard, 1564 Broadway, New York 36.

**PALMIST DESIRES WORK—EXOTIC, EN-** chanting. Dance in girl show; also do half 8225, Avelia, Pa.

**BEARS, PONIES, MONKEYS, DOGS, ACRO-** bats. Aerial Trampoline Novelty Acts; Girl Revue Acts. Address Variety Artists, 2015 Oliver St., Fort Wayne, Ind.

**HAMMOND ORGANIST AND PIANIST—** HO 3-4817 or wire Kim Smilo, 1831 N. Vine, Hollywood 28, Calif. ap23

**PAMAHASIKA'S FAMOUS BIRD ACT—** Beautiful large white Cockatoo, Macaw; himself, 3504 N. Eighth St., Philadelphia 40, Pa.

**SENSATIONAL HIGH ACTS FOR YOUR** fairs, parks, celebrations, carnivals, drive-in theaters. Contact Lee Slado, 2646 Park Ave., Detroit, Mich. ap16

**TERRIFIC STILLWALKING ATTRACTION** celebrations, parks, centennials, parades act for free act programs. Taxon, 188 Eastbrook, C/o Billboard office, Chicago, Ill. ap16

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THE ORIGINAL RIPLEY BELIEVE IT OR Not strait-jacket escapes under water which has been featured at Illinois, Iowa, Virginia, South Carolina, and Vermont State Fairs; now offered to pools and beaches. Also shackled swimming. Address Golly, P. O. Box 695, Landing, N. J.

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NEW LUCKY HORSESHOE RING



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\$4.40 per doz. \$47.50 per gross

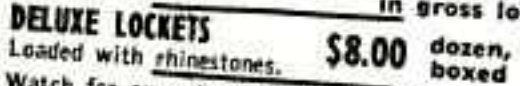
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Pierced, with stones set all around for added beauty.

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FELT HIGH HATS \$7.20 per doz.  
STRAW SKIMMER  
STRAW BONNET.  
(\$78.00 Per Gross)  
25% Deposit, Balance C.O.D., F.O.B. N.Y.

**INTERNATIONAL SOUVENIR CO.**  
242 West 41st St. New York, N. Y.

**PIPES FOR PITCHMEN**

Continued from page 118

few of them found their way into the United States. Four years ago while in Paris I saw a pitchman working on the sidewalk of one of the wide boulevards with this same old-seven-in-one scope. This, it seems to me, is conclusive proof that the article is still being manufactured. Altho I visited with pitchmen in 11 European countries, the pitchman in Paris is the only one I saw who had the scope. This leads me to believe that the source of supply is still in Paris or vicinity. I'm not acquainted with Jack Scharding, but since he lives in the region of Los Angeles I would suggest that he contact anyone of the following offices: The French Commercial Attache, French Government Tourist Office, French Consulate General, French Steamship Lines or the Freight and Commerce Division of French Railroads. All these divisions have offices, not only in Los Angeles, but also in most of the larger American cities.

THERE SEEMS TO BE . . . no end to versatility and miscellaneous talents of some of the boys in the pitch fraternity. As is already known, our old friend Tom Kennedy has cashed in on several of his journalistic gems. Now get a load of this bit of doggerel penned by Harry Kincheloe and dedicated "To my friends, the pitchfolk and demonstrators."

REMINISCENCES  
We hear of billions being spent  
By the Congress now in power,

They boost the taxes, food and rent  
And party by the hour,  
They ride on planes to distant lands  
At government expense,  
They entertain with lavish hands  
And claim it's for defense.

We read about the world's sad state  
And weapons that are new  
To blast the nations we might hate  
And of world peace ballyhoo;  
Forget the wars, the gun and shell,  
Forget the hate and strife  
And let me hear some old friends tell  
How they have fared thru life.

Just to listen while they cut up scores,  
Recalling days when the take was tops,  
Bragging about the big encores  
And never admitting the many flops;  
Welcome letters come my way  
From friends both new and old—  
I read with pleasure all they say  
Unless their ailments they unfold.

I like to hear from bygone pals  
Of things that happened "Way back when,"  
Old anecdotes of guys and gals  
We worked and played with now and then;  
I love to get a cheerful lay  
From kinfolk and old friends  
I hope to meet again some day  
To chat and gather up the ends.

A brother writes about his trips,  
A sister of her aches and pains,  
Another pal sends comic strips  
But never mentions loss or gains;  
There come letters with a note  
That's backed by Uncle Sam,  
They're legal tender for a vote  
Or for a slice of ham.

The sun is shining bright today  
And, tho the world is filled with hate,  
My cup is full, my heart is gay,  
I smile and sing! I'm feeling great!

**MAKE \$18 AN HOUR**  
WITH THE  
New PLASTIC SANDWICH MACHINE

This new remarkable PLASTIC SANDWICH MACHINE does a permanent, beautiful, professional, protective lamination job in exactly four minutes' time! Amazing earnings possible in your own studio permanently sandwiching PHOTOS and CARDS of all kinds, clippings, etc., between sheets of clear plastic. Sandwiching machines from \$35.00 up. Rush name for FREE sample and illustrated literature.

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**MAGICA BACK SPONGE**

Patented bath sponge that holds soap in pocket. Made of pure natural rubber with 17-inch styrene plastic handle—Red, Blue, Green. Every member of the family loves this sponge. 6 doz., \$68.40. Gross, \$129.60. 1 doz., \$12.00. 25% w/order—bal. C.O.D.—prepaid w/money order.

Magica Products, Inc.  
148 Old Colony Ave., Wollaston 70, Mass.

**SENSATIONAL SELLER!**  
"4 NICKELS TO 4 DIMES TRICK"

Place MAGIC CAP over 4 nickels. Lift cap—you have 4 dimes! Nickels have vanished! No skill required!  
SAMPLE \$1.00 postpaid. Wholesale price—\$5.50 per doz.; 2 doz., \$10; postpaid. Remit with order.  
DEALERS: Ask for No. 10 Wholesale Catalog of fast selling Tricks and Jokes.  
D. ROBBINS & CO. 127-B W. 17th St. New York 11, N. Y.

**MERCHANDISE TOPICS**

Continued from page 116

Company, Chicago. The fixture, which may be mounted to any surface without screws, nails or tools, is made of molded Styron plastic, in gleaming white, and consists of two parts, the swingout cover and the tray. In the kitchen, the unit houses unsightly scouring pads, small brushes, etc. When closed it holds a water glass and soap tray. In the bathroom, the unit holds toothbrushes and toothpaste. The item is as handsome as it is practical and yet is priced within reach of all. Retailers for \$1.49, including polyethylene tumbler.

A new sturdy revolving picnic grill available in two models and manufactured by Calhoun Manufacturing Company, Inc., Cedar Falls, Ia., is gaining wide acceptance for use in parks, recreational areas and home lawns. The revolving feature permits cooking to windward. The large top surface of the unit can be used for cooking, baking, grilling and barbecuing. There are several cooking heights in the unit. The grill may be mounted on a slab of cement with bolt sticking up, or on two-inch pipe stuck in the ground. Complete fireplaces of brick can also be built around the grill if a permanent installation is desired.

The new, versatile Drake soldering kit was specially designed for the do-it-yourself enthusiast and the small shop operator, according to its manufacturer, Drake Electric Works, Chicago. Its a complete outfit, self contained in a lifetime steel tool case, is compact and easy to carry. Three interchangeable irons fit into a single handle and afford a range of irons in wattage and size of tip. Outfit also includes safety stand and two tubes of Drake solder, acid and rosin core. The handles are U. L. approved. The wood handle is grip formed and equipped with spring guarded cord and plug.

Stephen-Ivan Company, Los Angeles, announces that it is again working with carnival and promotion men. Its lines of earrings and costume jewelry are becoming musts with premium users and other outlets, the firm states.

With the spring season under way, workers in the hinterlands will do well to consider the Skeeter Beater handled by the House of Henry, Los Angeles. It gives off a non-choking pine-scented smoke and the device is easy to handle. As it is completely portable, it may be used anywhere.

Polish workers will be interested in Mirror Glaze furniture cleaner and polish. These products do not contain acid, the manufacturer, Mirror Bright Polish Company, Pasadena, Calif., states.

Jobil Products Company, Detroit, has introduced its new self-service baby bottle warmer for concessionaires at parks, beaches, kiddielands, roadside stands, motels and drive-in theaters. It is possible to warm the baby's bottle within a minute on the completely automatic electric heating device, the manufacturer claims. The device is thermostatically equipped and cannot overheat or break bottles. The maker states that more than 500 drive-in theaters already have installed the product.

A unique sponge that grows before the user's eyes as he places it in water is being placed on the market by Pearce Parkhurst Enterprises, Lansing, Mich. The fine pore retromatic sponge is made of cellulose. The item comes flat, about the size of an index card and about 1/16 of one inch thick so that it can be mailed for gift or promotional purposes. It is available with imprint for use as an advertising novelty or promotional purposes, and comes in buff, pink, aqua and blue.

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Chock-Full of Fast Moving Jewelry Items!

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**COTTON STUFFED 30" GIANT PULSH BEAR**

Terrific value. Assd. colors. Cotton stuffed. \$20.00 dz.

24" CLOWN MAJOR Multi-color all plush, plastic face, poly bag, cotton stuffed. \$15.50 dz. In 3's \$14.50 dz. lots . . . . .

10"x8" ALL PULSH SCOTTY Cotton stuffed. Assd. colors. \$5.50 dz. In 23 lots

Black & White Silk Rayon, large plastic Panda face, poly bags. \$14.40 per doz. In 3 doz. lots. . . . .

36" CLOWN Multi-Colored Cloth, Pompons, Ribbon, Bell, Cotton Stuffed . . . . . \$12.50 dz.

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48 West 20th St. New York 11, N. Y.

**World's Famous PERFUMES**

that sell at \$3 to \$6 per 1 1/2 dram

**REPRODUCED FOR YOU**

by outstanding Parisian Chemist in beautiful gold-top bottles—gift boxed—for only

60¢ A BOTTLE—\$7.00 a Dozen

We defy you to tell the difference. TREMENDOUS PROFITS

can be yours! C. M., Pittsburgh, Pa., made \$4,500.00 in 3 mos.

TRIAL SAMPLE FREE. Write—EXCLUSIVE IMPORTS, Dept. BB-50

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**AUTO FLAG-HOLDER FOR HOLIDAYS**

For Autos, Windows, Celebrations, etc. Complete with 3 American Flags, 4 1/2"x6". Sensational seller. Sell for 59¢ each. Samples, 30¢.

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Beautiful MACHINED CHROMED Retractable \$39.00 Per Sample \$3.50 Gr. Dozen

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**CAMEO COSTUME JEWELRY SET**

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Same as above set without bracelet. Boxed in attractive lined case. Retail tag of \$14.95.

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Miniature Bamboo Baskets for Earrings \$6.00 gr.; Miniature Horse Hair Hats for Earrings \$3.00 gr.; Miniature Leather Texan Boots for Earrings \$30.00 gr.; Tule Decorated Baby Chairs \$5.00 ea.; Embroidered Wool Jackets, size 20-40, \$6.00 ea. Request catalog.

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POCKET KNIVES, \$2.75 gr. CHINA FIGURINES, \$4.50 gr. RAZOR BLADES, \$1.50 per M. PLASTIC SLUM ITEMS, \$1.25 per 1000. COMPASS, \$2.40 gr. MEN'S-LADIES' WALLETS, 7x11, 1.00 CLIPPERS, \$3.95 ea. HARMONICAS, \$2.75 gr. COMPACTS, 1 1/2 ea. 45¢ ea. up. PLASTIC APRONS, 6¢ ea. ASSORTED COSTUME JEWELRY, 15¢ ea.; regular \$1.00 retailers. 6000 other closeouts.

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881 Broadway New York 3, N. Y.

\$7 BRINGS BACK \$55 785% PROFIT ON ULTRA-BLUE SIGNS

New fast-selling 2000 slogans. No C.O.D.'s. 100 STOCK SIGNS, 7x11 \$7.00 15 Store Signs, 7x11, 1.00 15 Religious Signs, 7x11 1.00 15 Comedy Signs, 7x11 1.00 L. LOWY, 812 B'way, Dept. 853, N. Y. 3, N. Y.

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COMING EVENTS

Alabama Birmingham—Better Homes Expo., May 15-22. Pat O'Toole, Town House.

Arizona Phoenix—Indian Ceremonials and Games, April 15-17. Chamber of Commerce.

Arkansas Hope—Southwest Ark. Dist. Livestock Show, April 4-9.

California Oakdale—Clover Roundup, April 10. Los Angeles—Home Show, June 9-19. San Diego—Spring Fair of Modern Home Ideas, April 22-27.

Florida Miami—Do-It-Yourself Show, April 13-19. Miami Herald. Miami—Southeastern Automotive Show, April 22-30. Pensacola—Shrine Spring Fair & Festival, April 9-16.

Georgia Atlanta—Home Builders' Home Show, April 11-18. Francis Forbes, Volunteer Bldg. Atlanta—Southeastern Automotive Show, April 28-30. Foster B. Steward, 1401 Peachtree St., N.E. Swainsboro—Pine Tree Festival, April 5-10. Thomasville—Rose Festival, April 29.

Illinois Onarga—Celebration, June 30-July 4. Salem—Sailors & Soldiers' Reunion, June 30-25. Sawyerville—Firemen's Homecoming, June 17-18. Al Ondo.

Indiana Charlestown—VPW Spring Festival, April 23-30. Marvin Gillin. North Webster—Merrill Festival, June 26-July 4. Lions Club. Indianapolis—Civil Defense Expo, April 7-17. Madison—Legion Spring Festival, May 2-7. Louis DeCar.

Iowa Riceville—Centennial, May 28-30. Iowa—Allen Co. Centennial, June 3-7. Edward B. Porter. LaPorte City—Centennial, June 6-8. New Orleans—La. Boat Festival—Pan American Regatta, June 18-19. I. J. G. Janssen Jr., Box 52, Arabi. Waterloo—Northwest Ia. Sports Vacation Show, April 21-24. Bill Christiansen.

Louisiana Gonzales—East Ascension Strawberry Festival, April 30-May 1. Mrs. Alice McConnell. Hammond—Southeastern La. Dairy Festival & Livestock Show, May 13-14. Carroll Trahan. New Roads—Baton-Rouge-Pointe Coupee Boat Festival, May 28-29. Dr. George Thomas, 1112 N. Blvd., Baton Rouge. New Orleans—Do-It-Yourself Show, April 9-13. New Orleans—Home Show, May 21-29. Shreveport—Spring Festival, April 27-May 1. Abie C. Goldberg.

Massachusetts Boston—Motorama, April 23-May 1. Charlestown—Celebration, June 13-18. West Springfield—Intl. Auto & Boat Show, April 13-17. Westfield—Elks Mardi Gras, June 6-11. James T. O'Brien.

Michigan Sault Ste. Marie—Soo Intl. Centennial Expo. & Marine Fair, June 28-July 17. Vermontville—Maple Sirup Festival, April 16. Dr. Clarke Davis.

Minnesota Minneapolis—Northwest Sports, Travel & Boat Show, April 8-17.

Mississippi Canton—Madison Co. Livestock Show, April 13-14. N. S. Estes.

Missouri Bolivar—Kiwanis Club Jr. Livestock Show, June 16. A. T. Johnson. Carthage—Jersey Parish, No. 1 Jersey Show, June 1-2. Melvin West.

Galatin—Jr. Lamb Show, June 9. Geo. H. Schmitt. Joplin—Realtors' Home Show, April 11-15. Maryville—County Fat Lamb Show, June 10. Kenneth Walkup. Moberly—Kiwanis Club Jr. Lamb Show, June 15. A. T. Johnson. Springfield—Ozark PFA Lamb Show, June 3. John L. Kirby.

Nevada Las Vegas—Hellorado Days, May 13-16.

New York Syracuse—Sportsmen's Show, April 28-May 3. Ball & Grier, Utica.

North Carolina Welcome—Easter Celebration, April 8-11. N. C. Leonard.

Ohio Cleveland—American Legion Carnival, May 2-7. Bill Franz. Portsmouth—Sportsmen's Show, April 14-16. Goodyear Sportsmen's Club. Woodville—Celebration, June 30-July 4. Henry Herkel. Youngstown—Do-It-Yourself, Sports & Handyman's Show, April 20-24. Jr. Chamber of Commerce.

Oklahoma Idabel—American Legion Spring Festival, April 2-9. Oklahoma City—Lamb and Wool Show, April 28. Fred Heep, Nat'l Livestock Commission Co. Oklahoma City—Okla. Rabbit Show, April 22-24. T. L. Owens, Williams Candy Co. Oklahoma City—Capitol Hill Eighty-Niners' Day Celebration & Rodeo, April 20-24. Hosea Vinyard, Chamber of Commerce. Oklahoma City—Do-It-Yourself Show, May 15-19. James C. Burge, Okla. Pub. Co. Oklahoma City—Charity Horse Show, May 18-21. Walter Duncan, First National Bldg.

Pawhuska—Osage Downs Futurity & Race Meet, May 1-3. Clarence Paden, Chamber of Commerce. Pawhuska—Ben Johnson Memorial Steer Roping, June 26. Pawhuska—Osage Co. Cattlemen's Assn. Convention & Ranch Tour, June 24-25. Tarentum—Boat and Sports Show, May 9-14. James W. Grinder, 139 E. 7th Ave.

South Dakota Aberdeen—Knights of Columbus Carnival, June 8-12. Bison—Gala Day, June 23. Bridgewater—Diamond Jubilee, June 7-8. Brookings—Livestock Field Day, May 4. Brookings—Shorthorn Show & Sale, May 23-24. Chamberlain—75th Anniversary Jubilee & Water Carnival, June 3-5. Dell Rapids—Diamond Jubilee, June 9-11. De Smet—Old Settlers' Day, June 10. Lennox—Celebration, June 7-9. Pierre—Auto Dealers' Show, April 22-25. Pierre—Historical Pageant, Rodeo and Carnival, June 15-19. Plankinton—Tulip Festival, May 24-26. Redfield—75th Anniversary Celebration, June 14-15. Sioux Falls—Sportsmen's Show, April 24. Sioux Falls—Antique Show, May 1-3. Sioux Falls—Shrine Ceremonial, May 19. Spencer—Diamond Jubilee, June 27-28. Vermillion—Horse Show, May 30.

Tennessee Humboldt—Strawberry Festival, May 2-7. Memphis—Memphis Cotton Carnival, May 10-14. Memphis—Memphis Cotton Carnival, May 10-14.

Texas Corpus Christi—Buccaneer Days, May 12-15. Bushy C. Shely. Dallas—Southwest Sports & Vacation Show, April 15-24. Martin P. Kelly, Prom. Dept., Dallas Morning News. Dallas—National Home Show, April 30-May 2. Grover Godfrey, 102 Walnut Hill Village, Dallas. Dayton—PFA Livestock Show & Rodeo, May 5-7. A. W. Rigby. El Paso—Flower Show, April 16-17. Ennis—PFA Livestock Show, April 11. Fort Worth—Star-Telegram Home Show, April 17-24. Galveston—Home & Do-It-Yourself Show, May 4-8. Patrick J. O'Toole, Casa de Palmas Hotel, McAllen. Gladewater—Gladewater Dairy Day, May 5. Herman Williams. San Antonio—Piesta San Jacinto, April 17-23. Sherman—Spring Livestock and Dairy Show, May 3-4. J. C. Maples. Stockdale—Stockdale Watermelon Jubilee, June 24-26. Joe Meyers. Uvalde—Uvalde Company Jr. Show & Sale, May 12. Bob Wellborn.

Utah Delta—Millard Co. Jr. Livestock Show, May 20-21. Ward Nielsen. Ephraim—Sanpete Rambouillet & Jr., Fat Stock Show, May 21-22. Geo. Beal. North Salt Lake City—Intermountain Jr. Fat Stock Show, June 2-3. Merrill Parkin. Ferron—Jr. Livestock Show, May 12-15. Whitts Hill. Richmond—Black and White Days, May 21-22. Quentin Peart. Salt Lake City—Home Show, May 11-16. E. I. Greenband, 39 Exchange Place. Vernal—Unitah Basin Jr. Livestock Show, May 27-28. Marvin Smith.

Virginia Richmond—Jr. Stock Show & Sale, April 12-13. Winchester—Shenandoah Apple Blossom Festival, April 28-29. J. Pinckney Arthur.

Washington Auburn—Northwest Jr. Livestock Show, April 14-16. John Eby. Enumclaw—Enumclaw Jr. Dairy Show, May 21. Martin J. Teeter. Pomeroy—Garfield Company Jr. Livestock Show, April 16. Dick Brown. Spokane—Sports Show, April 19-24. Spokane—Spokane Jr. Livestock Show, May 3-6. P. R. Gladhart. Spokane—Inland Empire Home Show, May 21-29. Toppenish—Central Wash. Jr. Livestock Show, April 26-28. Willis M. Rowland. Wapato—Wapato Jr. Livestock Fair, April 18. Blaine C. Hardy.

Wisconsin Madison—Wisconsin Sport, Travel & Vacation Show, April 26-May 1. Tacoma—Tacoma Home Show, March 22-27. Edgar V. Smith, 1103 1/2 Division Ave.

Wyoming Casper—Rocky Mountain Oil Show, June 23-26. Darrell Booth. Lander—Pioneer Days, June 28-July 4.

CANADA Ontario London—Miss Canada Pageant, June 26-July 2. London—Centennial, June 30-July 9. Tom

Ringling Opening

Continued from page 80

six Abbott Sisters, English tumblers, and the four Whirlwinds, a German group, are in the display. The Seguras, a new springboard act, works well.

The Three Nocks wind up the act participation. The daredevils, numbering only two at the opening since one was hurt on descent in rehearsal, swayed in thrilling fashion atop their slender poles reaching nearly to the top of the Garden and, for a climax, affected one interchange. Their fast, head-first descent is as thrilling as ever.

Clowns Work Well

Two clown production numbers, one involving a large kitchen cook stove and the other a baseball bit, scored with the audience. The baseball bit worked especially well and ought to score thruout the season. Emmett Kelly and Otto Griebing, who has discarded the ragged tramp costume that resembled that worn by Kelly in favor of a considerably soiled two-piece ensemble, showed up frequently and favorably thruout the performance.

Merle Evans and his band, which had to rehearse for television and the regular performance at the same time plus having to contend with extras for the benefit show, performed well, nevertheless. There appears to be less recognizable circus music in this year's show. Popular tunes are used thruout much of the show. Harold Ronk is again the vocalist.

Credits: Produced by John Ringling North. Staged by Richard Barstow. Designed by Miles White. General director, Pat Valdo. Music by John Ringling North. Lyrics by Irving Caesar. Production co-ordinator, Ralph Allan. Choreography, Edith Barstow. Musical director, Merle Evans. Equestrian director, Robert Dover. Ringmaster, Count Nicholas. Orchestrations, Samuel Crossman. Vocalist, Harold Ronk. Lighting, Doug Morris.

Ringling, City Hall. Ottawa—Ottawa Tulip Festival, May 15-19. Toronto—International Trade Fair, May 30-June 10. Toronto—Intl. Air Show, June 4-5.

Quebec Montreal—Eastern Canada Better Home Builders' Show, April 18-23.

Saskatchewan Regina—Sportsmen's Show, May 3-11. Saskatoon—Light Horse Show, April 5-8. Saskatoon—Breed Sow Show & Sale, April 12. Saskatoon—Bull Show & Sale, April 13. Saskatoon—Fat Stock Show & Sale, May 27-28. Saskatoon—Interprovincial Bull Show & Sale, April 13.

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EARRING DISPLAYS... \$2.50—\$3.75 EA. Dozen Earrings to Display... Asst. Styles Men's 3-Pc. Sets, boxed, asst. \$4.00 dz. Kiddies' Charm Bracelets, boxed 4.25 dz. Ladies' Flower Bracelets, bulk 4.25 dz. Tailored Earrings, carded 2.00 dz. Rhinestone Earrings, carded \$3.25 & 4.25 dz. 10K Gold Post Pierced Earrings 4.25 dz. 3 Pc. Ladies' Sets, boxed, 5 styles 7.50 dz. JEWELRY OF SEASON MFG. CO. 661 Westminster Prov. 3, R. I.

ZODIAC LUCKY BIRTHDAY COINS Beautifully sculptured in gold finish metal. Shows your lucky numbers and days, natural abilities. Comes with special loops—attaches easily to key chains, bracelets, necklaces, etc. 75¢ each postpaid. 3 samples, \$2.00. \$36 per gross to dealers. Give birthdays when ordering samples. ZODIAC MFG. CO. 1053 Lawrence Chicago, Ill.

DISTRIBUTORS MANUFACTURERS Wanted for nationwide or statewide on royalty basis. INVESTIGATE this patented outstanding household item. BASTIAN SPECIALTY MANUFACTURING 11319 Seminole Detroit 39, Michigan

BUMPER STRIPS Use Bumper Strips to advertise fairs, rodeos, resorts, political advertising, carnivals, sport events. Silk screened in brilliant fluorescent colors that screams your punch line. Write for free price list and sample. ENROY DISPLAYS, INC. 5111 W. 25th Street Cicero 59, Illinois Bishop 2-3082

WE MANUFACTURE SHRINE CIRCUS FEZ Novelty Fezoes for all occasions. Perfectly blocked—looks like real Fez. Also PENNANTS for all occasions. THE G. B. FELD CO. 2137 E. 90th St. Chicago 17, Ill. Phone: ESsex 5-4884

MAKE MONEY SELLING TIES BUY DIRECT FROM MANUFACTURER Outstanding line. Pleats, Bows, Fraternal, Knitted Slims & Regulars, Tie & Kerchief Sets. Money-back guarantee. We pay postage. Special introductory offer. Send Only \$1.00 for 2 Sample Ties. Write Today for FREE CATALOG. Philip's Neckwear, 20 W. 23d St., Dept. 355A, New York 10, N. Y.

MINIATURE WILDLIFE CREATIONS ALWAYS "HITS THE SPOT" WITH CROWDS

Very popular wherever displayed originals in design and so true to life in appearance they look like actual mounted specimens... all originated and completely manufactured in our plant in the heart of Northern Wisconsin woodlands... displayed are just four of over one hundred items of lifelike, wildlife novelties.

Flintlock Dueling Pistol, Ashtrays, Paperweight, Novelties. Includes images of a pistol, ashtray, paperweight, and a dog.

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NEW ILLUSTRATED CATALOG NOW READY—FEATURING OVER 7,000 NEW CREATIONS TOP MONEY GETTERS FOR 1955 YOU NAME IT—WE HAVE IT! Bingo and Game Merchandise Lamps—Clocks—Appliances Blankets—Robes—Spreads Plush Toys—Dolls—Games Chinaware—Silverware Chromeware—Steelware Aluminumware—Tinware Giftwares—Novelties Glassware—All Kinds and Colors Plasticware—Cutlery Cocktail and Beverage Sets Leathergoods—Jewelry Toys—Balloons—Rubber Novelties Pens—Pencils—Stationery Premiums—Prizes—Souvenirs Advertising Novelties Plaster—Slum—Candy Notions—Sundries—Specialties Hats—Decorations—Noise Makers Vending Machine Supplies Auction and Pitch Merchandise ACME PREMIUM SUPPLY CORP. 1111 South 12th St. St. Louis 4, Mo.



## 3,000 Music Industry Reps Flock to 5th MOA Convention

Perry Como Headlines 4-Hour Show; Record Firms Bow Op EP Packages

• Continued from page 14

from there. Dan Belloc and his orchestra, M-G-M, supplied all of the background for the artists as well as dancing after the show.

Highlighting the entertainment was Perry Como, RCA, with the Ray Charles Singers and orchestra leader Mitchell Ayres, also of RCA.

### Guest Artists

In order of appearance, the artists were the Fontane Sisters, Dot Records; Bob Manning, Capitol; Connee Boswell, Decca; Burton Sisters, RCA; Perry Como and troupe, RCA; Rosiland Paige, M-G-M; Stuart Hamblen, RCA; Karen Chandler, Coral; Jack Pleis, Coral; Richard Maltby, Label X; Eddie Fontaine, Label X; Lee Kane, Capitol, and Russ Arno, MOA.

Red Foley, Decca; Georgia Gibbs of Mercury, at the convention between shows at the Chicago Theater; Tayelatti Family, comedy and novelty act; Bill Hayes, Cadence, also appearing at the Chicago Theater; Lenny Dee, Decca; Mahalia Jackson, Columbia, star of the MOA convention of 1954; Jimmy Sacca; Pat Boone, Dot; Faron Young, Capitol; Johnny Maddox, Dot, the third top artist from the Chicago Theater, and Tanya and Beage, dance team.

The operator business sessions were held every morning and covered everything from record distribution to juke box copyright legislation. Defense against possible amendment of the 1909 Copyright Act, which would remove the juke box exemption, dominated the morning meetings.

Four speeches and as many

discussions were devoted entirely to the copyright legislation problem. Other talks covered equipment depreciation, MOA individual membership, commercial advertising on juke boxes, point-of-sale advertising on juke boxes, a national music operator health and hospital insurance plan and other general phases of the phonograph industry. (See separate stories in this section.)

During the business sessions, operators adopted a new MOA constitution and bylaws. George A. Miller, president and general manager of MOA, introduced the new bylaws at the Tuesday morning meeting. The purpose, Miller explained, was to encourage individual membership in MOA (Complete text of the new convention and bylaws appeared in The Billboard, April 2.)

On the convention floor, operators had their first look at Rock-Ola's new 120-selection phonograph, Model 1448. The showing was a sneak preview, with distributors planning to hold regular operator showings April 24. (See separate story.)

Also on the convention floor, operators had their first look at the various EP record packages being offered. Nearly every record company was featuring some type of operator-only extended play package.

### 38 Exhibitors

Thirty-eight exhibitors displayed their products and equipment to operators during the three-day event. Following is a complete list of the exhibitors:

A.B.T. Manufacturing Company; AMI, Inc.; Auto-Photo Company, Paul Bennet Needle Company, Bally Manufacturing Company, B.M.I., The Billboard Publishing Company, Dan Belloc, Bar-B-Frank Sales Company, Coral Records, Capitol Projector Corporation, Columbia Records, Capitol Records, The Cash Box, Decca Records, Downbeat and Double A. A. Record Company, Inc.

Grand Ole Opry, International Mutoscope Corporation; J. H. Keeney & Company; Bert Lane Company, Inc.; London Records, Mercury Records; National Juke Box Music, Inc.; National Rejection, Inc.; Permo, Inc.; D. W. Price Corporation, Rock-Ola Manufacturing Company, RCA Victor Records, Sentinel Radio Corporation; Star Title Strip Company, Inc.; J. P. Seeburg Company, Watco Records, Rudolph Wurlitzer Company, Williams Manufacturing Company and Label X Records.

The appearance of all major juke box manufacturers at the convention marked the first time in the history of MOA that all four were on hand.

Registered attendance hit 3,006, but Jack Mulligan, a director of MOA and chairman of the exhibit registration committee, said that the actual attendance was much higher.

A special meeting of the executive officers of MOA was held Wednesday evening to review the events of the convention and to set a meeting date in July, when next year's convention will be planned.

## EDITORIAL

### MOA's Success

We congratulate the Music Operators of America on its fifth annual convention in Chicago last week. It was a great success.

Easily the best MOA has held in terms of representation from the various segments of the music industry alone, the convention marked several important milestones in the young association's history.

It was the first year that the four phonograph manufacturers exhibited.

It was by far the best attended MOA convention held with over 3,000 registered.

It was the largest music industry convention ever held.

It was dramatic proof that such a convention fills a need for representatives of the music industry to get together to discuss common problems.

The broad music representation of machine manufacturers and distributors, record companies, artists, along with the significant sampling of publishers and songwriters and, of course, the large attendance of operators, showed that the convention has outgrown the factors which brought it into being.

### Copyright Main Issue

To be sure, the main issue in the business sessions was the copyright problem. And it will continue to be. We can understand why this is so.

But discussion, on and off the exhibit floor, was tied to record programming, extended play records, dime play, better record merchandising with printed title strips, new records.

We hope that MOA, which has shown its capacity to advance the cause of the music operator in public relations, for example, as well as national legislation, will broaden its effective scope to cover general operating problems, record programming. There are many problems common to all operators which MOA could help operators find answers to thru planned panel discussions at the convention.

Last week's convention did provide an excellent opportunity for music people to get together. The people who came to the convention included not only record and juke box people, artists and a sprinkling of publishers and songwriters, but even a surprising number of radio station people, disk jockeys, retail record store owners.

The product all of these people came to talk about was music—from creation to consumer—and how to improve it and sell more of it.

MOA, its executives and its president, George A. Miller, served the operator well by serving the music industry well at last week's convention.

## Diggs Intros Copyr't Measure in House

Identical to Thompson Bill, It Could Improve Chances of Committee Hearing

• Continued from page 14

Kilgore (D., W. Va.), chairman of the Senate Judiciary Committee, and nine fellow senators.

Representative Diggs, like Thompson, is a newcomer to the 84th Congress. Diggs is 33 years old (Thompson is 37). Prior to his election to the new Congress last November, Diggs served for three years as a member of the State Senate of Michigan (Thompson, a lawyer, served for five years in the New Jersey Legislature, where he was minority leader in the General Assembly).

The Diggs bill, like the Thompson bill, calls for creation of a 13-member federal fact-finding commission to study the Copyright Act of 1909 and recommend ways to modernize it.

### Appointments

Under the Thompson-Diggs bills, seven of the 13 members of the commission would be appointed by the President of the United States, three by the Vice-President and three by the Speaker of the House.

Under both bills, the commission would be expected to report to Congress in a year. Not more than two members of each of the two congressionally appointed groups could belong to the same political party, the bills specify, while not

more than four of the seven members appointed by the President would be members of the same party.

Representative Thompson several weeks ago requested a hearing on his fact-finding bill. His request went to Chairman Celler, of the House Judiciary Committee on Copyrights, Patents and Trademarks.

In a separate letter to Celler, Thompson asked that comments be obtained on the Thompson bill from several federal agencies, including the Federal Communications Commission and the Federal Trade Commission. This request is still unanswered.

### Kilgore Bill

Meanwhile, on the Senate side, the Kilgore bill to end the exemption of juke boxes from copyright royalty payments continues to face practically certain prospects for a hearing by the Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks.

The Senate Subcommittee headed by Sen. Joseph O'Mahoney (D., Wyo.), is awaiting reports from three federal agencies before attempting to schedule a hearing. The Subcommittee has requested comments on the Kilgore bill from the U. S. Office of Copyrights, the Justice Department and the State Department. It is expected that the U. S. Office of Copyrights will back the anti-juke box exemption bill, as it has done in previous years. Arthur Fisher, register of copyrights, has appeared at previous congressional hearings in support of legislation identical to the Kilgore bill.

Because of a big pile-up of letters requesting hearings on the bill, the Subcommittee is expected to grant an airing. Current strategy by proponents of the Kilgore bill calls for action on the Senate side first.

## Copyright Legislation Dominates Op Business Sessions at MOA Meet

Discussions Sparked by 4 Speakers; Assn. to Fight Anti-Exemption Bills

• Continued from page 14

Calif.) pointed up the responsibility of Congress in copyright legislation, and John W. Haddock, president, AMI, Inc., touched on the necessity of the juke box industry working together to fight the copyright bills now in Congress.

Levine, emphasizing the seriousness of the threat of the Kilgore bill to the juke box industry, declared: "Juke box operators and the entire industry are faced in 1955 with the most serious effort by the performance rights organizations to change the copyright act—S. 590, a blanket-type amendment to remove the exemption."

Referring to the 10 senators who co-sponsored the Kilgore bill, Levine pointed out that their number totals more than 10 per cent of the Senate committed to the bill and that since "99 out of 100" bills handled by a subcommittee are passed with less support, the Kilgore bill represents a real threat to the juke box industry.

### MOA Stand

Stating that MOA is on record as opposed to the Thompson Presidential Fact Finding bill, Levine declared: "This bill seeks to do by indirection what the Kilgore bill would do directly."

Levine said that MOA was emphatically against the appointment of a Federal Fact Finding Commission as recommended by The Billboard. "We (MOA) are opposed to any bill which seeks to change the Copyright Act of 1909 which we believe is fair and equitable. Proof that it is fair and

equitable is that the music industry is growing, that there are more publishers, songwriters, record companies and hit tunes today than ever before."

He stated that the 1909 act makes operating juke boxes without paying performance fees legal and that ASCAP, BMI and SESAC have been "trying for years to get music operators to pay (performance) royalties in addition to mechanical payments already being paid."

### Bargaining Tool

If and when the Kilgore bill would pass, Levine said that NJBM would provide MOA with a strong bargaining tool to use in negotiating with licensing organizations.

In conclusion, Levine said: "MOA can promise operators one thing for certain: While there can be no guarantee of the results, MOA will fight all legislation detrimental to the juke box industry."

Stark, in a talk outlining the reasons for The Billboard's Fact Finding Commission recommendation, told the operators: "The Billboard cannot disagree with the stand taken by your MOA officers and by the phonograph manufacturers, since obviously the current exemption, in effect since 1909, is a law which is on your side. And, equally obvious, to endorse fact finding or to take any other stand than that the law is on your side would be an admission that the law should be changed." (The complete text of Stark's speech appears elsewhere in this issue.)

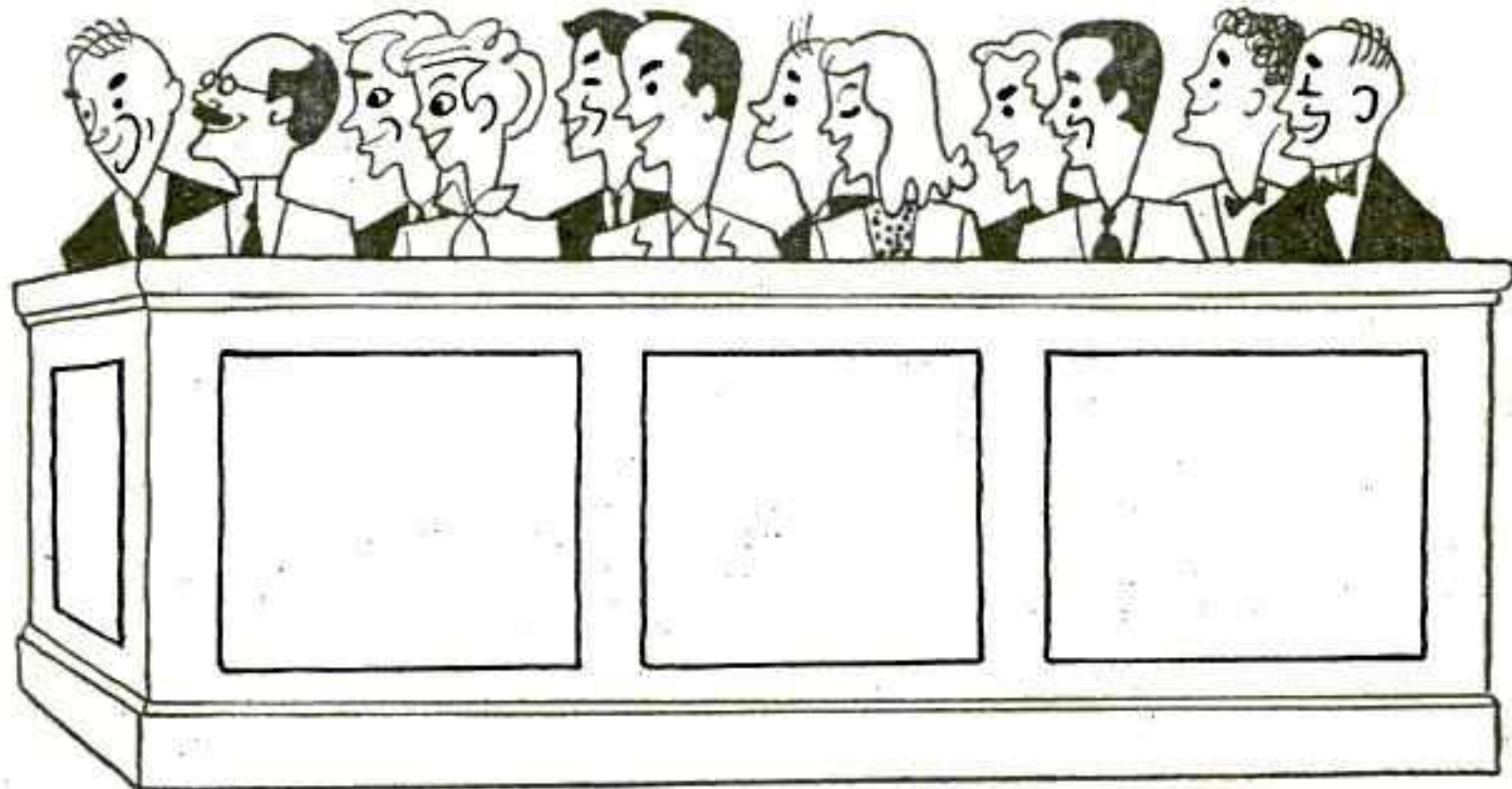
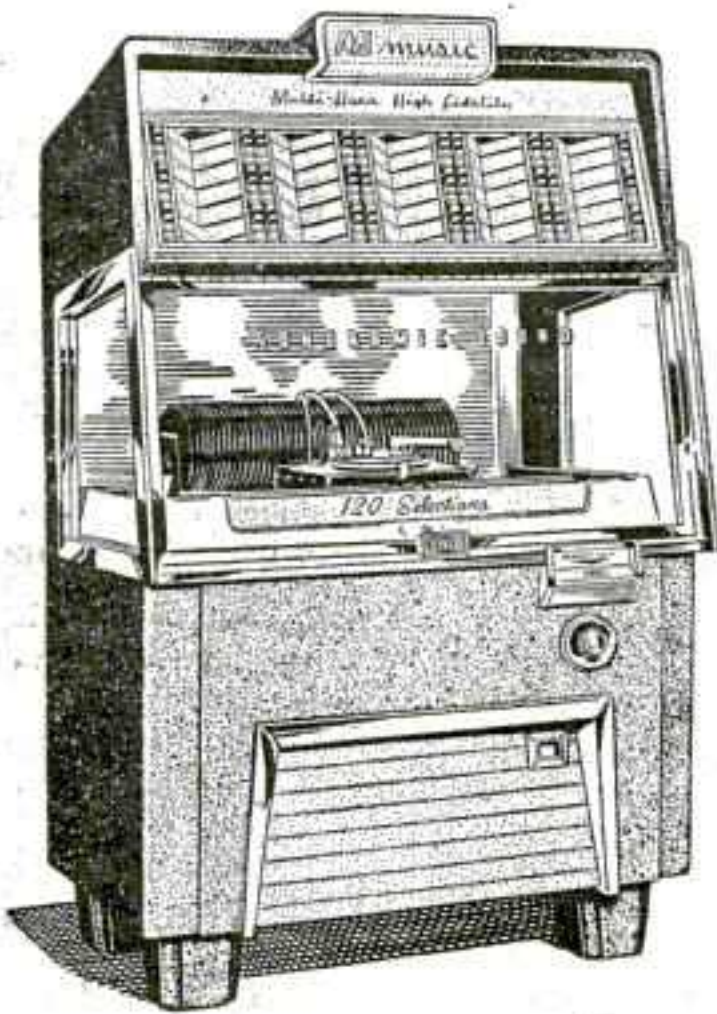
Stating The Billboard's position, Stark declared that "the Kilgore Senate bill and the Thompson house bill, calling for the removal of the juke box exemption, should not be passed and that The Billboard does not believe that simple removal of the exemption is not the way to reach a solution."

"The Billboard believes that the 1909 exemption is wrong and that the principle of performance rights should be recognized. But two wrongs do not make a right. The Billboard recognizes that it would be an even greater wrong if the exemption were removed, exposing juke box operators to the mercies of a virtual monopoly. We do not believe that any change should be made in the existing law until such time as guaranteed safeguards have been erected so that you as users of music can deal as equals, individually or collectively, with the immensely powerful licensing organizations and that safeguards must protect you from indefinite and unreasonable fees present and future.

"The Billboard found that one form of investigation," Stark explained, "that of a Presidential Fact Finding Commission, was probably the most free and unbiased way of seeking answers to problems of this kind."

George A. Miller, MOA president, and Barney Young, NJBM head, stated that a third performance rights society—with the co-operation of the nation's music operators—would give MOA a strong bargaining position in the event that an anti-juke box exemp-

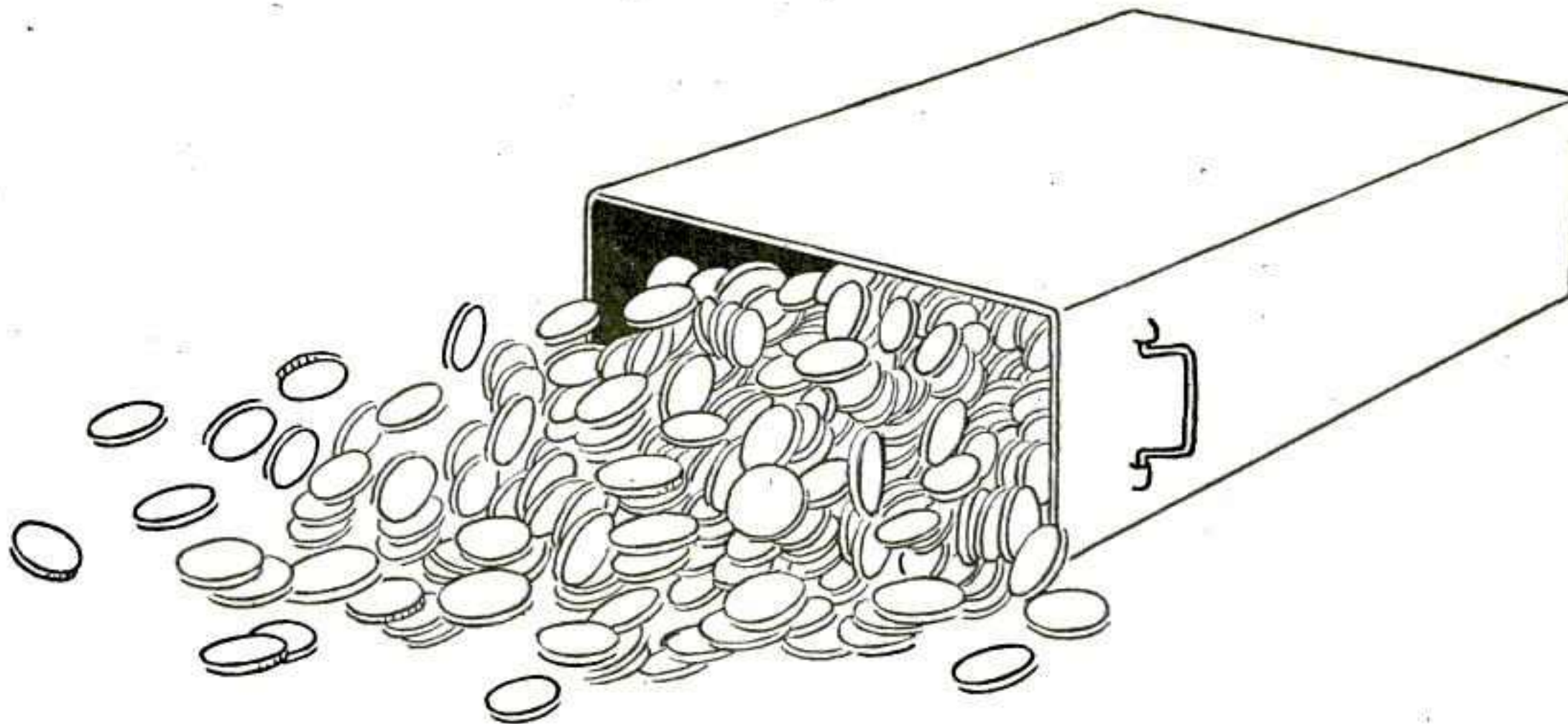




*The PUBLIC is the Jury*



*The CASH BOX is the Verdict*



Originator of the Automatic Selective Juke Box in 1927  
 AHEAD THEN — AHEAD NOW

**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.



AN OPERATOR FROM NEW YORK, N. Y., WRITES:

"I put new life into my Seeburg M100-A's when I converted to 45 rpm. The best investment I ever made!"

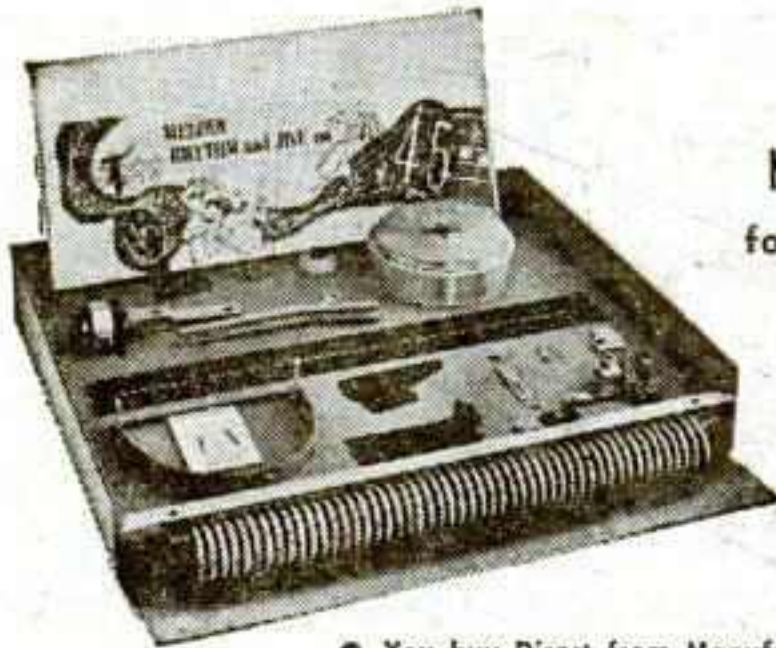


This operator—and hundreds of others in recent weeks—converted their Seeburg M100-A's to 45 rpm play quickly, easily and cheaply with the Nelson

Modernization Kit. Conversion enables these alert operators to take full advantage of the new break in 45 rpm disk prices . . . and pay for modernization out of savings in record costs. Check the facts for yourself. Compare the advantages of 45-play with the low cost of conversion. Remember, the price of the Nelson Modernization Kit is all you pay . . . there are no extras . . . no installation fees. Do it yourself—and make conversion pay more!

45 rpm PLAY BRINGS OPERATORS

- . . . Advantages of Disk Price Reduction
- . . . Better Sound Reproduction
- . . . Longer Record Wear
- . . . Less Storage Space
- . . . Opportunity to Ease into Dime Play thru 45 EPs



**NELSON MODERNIZATION KIT**  
for Seeburg M100-A  
to 45 rpm

**\$59.50**

f.o.b. Los Angeles

- You buy Direct from Manufacturer . . . at lowest possible cost!
- Install-It-Yourself . . . in approximately one hour!
- Kit comes complete . . . no extras to buy!
- Enables Operators to buy good used Seeburg M100-A's and upgrade locations.

FILL OUT AND RETURN THIS TODAY!  
SPECIAL MONEY-BACK ORDER FORM

**D. W. PRICE CORP. Manufacturers**

11161 W. PICO BLVD. LOS ANGELES 64, CALIFORNIA

Count me in! Rush me my Nelson Modernization Kit(s) as I have indicated below. I accept your guarantee that Kit will be in perfect mechanical condition and adaptable to the Seeburg M100-A. I understand after installing the Nelson Modernization Kit on Seeburg M100-A and giving it a 10-day trial on location, if for any reason I am not entirely satisfied with results, I may return this kit within a period of 30 days after original purchase, prepaid, and you will refund entire purchase price of \$59.50.

- Here's my check/money order in the amount of \$\_\_\_\_\_ AS FULL PAYMENT for \_\_\_\_\_ Nelson Modernization Kit(s) at \$59.50 ea. Shipped prepaid if check in advance.
- Here's my check/money order as 1/3 deposit in the amount of \$\_\_\_\_\_ for \_\_\_\_\_ Nelson Modernization Kit(s). Balance will be paid C.O.D. Ship collect.
- Ship me \_\_\_\_\_ Nelson Modernization Kit(s). I will make full payment C.O.D. Ship collect.

NAME \_\_\_\_\_  
COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

# Rock-Ola Unveils New 120-Selection Phono, Model 1448

Features All New Cabinet Design, Extended Selector Panel, Hi-Fi

CHICAGO, April 2.—Music operators attending the MOA convention in Chicago this week had a sneak preview of the new Rock-Ola 120-selection, Model 1448.

The phonograph will be unveiled to operators thruout the country around April 24, when all distributors will hold operator showings.

Model 1448 presents a radical change in cabinet design, compared to previous Rock-Ola models. The back of the cabinet sweeps forward near the top of the machine, giving a rounded over hand effect. The front glass of the dome meets the swept forward back just above the record mechanism. The dress panel curves upward at the rear of the machine meeting the front glass of the dome.

The cabinet measures 55 3/4 inches high, 30 1/2 inches wide

and 27 inches deep. Uncrated, the machine weighs 335 pounds, domestic shipping weight is 385 pounds and export weight is 395 pounds.

**Color Scheme**

The color scheme on the new phonograph cabinet is blond toned Honduras mahogany trimmed in French burr walnut. The selector buttons are colored black and gold, alternating in pairs. The front of the cabinet is divided into three sections by vertical glass louvres. Illumination comes from under the selector panel, rather than from vertical pilasters.

The selector panel has also been changed considerably. The panel has been extended, increasing the selections from 30 to 40 in each row. As a result, only three program selections are offered instead of four. The title strips are set at an angle, slanting to the right of the selector buttons.

A new 15-inch speaker, matched with a heavy-cast rectangular horn loaded compression drive unit supplies the high-fidelity sound.

As in the previous models, the 1448 features the revolving record drum. The unit is geared exclusively for 45 r.p.m. disks.

Auxiliary equipment with the new model includes the 120-selection Rock-Ola Wall Box and the Super-Tonette Speaker.

Wayne T. Bradfield, advertising and sales promotion manager of Rock-Ola, said that operator and distributor enthusiasm was judged to be higher than at any previous new model showing.

## AMI Appoints C. R. Burgess Marketing V.P.

GRAND RAPIDS, Mich., April 2.—AMI, Inc., named Charles R. Burgess vice-president in charge of marketing, a newly created post,



C. R. BURGESS

John W. Haddock, president, announced this week.

Burgess will have general supervision of AMI's distributor organization. (Continued on page 149)

## 8 Wax Firms, 65 Artists OK New Pic Strips

CHICAGO, April 2.—Del Haun, head of Star Title Strip Company, introduced his new Pic Strips, title strips featuring pictures of artists alongside of the tune titles, to operators, distributors, manufacturers and record representatives at the MOA convention here this week.

Response to the new strips, Haun said, was good. He said that he now had 65 artists representing eight record labels signed up for his new service.

The labels are RCA Victor, Decca, Capitol, Columbia, M-G-M, Mercury, Dot and Coral. Of the 65 artists, 56 are classed as pop singers, five country and western and four rhythm and blues.

Haun said that he was leaving for New York next week to talk over his service with Label X and Epic.

## Rock-Ola Names E. W. Ristau New Sales Head

CHICAGO, April 2.—David C. Rockola announced this week the appointment of Edward W. Ristau as director of sales in all divisions of the Rock-Ola Manufacturing Corporation.

Ristau comes to Rock-Ola from the Rockwell Manufacturing Company, Pittsburgh. He first served as general manager, Rockwell Tools, Inc., Columbus, O., a subsidiary, before his appointment to the management and operation staff of the parent company as vice-president.

Prior to joining Rockwell he was vice-president of the Cummins-Chicago Corporation, and held several executive positions with the Skil Corporation with which he was associated for over 17 years.

## Sandler Distrib Changes Managers In Two Cities

MINNEAPOLIS, April 2.—Managerial changes in the Minneapolis and Des Moines offices of Sandler Distributing Company, Wurlitzer jobbers, were announced this week by Irving Sandler, head of the firm.

James Hunter, formerly in the Wurlitzer credit department at North Tonawanda, N. Y., has been appointed manager of the Des Moines office.

Arnold Sandler, who opened the Minneapolis office for Sandler in June, 1953, has left the company and temporarily Irving Sandler has taken charge of the Minneapolis office. Sandler said he plans to bring in an experienced assistant, thus enabling him to travel between the two offices.

## INFO ON DIGGS, THE LATEST IN COPYRIGHT ACT

WASHINGTON, April 2.—Rep. Charles C. Diggs Jr. (D., Mich.) who hopped a bill this week identical to the Thompson federal copyright fact-finding bill (see separate story), is a native of Detroit and is a freshman member of the House.

Neither Diggs nor Thompson is a member of the House Judiciary Committee which has jurisdiction over copyright legislation. Diggs is a member of the House Committee on Interior and Insular Affairs and of the House Committee on Veterans' Affairs. Thompson is a member of the House Education and Labor Committee and the House Committee on House Administration.

Diggs was born in Detroit on December 2, 1922, and he attended public schools there. He attended the University of Michigan in 1940 thru the year 1942, and enrolled at Fisk University in Nashville in the fall of 1942. While a student there he entered the Army as a private in February, 1943. He rose thru the ranks and was discharged as a second lieutenant on June 1, 1945.

In September, 1945, he enrolled in the Wayne University, school of Mortuary Science, in Detroit, and finished the course in June, 1946. He became a licensed mortician and is now president of a large undertaking establishment. He was elected to Congress last November from Michigan's 9th Congressional District.

## MOA OK's Sponsor Of Licensing Body

• Continued from page 14

used the term "performing rights society" in describing NJBM. Some of the more alert in the audience recognized a contradiction in terms, inasmuch as Barney Young, in much of his activity, has seemingly been bent on destroying the principle of performing rights.

Some six or eight months ago Young had offered the broadcasters a gratis license in return for the promotional value of their broadcasts. The license to operators would, of course, also be gratis. Nevertheless, when Columbia Records' artists and repertoire chief, Mitch Miller, raised the question as to how the new organization would provide an incentive to writers, it was stated that broadcasters and other users would be charged performing rights. This seemed okay to the operators. It was also stated that sheet music would be sold, thus providing additional incentive to writers.

Another vague area of talk centered around a discussion by MOA delegates to the effect that operators—in the event the Kilgore Bill was passed—would be required to pay a full blanket license to ASCAP, even tho they used much other material—presumably NJBM material.

Barney Young likened the MOA-sponsored tax-free music pool to a "stockpile of A-bombs." He said, "The time to act is now." And when the MOA voted affirmatively, he added, "Music Operators of America, may I say we are making history?"

Young said disks would be delivered three weeks after receipt of orders. There was no clear answer to the query as to who would select the tunes. The next release it was stated, could be expected in three or four weeks, and after that there would be a concentration on one disk every two or three months.

"Who will sing the songs?" was one query, "pop artists," was the answer.

Earlier in the session, Miller expressed regret that the operators did not sufficiently support NJBM's first release. "Have one of your own dogs in the boxes," he said.



**From all over the country  
routemen praise the  
famous ROCK-OLA  
Service-Free  
Mechanism!**

**ROCK-OLA**  
Famous Service Free Mechanism  
Ask Your Route Man... He Knows!

Here's what Bill Fisher of  
Coin-a-Matic Music Co.  
of Omaha says...



I prefer Rock-Ola phonographs to other makes because of the minimum of maintenance required to produce the maximum results. We have had amazingly few service calls in the operation of Rock-Ola. I believe Rock-Ola has finally produced an operator's service man who can go home and spend the time with his family instead of the fearful ring of the telephone. The operation of Rock-Ola Hi-Fidelity phonographs have among our locations and the cash box has proven to this service man that

...operator's service man spend the time with his family instead of the fearful ring of the telephone. The operation of Rock-Ola Hi-Fidelity phonographs have among our locations and the cash box has proven to this service man that

**ROCK-OLA MFG. CORP.**  
800 N. KEDZIE AVE. • CHICAGO 51

pace with popu  
my five years of  
the Gordon S

Here's what Olin E. Spikes  
of  
Lambert Music Company  
of Auburn, Alabama says:



"I have serviced a lot of different makes and models. In studying these machines I have made a mental note of the changes I would have made, had I engineered the machine and brother I have found plenty of changes that have changed. In the end, I find no other machine and it is they go

**ROCK-OLA**  
Famous Service Free Mechanism  
Ask Your Route Man... He Knows!

Here's what K. V. Medrud of the DAN THE MUSIC MAN Inc. organization of Pocatello, Idaho, says:



Here is what E. L. Whipple and M. L. Whipple of Whipple Music Co., Columbus, Georgia says about ROCK-OLA Hi-Fidelity Music



- WE LIKE ROCK-OLA PHONOGRAPHS BECAUSE:**
1. Our service calls have been reduced to a minimum since we started using ROCK-OLAS
  2. It is so easy to change records on a ROCK-OLA
  3. The playmeter, a routeman's infallible guide to the revenue producers, is ideally situated
  4. Our locations are well pleased with the small amount of valuable floor space required for the ROCK-OLA
  5. The installation of a new ROCK-OLA has repeatedly increased the revenue from locations.
- E. L. WHIPPLE • M. L. WHIPPLE  
WHIPPLE MUSIC COMPANY

For further information write  
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**ROCK-OLA**  
Famous Service Free Mechanism  
Ask Your Route Man... He Knows!

Here is what Leonard Appel of Commonwealth Music Company of Brighton, Massachusetts Says:



"I've said it before and I'll say it again... the Rock-Ola 20-selection... in my route... en headache, hanging simpli... believe... Rock-Ola."  
Leonard Appel

Here's what Leo J. Freidel, routeman for Gordon Strout Company, Pierre, So. Dakota says about ROCK-OLA Hi-Fidelity Music



"You asked me how I like the New Rock-Ola. One thing sure, they cause us no trouble at all. It is a small neat package that fits in well anywhere. Hi-Fi has now been added to keep it far fancy and

**ROCK-OLA**  
FAMOUS SERVICE-FREE MECHANISM  
Ask Your Route Man... He Knows!

Here's what Tony Vance of Brilliant Music Company of Detroit says:



"A phonograph for me especially has to be trouble free, easy record changing because I do my own servicing. That is why I recommend Rock-Ola phonograph as the finest piece of equipment I have ever handled."

For information write  
**ROCK-OLA MFG. CORP.**  
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CHICAGO 51

**ROCK-OLA**  
MANUFACTURING CORP.  
800 N. KEDZIE AVE. CHICAGO 51

See the New Model 1448  
at Your **ROCK-OLA** Distributor's  
Show Room April 24th and 25th  
**INTERNATIONAL ROCK-OLA DAYS**





GEORGE A. MILLER, president and general business manager of MOA, crowns Sonny Graham Miss Juke Box of 1955 before a capacity crowd of over 1,000 attending the annual music operators' banquet in the Terrace Casino at the Morrison Hotel. Sidney H. Levine, legal counselor of MOA, shakes the hand of the winner. This portion of the banquet was aired over ABC network. The winner was selected on the basis of voting by music operators. Three finalists were brought to Chicago for the contest.

# Why Fact-Finding: Stark MOA Speech

(Editor's Note: Because of the unusual interest in the address made at the convention of Music Operators of America by Hilmer Stark, general manager of The Billboard's coin machine division, the complete text of his speech follows.)

Copyright legislation is one of the uppermost thoughts in your mind. Since I represent The Billboard, you will want to know why The Billboard has proposed fact-finding.

Let me preface my remarks by stating that we on The Billboard cannot disagree with the stand taken by your MOA officers and by the phonograph manufacturers since obviously the current exemption, in effect since 1909, is a law which is on your side. And, equally obviously, to endorse fact-finding or to take any other stand would be an admission that the law should be changed.

Why, then, does The Billboard propose fact-finding? One good reason is that we believe it's time to settle this problem. We can and have placed ourselves in a position where a sincere and honest conviction may lead to a solution of this controversy.

It is interesting to note that the stand we have adopted has had two results:

1. We are charged by those

who seek to obtain a performance right from the juke box industry that we have instituted a delaying action—that a Presidential Fact-Finding Commission could take two or three years to study copyrights and reach some conclusions.

2. On the other hand, there have been charges that we seek to lead the juke box industry down the primrose path to excessive performance royalty payments to ASCAP and BMI.

### Unpopular Stand

In other words, the stand we have taken is not popular with the leaders in either camp. By setting aside any commercial impulses to sell advertising, we prove we are sincere in the concept of solving this problem that I will unfold to you today.

Just why did The Billboard propose fact-finding. Development of this policy came after years of study and deliberation. A policy for the good of our readers, not only juke box operators, but every segment of the music industry—authors, composers, publishers, record companies and others.

The Billboard believes that the 1909 exemption is wrong.

But two wrongs do not make a right! The Billboard recognizes that it would be an even greater

(Continued on page 147)

## OPS CROWN SONNY GRAHAM MISS JUKE BOX

CHICAGO, April 2.—Music operators crowned Sonny Graham, of New York, Miss Juke Box of 1955, during their fifth annual convention here, at the Morrison this week. It was the first such award ever given by music operators.

Miss Graham was one of three finalists in a contest sponsored by RCA Victor and MOA. Operators selected the winner on the basis of voting. Records of the three contestants were played continuously in RCA's exhibit booth, and operators met the girls, listened to their songs, and made their choice.

The winner was announced Tuesday evening at the annual banquet, held in the Terrace Casino in the Morrison Hotel. George A. Miller, president of MOA, awarded her with the crown and an RCA representative presented her with an RCA contract.

The other finalists were Ginny Dennis, of North Hollywood, and Kay Malone, of Beverly Hills, Calif.

## Sked Dime Play In 4 Montana Cities April 18

CHICAGO, April 2.—Music operators in four Northern Montana cities will begin converting to dime play on or about April 18, according to Martin Britz, operator in Great Falls.

The cities are Great Falls, Helena, Havre and Shelby. Britz, who is an executive officer of Music Operators of America, said that he expected each of the territories to convert on a block-by-block basis.

Operators in Great Falls, Britz said, were behind the decision 100 per cent.

In each of the areas, newspaper advertisements are expected to be used to condition the public to the change. Each will cite rising costs as the reason for the move.

Circulars will also be distributed to all location owners before the move begins, explaining the reasons for the change. And another method to be used to aid conversions, Britz stated, would be the installation of EP disks.

## Coral Skeds Promotional Push in EP's

CHICAGO, April 2.—Coral Records will soon launch a concerted promotional drive in the field of EP's. To be featured are six disks recorded by top Coral artists.

The disks will be sold as singles only to both operators and retail dealers, regular prices will prevail.

The artists are the McGuire Sisters, Teresa Brewer, the Lancers, Don Cornell, Lawrence Welk and Georgie Auld. Each artist will record four top hits on each record.

## MOA SHOW GETS DEEJAY SUPPORT

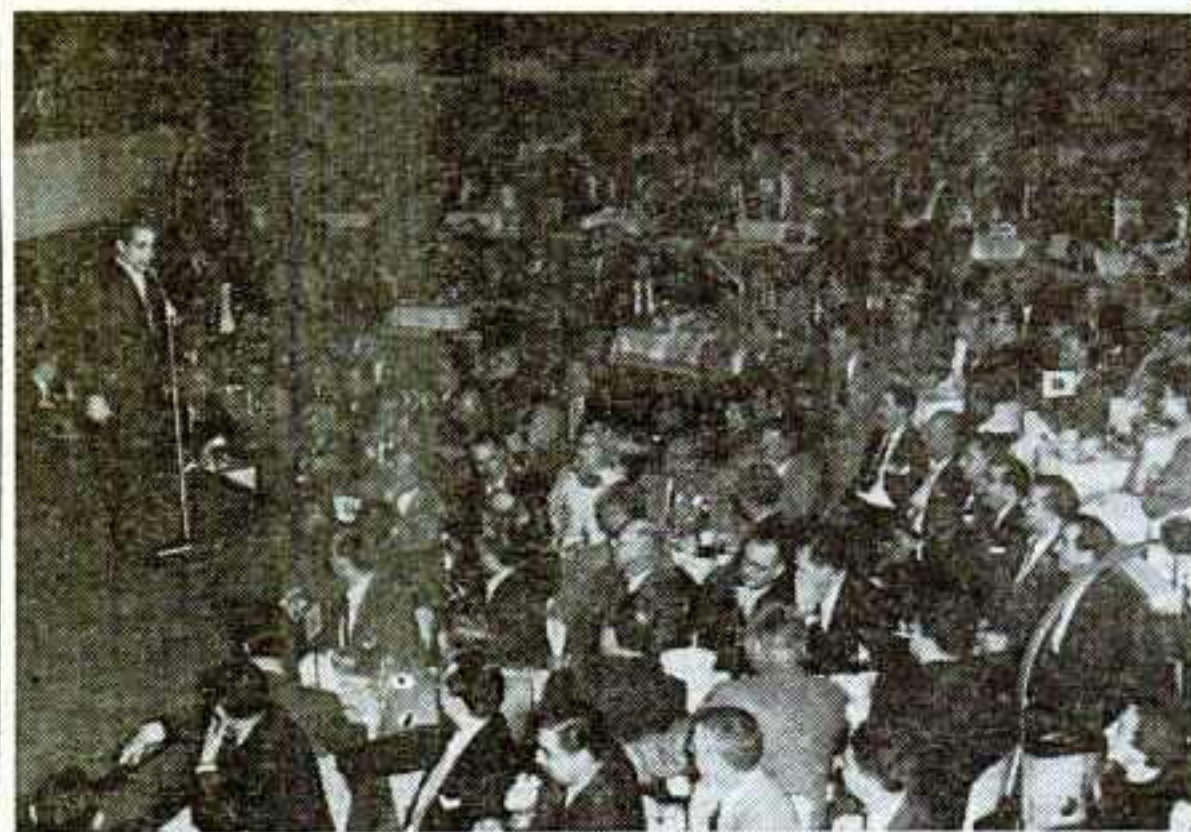
CHICAGO, April 2.—The Music Operators of America convention held at the Morrison Hotel here this week was well bolstered by the local deejays and newspaper columnists.

Tributes were paid to the show by deejays Josh Brady, WBBM; Jack Eigan, WMAQ, and Howard Miller, WIND. Tony Weitzel, Chicago Daily News columnist, added his support.

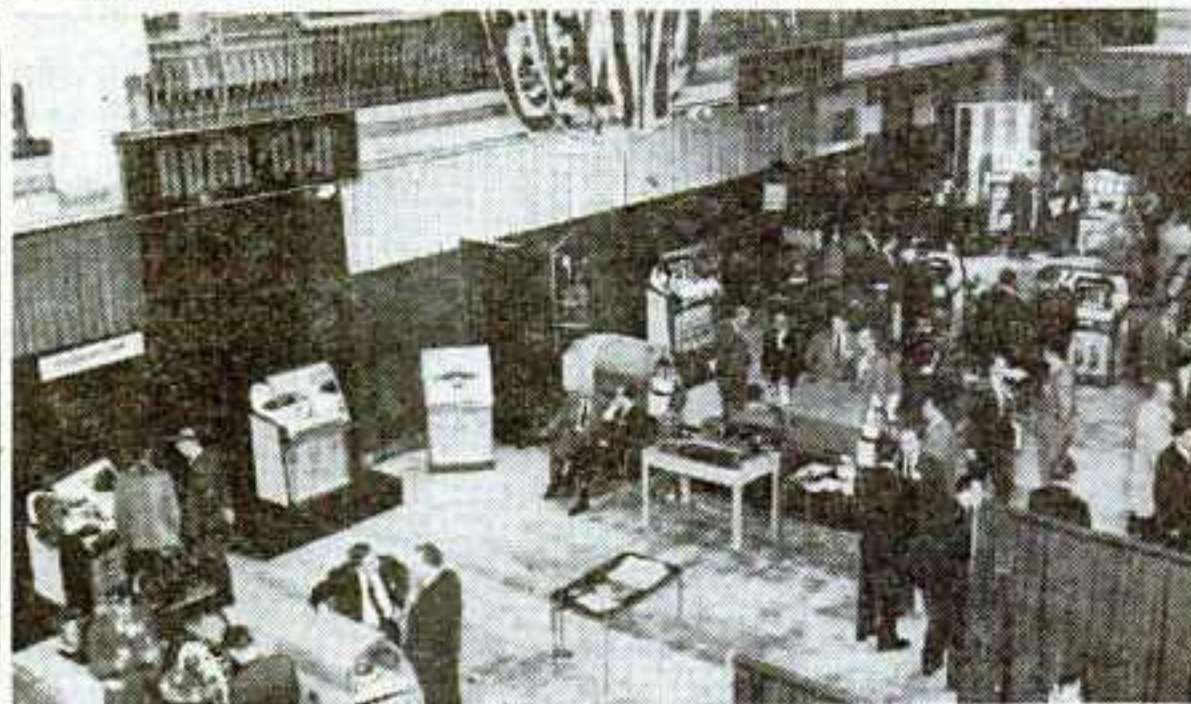
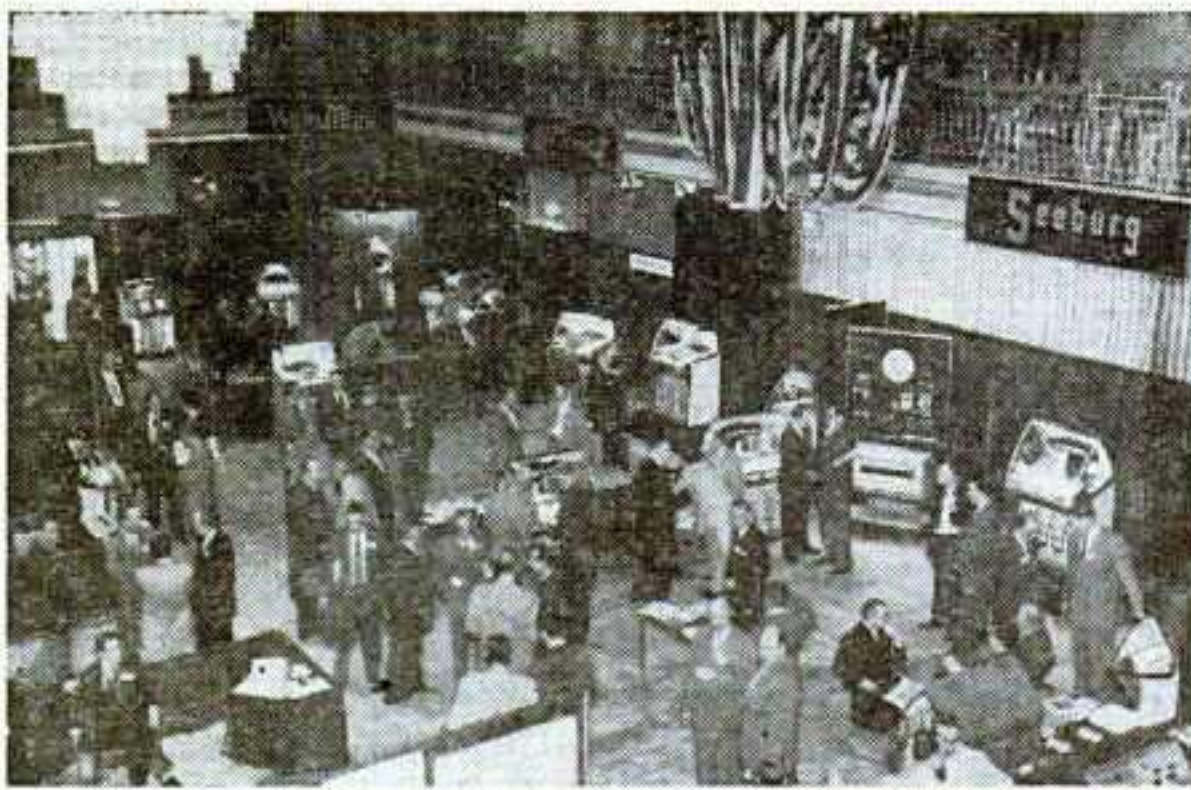
## THE BILLBOARD INDEX ADVERTISED USED MACHINE PRICES MUSIC MACHINES

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.

AMI	Issue of April 2	Issue of Mar. 26	Issue of Mar. 19	Issue of Mar. 12
Model C 40	\$195.00	175.00		
Model D-40	275.00			
Model E 40		400.00		
Model E 80		450.00		
Model A	99.50 100.00	\$99.50(2)	\$99.50	\$99.50 100.00
	115.00			119.50 125.00
Model B	169.00 195.00	185.00		175.00 200.00
Model C	175.00 189.00	215.00		174.50 175.00
	195.00			195.00(2)
				199.50 215.00
Model D-40	275.00 300.00	250.00 295.00	295.00 300.00	275.00
		300.00		295.00(2)
				300.00
Model D-80	350.00 375.00	350.00 365.00	375.00	375.00(2)
		375.00		395.00
Model E 120	650.00	500.00		595.00(2)
	675.00(2)			
<b>EVANS</b>				
Constellation		175.00		175.00
<b>MILLS</b>				
Constellation				75.00
<b>ROCK-OLA</b>				
Comet	725.00	725.00	725.00	
Comet 1438	675.00			
1422	49.50	49.50 50.00		49.50 50.00
1426	89.50	75.00		49.50 65.00
				69.50
1428	150.00	119.50 150.00	150.00	125.00 150.00
1432		250.00	219.50	229.50
1434 Rockets	300.00 325.00	325.00	325.00	325.00
1436	395.00			300.00
1436-A, 45 RPM	345.00			325.00
1436-A, 75 RPM	275.00			
1436, 78 RPM				
<b>SEEBURG</b>				
H-146-Hideaway	50.00	25.00 50.00	35.00	35.00(2)
H-147-Hideaway	65.00	25.00 65.00	50.00	35.00 50.00
H-148-Hideaway	75.00	35.00 75.00	65.00	65.00
HM 100-A Hideaway	275.00	275.00		
M 100-A (78 RPM)	325.00	325.00 349.50	349.50 375.00	349.50 350.00
	349.50(2)	350.00 375.00		375.00(2)
	350.00 375.00			395.00
	425.00			
M 100 B	525.00 550.00	500.00 525.00	525.00 569.50	525.00 565.00
	569.50 575.00	569.50 575.00	575.00	569.50
				575.00(2)
M-100-BL	595.00 600.00	600.00	600.00	600.00
M-100-C		650.00(2)	650.00	650.00
146	49.50	49.50		
147		69.50		74.50
147-M				75.00
148	125.00		125.00	125.00
148 ML	159.00	159.00	159.00	109.50 129.00
<b>WURLITZER</b>				
1015	54.50 95.00	54.50 75.00(2)	75.00 99.50	50.00(2) 75.00
	99.50 75.00(2)	99.50	105.00	99.50
	100.00	89.50		
1017 Hideaway				50.00 69.50
1080				119.50 135.00
1100	125.00	119.50 140.00	185.00	119.50 135.00
	150.00(3)	150.00(2)		185.00
	175.00			
1200			209.00	
1250	195.00 199.50	195.00 199.50	199.50	175.00 199.50
		225.00		
1400	295.00	279.50(2)		304.50 325.00
	325.00(2)	325.00(2)		
1450	325.00			
1500	375.00	345.00 369.50	395.00 425.00	375.00 384.50
	395.00(2)	395.00(2)	445.00	395.00 425.00
	425.00(2)	425.00		445.00
	445.00			
1500-A	495.00(2)	495.00		484.50
1517 A Hideaway		350.00		
1550	545.00	425.00	425.00	425.00
1650	425.00			



A CAPACITY CROWD of over 1,000 persons jammed the Terrace Casino in the Morrison Hotel here last week for the fifth MOA banquet, held in conjunction with the annual convention. A four-hour show featuring 25 top name artists left guests a little starry-eyed. Here, Perry Como, RCA Victor star, does a solo for the crowd. Como brought the Ray Charles Singers with him from New York for the show.



OPERATORS, DISTRIBUTORS, record representatives crowded the exhibit floor of the MOA convention in Chicago last week, registration hitting over the 3,000 mark. Exhibiting at the convention for the first time in MOA's history were the four major juke box manufacturers. Pictures here were taken from the balcony circling the one portion of the exhibit floor.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES



# Wurlitzer Dynatone Sound UNMASKS THE MUSIC

## UNVEILS THE BIG MONEY

Take any location. The big money's there . . . if you can only uncover it. And that's what the great new Wurlitzer 1800's Dynatone Sound System is designed to do. With greater speaker cone area than any other juke box, a perfect balance between pick-up, amplifier, baffle and speaker capacity, it takes the mask off the music, makes people want to pay to hear the 1800 play. But that's not all. Brilliant styling, gorgeous cabinet colors, intriguing Carousel Changer, and many other extra features combine with high fidelity Dynatone Sound to make the Wurlitzer 1800 the greatest money-maker of all time.

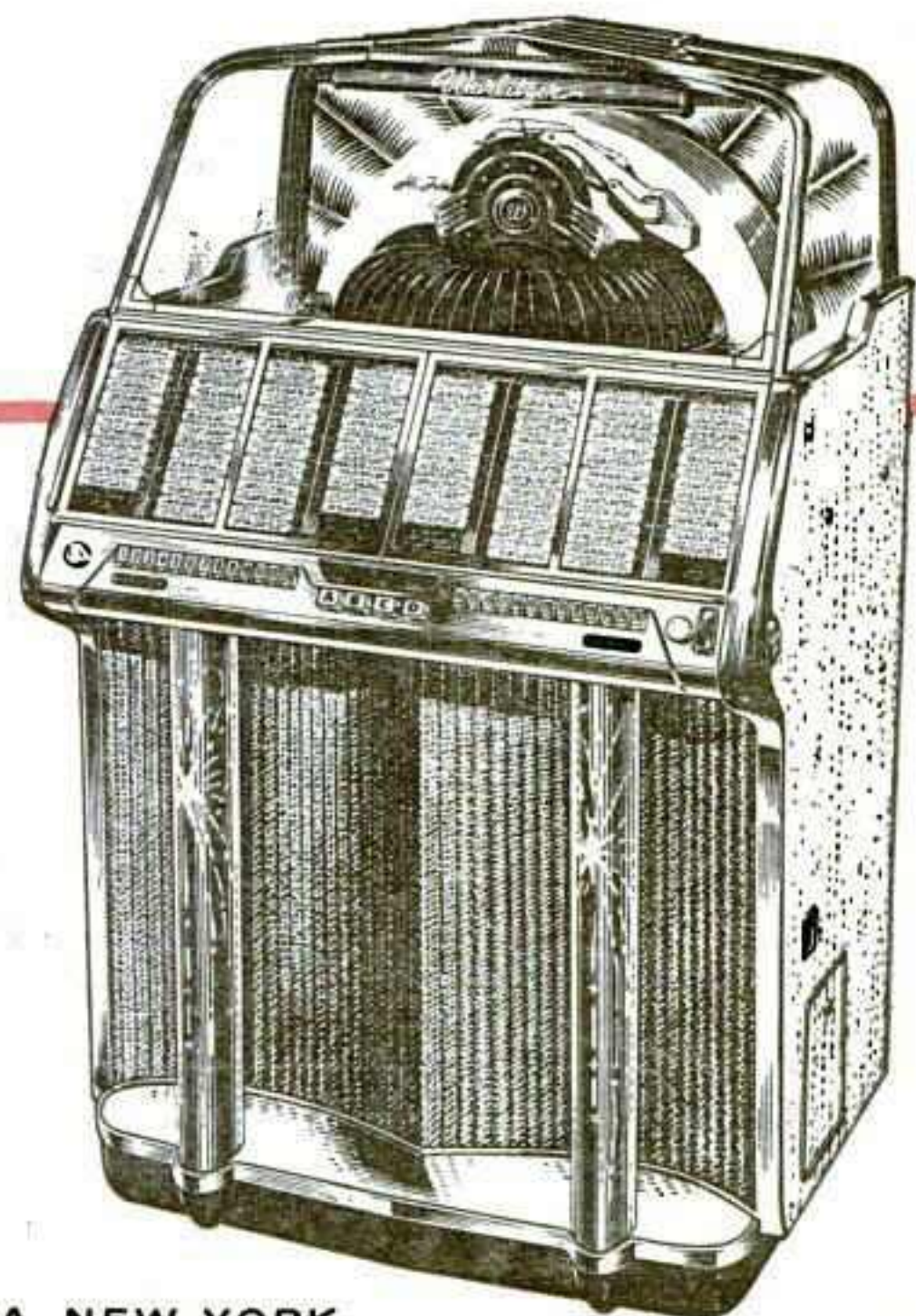
**GET INTO THE  
BIG MONEY  
WITH THE  
Wurlitzer 1800**



DYNATONE SOUND TAKES THE MASK OFF  
THE MUSIC MORE THAN EVER BEFORE

See Your Wurlitzer Distributor

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK  
Established 1856





## NATD: Venders Vital Factor In Tobacco Distrib Future

### Cig Machs. Provide Control of Local Market Via Re-Sale, Lease, Self-Op

By FRED AMANN

CHICAGO, April 2.—Cigarettes, the "how" and "why" of vending the product, dominated the Automatic Merchandising panel discussion during the National Association of Tobacco Distributors convention at the Conrad Hilton here March 29-April 1.

It was accentuated during the almost two-hour long session:

The tobacco wholesaler belongs in vending.

He belongs in vending because it will protect his control of tobacco (cigarette) sales in his area.

Direct sales—or any other means of getting cigarette vending equipment in a location—should be employed.

The latter premise, unlike previous years, did not draw "violent reaction" from the wholesalers, wholesaler-operators and operators in the audience. Of the five questions from the floor directed toward panel speakers during the question and answer period, not one took issue with the location sale statement.

(In announcing discussions of cigarette vending, NATD declared prior to the convention: "The most contentious issue facing the industry . . . is that of direct machine sales to locations. To disregard the

problem is tantamount to refusing to face a series of facts that may well determine the future of automatic merchandising.")

**"Operate, By All Means"**

Bernard F. Gawley, Binghamton Tobacco Company, Binghamton, N. Y., one of the 10 panel speakers, declared: "If a location is determined to 'own its own' after the operator explains the full picture, then the operator should get a machine in that location on the latter's terms to protect his cigarette business."

Gawley, however, has set up a program to discourage direct sales. Because the main incentive in modern cigarette merchandising is vending, he attempts to retain as much control over that means of selling as possible.

A booklet prepared by Gawley carries the idea: "You (the location)" *(Continued on page 143)*

## Stoner Shows New Sandwich Unit at NATD

CHICAGO, April 2.—After a two-year lapse Stoner Manufacturing Corporation displayed a refrigerated sandwich vender this week. The revised model, shown at the NATD convention here, features six selections, 120 sandwich capacity and a vending price range from 15 to 40 cents.

The new model, however, has not been scheduled for a definite production date. Stoner officials declined to comment on whether the unit would be offered to operators this year.

An earlier Stoner refrigerated sandwich unit, bowed at a National Automatic Merchandising Association convention, offered five selections, 100 sandwich capacity.

Price variations for each of the six columns in the new model can be adjusted without tools. A sliding price selector panel on the inside of the outer front door manually sets prices for individual columns.

Production models shown by Stoner at the tobacco show included its seven and 11-column cigarette machines, eight and six-column candy units, its eight-column cookie, coffee, pastry and six-column penny gum unit.

## Lehigh Bows New 5c Gum, Cigar Machs.

CHICAGO, April 2.—Lehigh Foundries, Inc., introduced new nickel gum-mint and quarter pack cigar venders at the NATD convention this week. Using the basic Ad-A-Unit cabinets, the units may be side-mounted on larger vending equipment, used singly as a stand or counter unit, or double mounted on a common stand.

The gum-mint model offers four selections, has 240 pack capacity. The cigar unit—designed for small cigar packages of five each for a quarter—has 40 pack capacity.

Price for either model has not yet been set. Production on both will get underway by the end of April.

Cabinet dimensions follow those of the firm's original cigarette and cookie Ad-A-Units: 36¼ inches high, 7¼ inches wide and 10½ inches deep.

## Mills Schedules Sales Meeting

CHICAGO, April 2.—Mills Industries, Inc., will hold a national sales meeting at its new North Avenue headquarters here April 11-13.

Approximately 27 sales personnel will attend, representing the full line of Mills' vender and ice cream equipment.

## Giftagraph Set for Union Sta., Wash.

### Union News Tests Pay-Off in Penn and Grand Central Stations; Toys Best Items

NEW YORK, April 2.—Union Station, Washington, has been selected as the third location for the Giftagraph, a vending machine which is bound by none of the traditional limitations as to price, size, shape or texture of items sold.

The vender, operated and made exclusively for the Union News Company, was introduced here in December, 1954, in Grand Central Terminal and Pennsylvania Station on an experimental basis—they're still there. The Washington installation will be made next week, according to Bob Arnold, in charge of the Union News vending operation.

Whether or not the Giftagraph is technically a vending machine could be argued either way. It is coin operated, but it isn't a merchandise dispenser. Here's what it looks like and how it operates:

**20 Selections**

Some items are displayed in a glass-front case four feet by seven feet, housed in a cabinet slightly larger in length and width and two feet deep.

The purchaser selects his item or items, puts a dime in the coin acceptance chute and waits for a green light which tells him to pull a plunger. When the plunger is pulled, an order blank in an envelope pops out.

Next step is to mark down the code number of the items purchased, write the name of the person to whom delivery of the item is to be made and enclose the correct amount. The envelope is then sealed and dropped into a slot which leads to a safety deposit vault.

Each day, the machines are serviced, with orders taken to the firm's stockrooms and filled by mail. To provide for future expansion, warehouses in New York, Chicago and Jacksonville, Fla., will be utilized, with orders airmailed to the nearest warehouse for processing.

The firm has completed nearly four months of product experimentation with the Giftagraph and, according to Arnold, toy items selling for from \$2 to \$7 and gift items in the \$2-\$4 class, particularly aluminum dishes and pepper mills, are the biggest grossers to date.

Other items sold, with varying degrees of success, have been pen-and-pencil sets, best selling books and boxes of chocolates.

**Counter Items**

No special purchasing is required for Giftagraph items. As Union News maintains merchandise *(Continued on page 145)*

## 1st Brewmaster Units in Production

ELIZABETH, N. J., April 2.—First production models of the Coffee Mat Brewmaster came off the assembly line this week and, according to S. W. Small, Coffee Mat president, the next two months' production has been spoken for.

The unit, listing for \$950, has an 800-cup capacity, vending four selections of coffee, soup or tea, and hot chocolate. Cabinets are gold, hammertone and brown. Selection is by knob.

## MASS. CIG OPS AID PALSY DRIVE

BOSTON, April 2.—Not to be outdone by the music machine operators, the Cigarette Machine Operators of Massachusetts have swung in behind the drive to put across the Cerebral Palsy campaign. While they are not giving away free cigs, they are now in process of distributing 10,000 boxes to be placed on locations where donations will be accepted for the fund. David J. Baker, treasurer of the Massachusetts jukemen unit, and whose firm also services cigarette machines, has been drafted to head the cause.

## Keeney Bows Coffee Vender At MOA Show

CHICAGO, April 2.—J. H. Keeney & Company unveiled a new coffee vender this week at the Music Operators of America convention at the Morrison Hotel here.

Emphasizing the trend toward the smaller size coffee venders, the Keeney Deluxe model cabinet measures 19¼ inches wide by 15½ inches deep by 52 inches high, has a 300-cup capacity.

Four selector buttons serve coffee black, with sugar, with cream, and with sugar and cream. The patron inserts a dime at the top of the machine and 1 to 4 pennies, as pre-set by the route operator, drop into a built-in coin changer return outlet while a cup vends automatically at the left.

**Button Operation**

The patron then opens a dispensing chamber door at center. *(Continued on page 145)*

## Cole Cites Drink Mach. Benefits for Tobacco Distribs

CHICAGO, April 2.—"Cup drink venders open a new location field for tobacco distributors in automatic merchandising."

So declared Richard Cole, vice-president of Cole Products Corporation, at the NATD meeting here. He cited gross soft drink sales of over \$73 million in 1954 to point up the market potential for tobacco men.

Because the tobacco wholesaler has shown his interest in diversified vending operations, drink machines not only provide him with an additional product to round out a package program, but also enable him to reach a new consumer field, Cole said.

While the dime drink is an established fact in theater locations, it is also becoming more accepted in industry, Cole stated. At either a nickel or dime, however, the product is a good profit margin item.

## New DuGrenier Line Unwrapped At NATD Meet

### Show Cigarette, Candy, Pastry Sandwich Models

CHICAGO, April 2.—Arthur H. DuGrenier, Inc., took the wraps off a line of improved cigarette and candy venders and two new sandwich and pastry units this week at the NATD convention.

Featuring new, modern cabinet fronts, the candy and cigarette models retain the basic dispensing and column design of previous units. Both are offered for immediate shipment, while the pastry and sandwich machines will be available within 30 days.

Called the K-12 Smokemaster, the manual 12-column cigarette vender lists for \$213.50 plus \$6 for panel lighting. The base price includes base; multi-price mechanism (15 to 45 cents). A penny changer costs \$12.50 extra. The machine offers 425 pack capacity, handles regular and king-size, with one column optional for box-type packs at no extra cost.

The K-9 Smokemaster is a 9-column unit with 440 pack capacity. Base price is \$209.50.

**8-Col. Machine**

The 8-column candy machine, KC-176, has 176 bar capacity, accommodates all bars now in regular production. Nick-dime operation. *(Continued on page 145)*

## Nu-Matic Sells 4 Venders for Merritt Pkwy.

NEW YORK, April 2.—Harry Gerstein, president of Nu-Matic, Inc., announced that the firm has sold four hot dog venders to James P. Geelan, Parkway Vending, New Haven, Conn. The units will be placed in four service stations on the Merritt Parkway Monday (4).

Another unit is operated by the Union News Company at the Liberty Street station here. Other Union news venders, to be placed in Pennsylvania station and in the Jamaica station of the Long Island Railroad, are due to be shipped soon.

The Nu-Matic machine has a capacity of 80 hot dogs. It delivers a heated dog and bun for 20 or 25 cents.

The firm is currently preparing a direct mail and trade paper campaign.

In the New York area, the franks and rolls are packaged by Sabrett Food Products, Jersey City, N. J. Price to operators is 10 cents, with the vending price 20 cents.

Some 15 units are currently in operation in the East, with one test location, according to Gerstein, averaging daily sales of 15 dogs.

The machines are made by McCann's Engineering & Manufacturing Company, Glendale, Calif. Nu-Matic handles sales for the East Coast.

## Price Preems Ring Charm

NEW YORK, April 2.—The Paul A. Price Company this week went into production of its Diamond-Shaped Gem Ring, a charm item suitable either for straight, bulk or capsule vending. Immediate deliveries are promised.

The rings have beveled, transparent stones in assorted colors. The rings come in three metal selections.

Meanwhile, the charm manufacturer has enlarged its office force. Jim Powers has been named office manager.

## ABC Grosses Record \$48 Million; Venders Account for 25% of Total

NEW YORK, April 2.—The ABC Vending Corporation racked up a record \$48,188,338 in sales for 1954, an increase of nearly 3 per cent over the previous high—\$46,815,327 the previous year.

Percentage-wise, tho, it was the smallest increase in recent years. Here's how the figures for the last five years run—all based on the previous year's sales: 1950, 8.8 per cent; 1951, 13.5 per cent; 1952, 8.3 per cent; 1953, 10 per cent, and 1954, 2.9 per cent.

According to William C. Benson, treasurer and controller of the cor-

poration, about 25 per cent of the ABC gross is accounted for by vending machines. The firm is the nation's largest concessionaire in theaters and amusement buildings in the nation.

**Earnings Off**

Net earnings after taxes declined slightly in 1954. They were \$1,348,557, equal to \$1.40 a share on the 960,199 shares outstanding. The previous year the figures were \$1,354,186, or \$1.44 a share, on 941,740 shares.

The corporation's assets were

listed at \$13,832,374, an increase of \$599,458 over the previous year. Some \$1,215,915 was invested in new equipment, compared with \$1,841,482. Net worth was \$9,655,046, with a book value of \$10.06 a share. The 1953 figures were \$8,881,065 and \$9.43.

According to the annual report issued this week, the increased gross is accounted for by increased attendance at motion picture theaters and the firm's expansion in the drive-in theater field. The introduction of eight-selection cup *(Continued on page 145)*



### Mills Coffee Vender At Chi Convention

CHICAGO, April 2.—Mills Industries, Inc., exhibited its semi-automatic Coffee Service vending machine at the Music Operators of America meet here at the Morrison Hotel this week.

The vender is a 500-cup unit, weighs 275 pounds, is 26½ inches wide, 19¼ inches deep, 68¼ inches high. It has a six-gallon water heater, operates on any 110-120 volt 60-cycle circuit. The machine is finished in green hammerloid baked enamel.

Stanley Zol, of the Mills organization, was on hand at the Mills exhibit during the convention.

## NATD: Venders Vital Factor

Continued from page 142

are dollars ahead when you use an operator owned, serviced machine."

The booklet points out that there is only ¼ to ½-cent per pack profit for the operator. The basic sales cost for the operator in the average small location (250 packs per month) is 5 cents a pack. This includes such items as 2 cents per pack for depreciation of the machine 2¼ cents per pack commission.

The booklet also cites the services provided by the operator. This includes (in Gawley's operation) \$100,000 property and \$250,000 public liability insurance coverage.

Where a commission type installation is still not possible, Gawley believes that tobacco wholesaler should have a cigarette machine line available for resale as an alternate method of vending cigarettes.

Summing his thinking on vending, Gawley outlined a three-way program: 1. Installation of cigarette equipment on a commission basis; 2. On a lease basis, or 3. Outright sale with a provision that the wholesaler supply the product.

"If the distributor remains solely a tobacco wholesaler, then his cigarette volume will constantly decline as more venders are installed in his locality.

"Venders are the ultimate method of marketing cigarettes," Gawley concluded.

#### DuGrenier Tells Stand

Richard E. Gibbs, sales manager of Arthur H. DuGrenier, Inc., told the assembled tobaccomen: "We do not sell machines to locations—we do sell machines to tobacco distributors who operate, lease or resell the equipment as best fits their individual customer requirements."

Because 70 per cent of the tobacco distributor's dollar volume is thru cigarettes, it is of paramount importance that he protect his accounts. This means that the distributor should get into vending

in any manner that will assure his control of the accounts, Gibbs said.

One way of getting into vending is to buy a going route, he declared. Two objections to this method: High initial cost, plus inheriting a large percentage of low-selection, obsolete equipment.

An advantage, however, is the fact that a good portion of local (vending) competition is automatically eliminated.

But get into cigarette vending he must, if the distributor is to compete on the present-day market, Gibbs insisted. Operate, lease or re-sell, however vending fits his particular situation, that is his answer.

J. Renz Edwards Jr., F. S. Edwards Tobacco Company, Inc., Kansas City, stated: "Venders fit right into the (tobacco wholesaler's) operation as a separate company. The distributor has the know-how, the organization to operate machines . . . he belongs in vending and should be the prime factor in it."

Edwards went a step further: "Diversification (of vending equipment) is a must if the tobacco distributor is to service big accounts."

Charles H. Brinkmann, vice-president in charge of sales, Rowe Manufacturing Company, Inc., told tobaccomen: "Big problems of cigarette operation today include: adequate representation by brand, type. Operators must adapt to the present king-filter trend; equip all smaller machines for filter-tips, provide selectivity by placing two small machines in locations where sales permit.

"Routemen, to do the best job, should be on a commission basis."

Brinkmann also cited full-line vending as a necessary move for the wholesaler with a long-range program in automatic merchandising. "But the bread and butter of vending is still cigarettes . . . they account for an estimated 46 cents of each vender dollar spent by the consumer."

## SUPPLIES IN BRIEF

### Milk Prices

The Department of Agriculture reports fluid milk prices at producer levels moved downward early in March. Retail milk prices moved downward in some areas, but some increases were also reported. Producer prices were reported lower in about one out of six markets, retail prices were lower in about one out of five markets recorded. Average daily sales of fluid whole milk during January, 1955, were given as 4.1 per cent larger than in January of 1954. The special school milk program, higher consumer incomes, population growth and lower prices in a number of cities have contributed to the increase in fluid milk sales, according to the Agriculture Department.

### Tobacco

The manufacture of tobacco products will absorb approximately the same quantities of leaf during the 1954-'55 marketing year as in 1953-'54, according to Department of Agriculture expectations. The 1954 cigarette output of 402 billion (5 per cent lower than in 1953) is expected by the Department to be fairly near the 1954 level. King-size and filter-tip cigarettes are expected to gain a greater share of the market, according to Agriculture's prediction. Cigars and smoking tobacco should continue at the 1954 level, but chewing tobacco seems likely to continue its downward trend.

The unusually large supply of burley (1954-'55 is 8 per cent above 1953-'54) is a matter of concern both to growers and congressmen. Tobacco subcommittees of Senate and House agricultural committees have held hearings to consider possible changes in legislation to meet the situation.

### Cocoa Situation

"Cocoa Situation," a bulletin issued by the Food Industries Division of the Department of Com-

merce, expresses concern over high prices for candy ingredients, particularly cocoa beans. High-cost ingredients have reduced candy consumption in the U. S. to 16.3 pounds per capita from the 1953 level of 17.1 pounds, according to the bulletin. The report further adds that expensive cocoa beans not only reduced the amount of chocolate consumed in the United States during 1954 by 13 per cent, but that the overall effect was a substantial reduction in net poundage sales for the confectionery industry as a whole. A continuation of a relatively high price would mean that an increase in consumption cannot be expected in 1955.

### Peanut Supplies

The supply of peanuts in off-farm locations on February 28 totaled 457 million pounds, lowest for the date in 17 years, according to the Agriculture Department. This total is less than one half (48 per cent) the visible supply on hand the same date last year. However, peanuts used in the production of peanut butter, salted peanuts and candy reached a total of over 300 million pounds for September thru February this year, as against 296 million pounds during the same period in 1953-'54. In the Agriculture Department's breakdown, peanuts used in production of peanut butter were up by 10 million pounds this year, while peanuts used in candy and salted peanut production were down 5 million and 4 million pounds, respectively.

### Frozen Concentrates

With heavier buying by makers of frozen concentrates, grower prices for Florida oranges increased sharply in February and early March, the Department of Agriculture reports. Price levels are reported considerably higher than a year earlier. Further increase in prices seems probable this spring. (Continued on page 144)

Have Newer CHARMS!

Send \$2.50 and receive 100 high quality filled capsules. Contains our complete assortment . . . or send 35¢ for regular sample kit of charms.

National Sales Agents for ACORN CHARM VENDOR parts and accessories

**PENNY KING COMPANY**  
2538 Mission Street Pittsburgh 3, Pa.

**LOUDEST POLICE WHISTLE!**

New method of construction—featuring tongue and groove interlocking assembly—avoids rough surfaces, spaces, splitting, etc.—making it as loud and durable as expensive regulation whistles!

Sensation of the Charm Industry—

**COMPARE**  
it with any other on the market!

No other whistle of this QUALITY at this price. **\$9.00** per M

LOUD SHRILL from the first customer will attract many more buyers—EVERY WHISTLE WORKS!

They can be used in Capsule or Ball Gum and Charm machines.

Be AHEAD in your territory—WRITE TODAY

**PAUL A. PRICE CO.**  
55 Leonard St., New York 13

GET ACQUAINTED WITH VICTOR'S new and original charms for bulk and capsule vending. Send \$1.00 for 20 samples, in capsules, prepaid, plus operators confidential wholesale price list.

**VICTOR VENDING CORPORATION**  
5701-13 Grand Avenue, Chicago 39, Illinois

**GIVE TO DAMON RUNYON CANCER FUND**

### CIGARETTE, CANDY and DRINK MACHINES!

**ROWE CIGARETTE VENDORS**

Imperial, 6 Cols., 180 Cap. ....	\$ 85.00
Imperial, 8 Cols., 240 Cap. ....	90.00
President, 8 Cols., 320 Cap. ....	130.00
Crusader, 8 Cols., 280 Cap. ....	145.00
DUGRENIER CHAMPION, 9-11 COLS., 420 CAP. ....	100.00

**UNEEDA CIGARETTE VENDORS**

Model E, 6 Cols., 180 Cap. ....	\$ 75.00
Model E, 8 Cols., 240 Cap. ....	92.50
Model 500, 9 Cols., 350 Cap. ....	100.00

**CANDY MACHINES**

U-Select-It, 74 Cap., Wall Model ...	\$ 52.50
Stoner Candy, Pre-war, 140 Cap. .	135.00
National Model 918, 162 Cap. ..	115.00

**EXTRA SPECIAL! ROWE DIPLOMAT CIGARETTE VENDOR 8 Cols., 340 Cap. \$135.00**

**ROWE CANDY MERCHANT** with changemaker 7 Cols., 158 Cap., **\$165.00**

**WE ARE DISTRIBUTORS FOR ICE CREAM—SODA—COFFEE MACHINES, BOTH NEW & RECONDITIONED WRITE FOR INFORMATION**

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"  
250 Meserole Street • Brooklyn 6, N. Y. • HEgeman 3-6295

Precision-Built for PROTECTION & PROFITS!

## ACORN

The only completely die-cast aluminum, precision built

### ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk mds.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weights less than 7 lbs.

**IMPROVED! SILVER-STREAK**  
BRUSH HOUSING & BALL GUM WHEEL

**MANUFACTURING CO., INC.**  
11411 Knightsbridge Ave., Culver City, Calif.

EASTERN OFFICE: PENNY KING CO. 2538 Mission St. Pittsburgh 3, Pa.  
WESTERN OFFICE: OPERATORS VENDING MACHINE SUPPLY 1023 S. Grand Ave. Los Angeles 15, Calif.

### YOUR SUPER LOCATIONS DESERVE THE FINEST . . . SUPER V . . .

15 the Finest Capsule and 100-Count Ball Gum Vender Obtainable and the Industry's Most Beautiful. Featuring the Greatest Earning Power Ever Built Into a Bulk Vender . . . at 1c, 5c or 10c Play.

### BALL O'FIRE

Hot Cinnamon Gum. This 100-count Ball O'Fire Gum has just been made available to vending machine operators and is the HOTTEST SELLING PIECE OF GUM on the market today. Your SUPER "V" holds 950 100-count Ball Gum. Be the first in your territory to cash in on this new, red-hot bulk vending merchandise.

**VICTOR VENDING CORP.**  
5701-13 W. GRAND AVE. CHICAGO 39, ILL.

# LOCK-TITE

★ ★ ★ PATENT PENDING ★ ★ ★

### UNFILLED CAPSULES ASSORTED COLORS

—A NEW —NO CEMENTING  
—LOCKING CAPSULE —EQUAL HALVES

WRITE FOR FREE SAMPLES

**PYRAMID PRODUCTS, INC.**  
3967 EAST 93d STREET CLEVELAND 5, OHIO

VEND—PUBLISHED BY THE BILLBOARD

### HUNDREDS OF MONEY-MAKING VENDING IDEAS

MONTHLY FEATURES  
Candy Gum & Nuts  
Beverages  
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New Products  
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Industry News  
Market Place  
Articles  
Editorials

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising! Fill in—tear-out—mail today!

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Yes—Please sign me up for Vend for

1 year at \$4.  3 years at \$8. (Foreign rate, one year, \$8)

954

Name .....

Address .....

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

Occupation .....



# GET YOUR SHARE OF THE BIG PROFITS IN GUM WITH THE FAMOUS *Northwestern* PACKAGE



## GUM VENDER

This amazing vender is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs. "Visidome" display top attracts sales.

# TAB

## GUM VENDER

You'll hit the jackpot with this tab vender. New "Quick Change" merchandise drum cuts servicing time in half. Ten columns for wide selection and bigger capacity have doubled and even tripled sales.



# BALL



## GUM VENDER

Profit with ball gum through the famous Northwestern Jet. Vend ball gum, ball gum and charms, or capsules—1¢, 5¢ or 10¢ play. Available in chrome for outstanding flash.

Wire, write or phone for complete details

**THE NORTHWESTERN CORP.**  
235B East Armstrong Street, Morris, Ill.

## VENDING NUTS

SALTED FRESH DAILY  
BUY DIRECT AND SAVE

DON'T PAY A MIDDLE MAN  
Spanish Peanuts ..... 33¢  
Blanched Virginia ..... 36¢  
Cashew Butts ..... 48¢  
Cashews (whole, small) ..... 52¢  
Assorted Nuts ..... 53¢  
1/3 Deposit, Balance C.O.D.

## CHUNK-E-NUT

PRODUCTS CO.  
231 N. 2nd St.  
Philadelphia 4, Pa.  
2908 Smallman St.  
Pittsburgh 1, Pa.  
1261 E. 6th St.  
Los Angeles 21, Calif.  
SEND FOR COMPLETE PRICE LIST



## Candy, Cig Trade To Fete Peckham

NEW YORK, April 2. — The annual dinner of the tobacco, candy and allied industries for the benefit of the National Conference of Christians and Jews this year will honor Maj.-Gen. Howard L. Peckham, chief of the Army and Air Force Exchange Service.

Top vending and vending supplier executives are organizing the dinner. Chairman for the event is John R. Kehoe, vice-president of the Union News Company.

Also on the committee are Sol Bornstein, G. H. P. Cigar Company; Robert Z. Green, president of the Rowe Corporation; Lewis Gruber, P. Lorillard Company; Abe Harris, American Tobacco Company; Harley W. Jefferson, Waitt & Bond; Ira Katz, Metropolitan Tobacco Company; Herbert A. Kent, P. Lorillard Company; Ernest Major, Mason Au Mangelheimer; J. Whitney Peterson, U. S. Tobacco Company; Philip Shorin, Topps Chewing Gum, and Julius Strauss, General Cigar Company.

## Columbus, O., Pins Get Temporary OK

COLUMBUS, O., April 2.—Operation of pinball games here has been given the go-ahead sign, pending outcome of a court test of the city law banning the games.

A temporary injunction restraining police from interfering with operation of the games was granted by Judge Myron B. Gessaman in Common Pleas Court.

The action was brought by city pinball game operators. City pinball operators last December won a victory when the Second District Court of Appeals reversed a lower court decision outlawing pinballs in Columbus. The court ruling, however, was only temporary.

The higher court at that time sent the case back for a complete hearing, including taking of evidence on a request by pinball game owners for a permanent injunction.

The Appeals Court ruled that it was not contended by the city that the pinball games in question were gambling devices per se, nor was it found that they were or were being used as such, or played for gain.

## MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1¢ & 5¢ Combs.	\$12.00
N.W. #39 1¢ Porc.	7.95
N.W. #33 1¢ Porc. B.G.	6.50
Master 1¢ Bulk Porc.	6.50
Master 5¢ Bulk Porc.	6.50
Columbus 1¢ Bulk Porc.	6.95
Silver King 1¢ B.G. or Mds.	6.50
Silver King 5¢	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1¢ B.G.	6.45
Advance #11 Mds.	8.95

## MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	54
Pistachio Nuts, Vendor's Mix	52
Pistachio Nuts, Sheik	48
Cashew Whole	52
Cashew Butts	50
Peanuts, Jumbo	42
Spanish	42
Mixed Nuts	35
Almonds, 400 ct., 5 lbs., vac. pk.	33
Baby Chicks	33
Rainbow Peanuts	32
Boston Baked Beans	32
Jelly Beans	28
Licorice Lozenges	28
Leaflets (similar to M & M), 550 ct.	48
Assorted Fruit Charms, 100 ct.	42
Rain Blo Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound	28
Adams Gum, all flavors, 100 ct.	45
Wrigley's Gum, all flavors, 100 ct.	48
Beech-Nut, 100 ct.	48
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

**NORTHWESTERN SALES AND SERVICE CO.**  
MOE MANDELL  
446 W. 36th St., New York 18, N. Y.  
L'ONGacre 4-6467

## MOUSE and CHEESE! 2 BIG VICTOR WINNERS

In Bulk In Capsules  
Mouse & Cheese... \$12.00 M... \$19.00 M  
CHIC'N EGG... 12.75 M... 17.50 M  
Both items vend in 1¢ Gum Vendors... Rocket Charm Vendors and Capsule Vendors.  
VICTOR VENDING CORP. 5701-13 W. Grand Ave. Chicago 39, Ill.

# 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 April 2	Issue of Mar. 26	Issue of Mar. 19	Issue of Mar. 12
Advance D 1c BG.....	\$6.45	\$6.45	\$6.45	\$6.45
Advance No. 11 Mds.....	5.45	5.95	5.95	5.95
Cadillac Jr., 5c.....	6.95	6.95		6.95
Comb Machine.....			6.50	13.95
Columbus 1c Bulk.....	6.50	6.50		6.50
Columbus Tri-More.....	17.50	17.50		17.50
Craig Ice Cream Bar.....	125.00	125.00	125.00	125.00
DuGrenier Adams (4 col.), 1c.	17.50	17.50		17.50
DuGrenier Champion (9 col.)	100.00		100.00	100.00
DuGrenier Champion (11 col.)	100.00		100.00	100.00
DuGrenier Model W (9 col.)	125.00	125.00		125.00
Eastern Electric (8 col.)....	115.00	115.00	115.00	115.00
Exhibit Single Drink.....	15.00	15.00		15.00
Exhibit Post Card.....	15.00			
Hershey Candy.....				7.95
Hupp Single Drink.....	110.00	110.00	110.00	110.00
Jewel Vendors, 5c.....			145.00	
Keeney Electric (9 col.)....	145.00	145.00		145.00
Master 1c & 5c Bulk.....	6.95	6.95	6.95	6.95
Master 1c Bulk.....	6.50	6.50	6.50	6.50
Master 5c Bulk.....	6.50	6.50	6.50	6.50
Mills (5 col.).....		40.00	40.00	
Mills Adams (6 col.) 1c....	17.50	17.50		17.50
Mills Single Drink.....	150.00	150.00	150.00	150.00
National 918.....	115.00		115.00	115.00
National 930.....	95.00	95.00	95.00	95.00
National 950.....	110.00	110.00	110.00	110.00
Northwestern 39, 1c.....	7.95	7.95	7.95	7.95
Northwestern 33 Ball Gum...	6.50	6.50	6.50	6.50
Northwestern Deluxe 1 and 5c.....	12.00	12.00	12.00	12.00
Northwestern 49, 5c.....			12.50	12.50
Pop Corn 5c Vender.....	55.00	55.00		55.00
PX (10 col.).....	110.00	110.00	110.00	110.00
Revco Ice Cream Cup.....	125.00	125.00	125.00	125.00
Rowe Candy Merchant (7 col.).....	165.00		165.00	
Rowe Crusader (8 col.)....	145.00		145.00	145.00
Rowe Diplomat Electric (8 col.).....	135.00		175.00	
Rowe Imperial (8 col.)....	90.00		90.00	90.00
Rowe Imperial (6 col.)....	85.00		85.00	85.00
Rowe President (8 col.)....	130.00	155.00	155.00	130.00
Rowe President (10 col.)....	155.00	155.00	155.00	155.00
Silver King Hot Nut, 5c....	12.50	12.50		12.50
Silver King, 1c.....	8.50	8.50		8.50
Silver King 1c Ball Gum...	7.45	7.45	7.45	7.45
Silver King 1c Mds.....	7.45	7.45	7.45	7.45
Silver King, 5c.....	8.50	7.45	8.50	7.45
Silver King Hunter.....	10.00	10.00		10.00
Sneads.....	125.00	125.00	125.00	125.00
Stoner Candy (6 col.)....	135.00		135.00	135.00
Super-Vends (3 sel.).....	200.00	200.00	200.00	200.00
Uneda (5 col.).....		60.00	75.00	75.00
Uneda Model E (6 col.)....	75.00		92.50	92.50
Uneda Model E (8 col.)....	92.50		87.50	90.00
Uneda Model E (12 col.)...			100.00	100.00
Uneda Model 500 (9 col.)..	100.00			
Unedapak Model 500 (9 col.)	135.00	135.00	135.00	135.00
U-Select-It.....	52.50		52.50	52.50
Victor Model V 1c Cabinet..	8.50	8.50		
Victor Model V 1c Globe....	8.00	8.00		

## Ball Gum Sales Even With '54

UNION CITY, N. J., April 2.—Ball gum sales are currently running about the same as a year ago, according to Leo Leary, sales manager of H. K. Hart Confections. Leary said the seasonal slump came a little early this year, but much sales have picked up sharply. Leary figures 1955 sales should keep pace with the previous year.

## Balloon-O-Mat At MOA Show

CHICAGO, April 2.—Capitol Projector Corporation exhibited its Balloon-O-Mat vender at the Music Operators of America convention here this week at the Morrison Hotel.

Designed as a kiddie attraction for department stores, 5 and 10-cent stores, toy shops, children's shops, transportation terminals and parks, the units vends and automatically blows up balloons.

At the Capitol Projector booth during the MOA show were S. B. Goldsmith, Al Blendow and Leo Willens.

## Pepsi-Cola Gross Highest in History

NEW YORK, April 2.—Record sales, with earnings running ahead of the previous year, were reported in the annual report for 1954 of the Pepsi-Cola Company. Gross profit on sales was \$51,787,727, compared with \$45,419,752 the previous year. Net for 1954 was \$6,212,690, or \$1.07 a share, compared with \$5,476,882 or 95 cents a share, the previous year.

Alfred N. Steele, Pepsi president, said that first-quarter figures this year are running at an accelerated rate and predicted a continuing increase in the firm's sales and earnings.

## Glass Containers

Manufacturers' shipments of glass containers during January totaled 9,645,000 gross, an increase of 7 per cent from December and up 2 per cent from January last year, the Commerce Department reported. Shipments of returnable bottles in January amounted to 333,000 gross compared with 307,000 gross in January a year ago, while shipments of nonreturnable bottles totaled 59,000 gross compared with 40,000 gross in the previous January.

## Supplies in Brief

Continued from page 143  
the Department notes. Output of frozen orange concentrate in Florida during February of this year is said to be considerably heavier than in February, 1954.

## Candy Sales Down

Manufacturers' sales of confectionery and competitive chocolate products in January dropped below sales in January last year in terms of poundage but remained the same in dollar value, according to a report from the Bureau of the Census. A selected group of manufacturers-wholesalers reported the following percentage of change by type of product sold: Package goods to sell at \$1 or more per pound, down 13 per cent in poundage and down 4 per cent in dollar value; at 50 to 99 cents per pound up 5 per cent and 18 per cent; at less than 50 cents a pound up 1 per cent in poundage. Bar goods are down 11 per cent in poundage, down 4 per cent in dollar value; 5 and 10-cent specialties up 2 per cent and 9 per cent, and bulk goods, including penny items, up 3 per cent and down 2 per cent.

**EMPTIES MACHINES FASTER!**

**LEAF Rain-Blo BALL GUM**

Rain Blo Ball Gum—60 ct., 140 ct., 170 ct., 210 ct.; 200 lbs. minimum prepaid, per pound ..... 28¢  
100 ct. .... 30¢

**VICTOR'S 5-STAR BABY GRAND**  
Convertible Vender—Instant change over to: Capsule Vending, Rocket, Charms, Ball Gum and Charms, Chiclet Treats, 100-Count Ball Gum.  
**\$12.50** each less than 25 cases;  
**\$12.00** 25 cases or more.

**H. B. HUTCHINSON Jr.**  
860 North Ave., N.E., Atlanta 6, Ga.  
Tel.: EMerson 4300

**GET ACQUAINTED WITH CHAMPION**  
Send only \$10.00 for 1 CHAMPION Capsule Vender. Satisfaction Guaranteed. FREE Charm price list.

**CHAMPION VENDORS SUPPLY**  
1119 E. Houston San Antonio, Tex.

**HELP YOURSELF TO MORE VENDING PROFITS**

Get VENDOR Every Month Thru a Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

**SIGN UP NOW — MAIL THIS COUPON TODAY**

Vend Magazine 937  
2160 Patterson St., Cincinnati 22, Ohio  
 1 year \$4  2 years \$6  3 years \$8  
 Payment enclosed  Please bill me  
(Foreign rate, one year, \$6)

Name .....

Address .....

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

Occupation .....



**Something 'Brand New' Has Been Added . . . .**

**ZIPPER-PULL ATTACHING HOOKS HAVE BEEN ADDED TO CHARMS**



**VACUUM-PLATED CHARMS**

Series #45, with ZIPPER-PULL HOOKS ATTACHED \$10.25 per 1,000 F.O.B. Jamaica, N. Y. or at Your Distributor

**20 FREE ADVERTISING STICKERS** with each 1,000 ordered

It **PAYS TO ADVERTISE** with Advertising Stickers on your machines. It suggests a new **USE** for CHARMS, as ornamentations on zippers, now made easy and convenient to do with the aid of the hooks already attached.

This idea to attach hooks to CHARMS is something **NEW** and **INTELLIGENT**. When ordering, please make sure to specify — **VACUUM-PLATED CHARMS, Series #45, WITH ATTACHING HOOKS.** Thank you.

**SAMUEL EPPY & CO., INC.** 91-15 144th Place Jamaica 35, L. I., N. Y.

World's First and Largest Charm Manufacturer

**ARE YOU GETTING THE BEST CHARMS?**

**FIRE HYDRANTS**

Plastic . . . . . \$ 7.50 per M  
Vacuum Plated . . . . . 12.00 per M

**BARRELS**

Inlaid Plastic . . . . . \$ 9.00 per M  
Vacuum Plated . . . . . 12.50 per M

**"ELECTRIC" RAZORS**

Inlaid Plastic . . . . . \$10.50 per M  
Inlaid Silver Plated . . . . . 16.00 per M

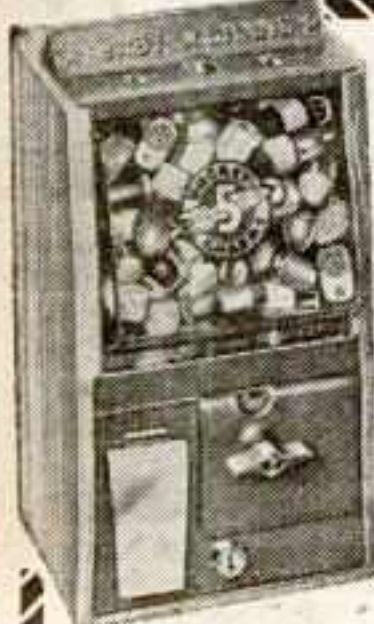
"The Best and Loudest"

**POLICE WHISTLES**

\$9.00 per M

Order from your distributor or from . . .

**Guggenheim** INC. 33 UNION SQUARE N. Y. C. 3, N. Y. • AL. 5-8393



**VICTOR'S 5-STAR BABY GRAND**

Convertible Vendor—Instant change-over to: Capsule Vending, Rocket Charms, Ball Gum and Charms, Chicle Treats, 100-Count Ball Gum, \$12.50 each less than 25 cases; \$12.00 each 25 cases or more.

Deal #1—4 5-Star Baby Grand with 1000 Filled Victor Capsules . . . . . \$64.50  
Deal #2—With 25¢ 100 ct. Ball Gum . . . . . \$7.50  
Deal #3—With 25¢ Chicle Treats . . . . . \$1.25  
All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Write for our filled Victor capsule list.

**Pioneer Vending Service** 590 Albany Ave., Brooklyn 3, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

**Marlboro Case Awarded Prizes**

NEW YORK, April 2.—The Marlboro cigarette case took top honors in two competitions sponsored by the Folding Paper Box Association of America this week. Prizes were awarded the Philip Morris brand in the tobacco and new-use categories.

In making the awards, the FPBA said, "The Marlboro cigarette cartons represent a new type of cigarette packaging which conceivably could have a significant effect on both the future of packaging in the cigarette industry and the use of boxboard for such packaging."

"Handsome surface design, a convenient flip-top opening, and a sturdy construction which affords excellent protection of the cigarettes combine to make this an all-around outstanding package."

The awards were accepted by Joseph F. Cullman 3d, Philip Morris executive vice-president, from W. H. Walters, FPBA president.

**Keeney Bows**

Continued from page 142

places the cup in position and presses one of the selector buttons. The cup fills with six and one half ounces of hot coffee.

Mixing bowl, dispensing chamber and all ingredient containers are of stainless steel. The cabinet is available in standard finish of grained mahogany or optional finishes of light mahogany and colored hammeroids.

The vender has adjustable temperature controls, anti-overflow float and shut-off switch, water supply pressure regulator, service outlet, and a swing-up top for loading without removing containers. The cabinet is set off the floor with individual leg levelers.

The built-in coin changer operates on nickels, dimes or quarters, returning change automatically. A selector cam adjusts prices from 6 to 9 cents.

Other features include a slug rejector that returns bent coins and slugs, optional auxiliary reserve tank, a service toggle switch that cuts out circuits in machine without disconnecting line voltage, slow-blow type fuses, separate lock for coin box, and adjustable internal controls enabling the operator to suit the location preference for proportions of coffee, cream and sugar.

Keeney also displayed its cigarette vender at the MOA convention. Manning the Keeney booth during the show were John Conroe, vice-president and general manager; Paul Huebsch, general sales manager, and Bill Bolles and Al Albritton, sales representatives.

**New DuGrenier**

Continued from page 142

tion, plus coin changer and stand are standard equipment at the \$217.50 price.

The Sandwichmart, offering four selections, is a non-cooled unit. Approximate capacity, depending upon type and size of sandwiches, is 76. The Pastrymart, also with four selections, has a like approximate capacity and adjustable shelves. Both list at \$223.

All of the models are housed in the same size cabinets: 61 inches high, 29 inches wide, 13 3/4 inches deep. Features include a large inset and inclined top mirror (approximately 20 by 16 inches), stainless steel trim and a wider color range. Latter is rounded out with coppertone, bronze, gold, coral, metallic green supplementing the previous grain and solid color selections.

A fifth vender, a 7-column cigarette unit using the same cabinet, is being offered for the Canadian market. Straight 35-cent operation was used on the export model.

**YOUR TICKET TO SALES RESULTS— THE ADVERTISING COLUMNS OF THE BILLBOARD!**

**Pistachios**

**BEST GRADE for VENDORS**

ask for **ZALOOM'S**

**4 STAR JUMBOS**

Perfect. The Finest and Fastest Selling Pistachios. Red, White or Natural.

**DELICIOUSLY ROASTED and SALTED.**

Packed 5-Lb. Moisture - Proof Bags, 12 5-Lb. Bags to Carton or 25-Lb. Bulk Cartons.

Insist on **ZALOOM BRAND**

for the finest quality.



Write us for the name of our nearest distributor if not obtainable from your present supplier.

**JOS. A. ZALOOM & CO., INC.** America's Original Masters in Roasting and Saling of Pistachio Nuts 8 Jay Street New York 13, N. Y. BEekman 3-7646

**ELECTRIC MONEY MAKER! Famous ACME ELECTRIC MACHINE**



Sample . . . . . \$24.35  
2 to 11 . . . . . 19.50  
12 to 49 . . . . . 18.25  
Bracket . . . . . 1.00  
Floor Stand . . . . . 5.00  
1/2 deposit, bal.  
C.O.D. F.O.B. N. Y.

Vibration is the law of life. The medical profession has placed its sanction on the employment of electric and vibratory treatment for many ailments. The Acme Electric produces an electric vibratory current which can be increased at will . . . . . indicated by pointer on dial. Also one of the best amusement devices. Uses only one dry battery, usually good for 1500 to 3000 plays.

**ORDER TODAY! J. SCHOENBACH**

Distributors of Advance Vending Machines 1647 Bedford Ave., Brooklyn 25, N. Y.

**ATTENTION, OPERATORS! CHECK THESE SPECIAL OFFERS**

- 5 lb. can Almonds with every 5 nut machines.
- 10 lbs. Ball Gum with every 4 Ball Gum machines.
- 6 Boxes Adams Gum with every Tab Gum machine.

**MACHINES**

- Northwestern Model #49, 5¢ . . . \$12.50
- Silver King, 5¢ or 1¢ . . . . . 8.50
- Northwestern Standard . . . . . 6.95
- Cadillac Jr. . . . . 6.95
- Victor Model V, with B/G Wheel . . . . . 8.50
- Victor Model V, Cabinet with B/G Wheel . . . . . 9.50
- Northwestern #39, 1¢ . . . . . 7.50
- Columbus B/G . . . . . 4.95
- Columbus, 5¢ . . . . . 6.95
- Regal, 5¢ . . . . . 9.00
- Acorn Cabinet, 5¢ . . . . . 7.50
- 3 Col. Hot Nut . . . . . 12.50
- 4 Col. Hot Nut . . . . . 25.00
- 4 Col. Tab Gum, DuGrenier . . . . . 17.50
- 4 Col. Tab Gum, DuGrenier . . . . . 17.50
- 4 Compartment 1¢ Nut Machine (New) . . . . . 5.00
- Hershey Machine . . . . . 5.00
- Mason Mint Machine . . . . . 5.00
- Jewel 2 Compartment, 5¢ . . . . . 7.50
- Still a few Hunters of Penn. Back Machines left, each . . . . . 10.00

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**Soft Drink Exec Voices Optimism**

LITTLE ROCK, April 2. — W. W. Clements, vice-president and general sales manager of the Dr. Pepper Company, drew attention here to reasons for optimism in the soft drink industry.

Speaking before the Arkansas State Bottlers of Carbonated Beverages case Monday, Clements pointed out that population growth had added 10 million new customers in the last three years and that there was ample room for growth within the industry.

Clements said that the soft drink industry was generally underdeveloped, with per capita consumption now less than one half bottle per day. He said that a three bottle-per-day consumption mark was a reasonable goal for the industry. Last year industry-wide sales topped 28 billion bottles.

**Grosses \$48 Mil**

Continued from page 142

drink venders was given a large measure of credit for the heavy gross racked up by the Automatic Drink Division.

What may be one of ABC's top locations went into operation Friday (1) at the 100,000-seat Coliseum, Los Angeles. ABC has been granted the food and drink concessions there. ABC has also been granted the concession to operate four food stops on the Ohio Turnpike, scheduled to open this fall.

Plans are under way for the construction of a modern office for general headquarters and for a warehouse for the ABC Metropolitan Division in the Queensborough section of New York. Completion is expected in November.

Divisions of ABC are Metropolitan, New York; Peoples Service News, New York; Schenectady, N. Y.; New England, Cambridge, Mass., and New Haven, Conn.; Peoples Service News, New England, Cambridge, and Northwest, Portland, Ore.

Principal subsidiaries are the Apex Beverage Corporations of New York, Pennsylvania and Massachusetts, the Beverage Vending Corporation, the Berlo Vending Company, the Pacific Automatic Candy Corporation, Peoples Service News Company, Pop Corn Sez Company, Raceway Concessions, Inc., and the ABC Vending Corporation of California (66 per cent owned). Affiliates are the Southern Automatic Candy Company and the Tri-State Automatic Candy Corporation.

Officers are Charles L. O'Reilly, board chairman; Jacob Beresin, president; Benjamin Sherman, vice-president; William C. Benson, vice-president and controller; Robert M. Blair-Smith, secretary; Peter L. Fahey, assistant treasurer; Samuel A. Feir, assistant secretary, and William H. Cordell, assistant controller.

Directors are Beresin, O'Reilly, Sherman and Samuel A. Alesker, Leo R. Beresin, Louis H. Klebnov and John A. Murphy.

**Giftagraph**

Continued from page 142

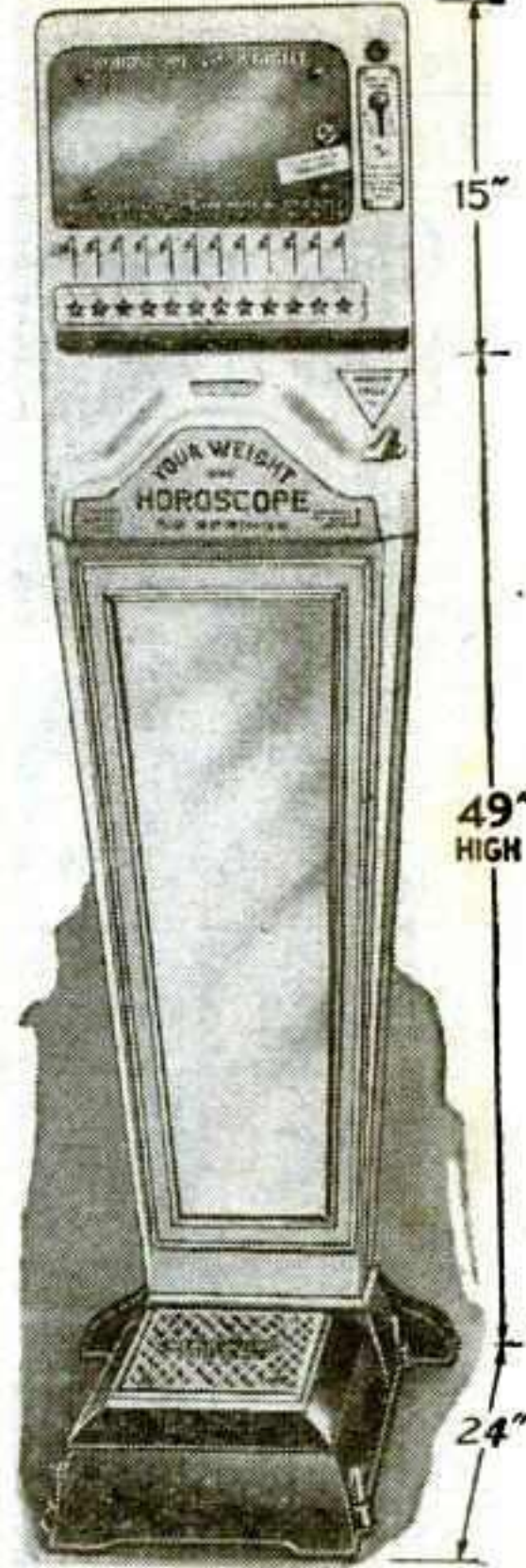
counters in the same buildings which house the Giftagraphs, best selling counter items are usually tested in the mechanical merchandisers.

Oddly enough, there have been hardly any cases of the customer not enclosing the proper amount for the gift and, in most cases, the mistake has been in favor of Union News.

Signs make it easy for the customer. Prices of items are plainly marked on the display window, and an illuminated sign atop the vender tells the customer he can send a gift to anyone, anywhere in the United States.

A diagonal writing surface is provided in the top center section of the machine, with complete instructions appearing behind a glass enclosure.

According to Arnold, Union News is considering the installation of Giftagraphs in other major transportation stations where it maintains news stands.



13" WIDE

5c

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- Bubble Ball Gum, 140-170 & 210 ct. . . . . 25¢ lb.
- Chicle Ball Gum, 130 ct. . . . . 34¢ lb.
- Chlor-o-Vend Ball Gum . . . . . 40¢ lb.
- Chlor-o-Vend Chicks, 320 ct. . . . . 40¢ lb.
- Chicle Chicks, 320 & 520 ct. . . . . 36¢ lb.
- Bubble Chicks, 320 & 520 ct. . . . . 30¢ lb.
- Tab (short stick), 100 ct. . . . . 38¢ lb.
- 5-Strick Gum 100 packs . . . . . \$1.90

F.O.B. Factory, 150 Lb. Lots **AMERICAN CHEWING PRODUCTS** 4th & Mt. Pleasant • Newark 4, N. J.



## MUNVES' MEMORY LANE

### Old Games Never Die, Nor Even Fade Away

NEW YORK, April 2.—Unlike a lot of amusement game men, Mike Munves, dean of the 10th Avenue coinmen, isn't complaining about the rapid depreciation of equipment.

Munves has just disposed of more than 100 slightly used pieces of Arcade equipment—average close to 40 years—for about \$7,500 and he's not worried about the many other pieces of like antiquity in his shop.

The purchaser is Walt Disney, animator and operator of the new Disneyland kiddie park. The venerable games will be housed in a museum-type Arcade, scheduled for opening this spring.

#### Nostalgia Stuff

Some of the pieces delivered will stir up memories for the old timers. Twenty of the units were the old Mutoscope, made by the American Mutoscope & Biograph Company in 1890. Early operators of these pieces were such motion picture pioneers as Marcus Loewy, Adolf Zucker and William Fox.

Other machines of half-century vintage in the order are 10 Mills Drop Pictures, two Mills 12-month Horoscopes, a Gypsy Palmist and a Grandmother Fortune.

Newer units, which made their debuts around the time Munves opened shop in 1912 are the Mills Electric, Champion Punching Bag, Lifter, Post Office Fortune, Pencil Printer Old Mill Candy Vender and Portable Drop Picture Stereoscope.

#### Late Models

The real late models—all introduced in the Roaring Twenties, (Continued on page 151)

## Williams Shows Bulldozer Unit At Ops Chi Meet

CHICAGO, April 2.—Sidewalk Engineer, a new kiddie game that features an electrically operated miniature bulldozer at work, was exhibited by Williams Manufacturing Company at the Music Operators of America convention here this week.

The bulldozer, an authentic scale model, is remotely controlled by the kiddie, who drops in his dime and operates the unit two minutes at a time, pushing and pulling two levers which moves the bulldozer in all directions. List price is \$275, according to Art Weinand, sales manager.

The bulldozer "works" inside a 48 by 28-inch glass showcase, moving "gravel" amid a background of a freeway construction job. The unit is set 54 inches off the floor on metal legs.

The Sidewalk Engineer is designed for the department store, variety store market.

Manning the Williams booth during the MOA show were Harry Williams, Harry Stern, Sam Stern and Art Weinand.

## Lowy Preems Conversion Kit

NEW YORK, April 2.—Dave Lowy, veteran 10th Avenue coinman is currently making conversion kits for United Cascade, Empire, Liberty and Fifth Avenue Shuffle games.

The conversion changes the games to the new Fireball, with the Flash-o-Matic scoring set-up. The kit sells for \$59.50 with the operators making the installation and \$99.50 installed.

Conversions may be made on location.

## Mutoscope Bows New Swami, Zelda Units

CHICAGO, April 2.—Two new fortune-telling machines that dispense charm capsules as well as fortune cards were exhibited this week by International Mutoscope Corporation, New York, at the Music Operators of America convention here.

Also on display at the meeting were Mutoscope's Voice-O-Graph recording machine, Drive-Yourself road test game, and Modern-Venus movie machine.

Zelda the Mysterious, one of the fortune units, consists of a manikin representing a "grandmother" that moves its eyes, "breathes," and moves its hands over cards, finally dispensing a card with the patron's fortune along with a charm capsule. Capsules inside the machine are visible from the outside.

Mystic Swami, the other fortune unit is basically the same as Zelda, but the magical-looking manikin passes its hands over a crystal ball, before dispensing a card and a capsule. The units are especially designed for location at chain stores and Arcades.

On hand at the Mutoscope booth during the MOA show were Herbert Klein and Matty Faubell.

## Bert Lane Bows Golf Driving Range at MOA

CHICAGO, April 2.—Golf-O-Mat, Bert Lane Company's new automatic coin-operated indoor-outdoor golf driving range, made its debut at the Music Operators of America convention at the Morrison Hotel here this week.

Featuring an electronic distance recorder, yardage totalizer and automatic tee, the driving range is contained within a 25-foot by 15-foot area. List price is \$3,500 f.o.b. Miami, according to Justin Goldsmith, executive vice-president.

The unit consists of a lighted mural representing a golf course fairway against which the player drives a regulation golf ball with a regulation driver. Impact of the ball against the screen translates itself electronically into yardage which is registered on a meter.

The player gets 10 balls for a quarter, the balls teeing up automatically thru a vacuum device so that all 10 balls can be driven at leisure within two minutes. Hooks and slices made by the driver are recorded, along with the distance made on each drive.

The Golf-O-Mat is designed for location at drive-in dining places, boardwalks, airports, public resort areas, hotels and motels, country clubs, athletic clubs, vacant lots in traffic locations, railroad stations, bowling alleys, department stores and recreation spots at military posts.

Golf-O-Mat has been on the drafting tables for four years and tested on location for 10 months, according to Bert Lane Company, Inc., North Miami, Fla., manufacturers.

## A.B.T. Shows Full Line At Op Meet

CHICAGO, April 2.—A. B. T. Manufacturing Corporation showed its complete line of coin units, with the exception of amusement games and scales, at the Music Operators of America meet here this week.

The exhibit included score totalizers, slug rejectors, coin changers, timing meters and coin chutes.

Representing the firm at the show were Walter Tratsch, W. A. Patzer, Leo J. Goblet and George Kozy.

## Bally Ships 2 New Shuffle Bowler Games

CHICAGO, April 2.—Two shuffle bowling games—Blue Ribbon, a regular-play model, and Gold Medal, match-play model, were shipped to distributors this week by Bally Manufacturing Company.

Up to six players may take part in a game at one time on either of the bowlers, which feature a new bonus score in addition to the "super-strike" and "speed-control" of previous Bally bowlers.

The bonus score feature is an extra-high score bracket added to the speed-control indicator on the backglass. This permits a player with perfect speed control to score 500 for super-strike, 200 for strike, and 150 for a spare.

#### Varying Scores

To rate a super-strike a player must not only shoot the puck down the strike lane, but must keep his shot within the borders of two lines which are within the strike lane itself. Thus different scores are awarded for spares, strikes and super-strikes.

In addition to the super-strike (Continued on page 151)

## I.E.C. Shows Monkey Climb At Sherman

CHICAGO, April 2.—Industrial Engineering Company, Aurora, Ill., exhibiting at the Sherman Hotel here during the Music Operators of America convention, showed its Monkey Climb novelty game to operators visiting the city this week.

John Randell, head of the firm, said that more than 100 operators had viewed the game.

Monkey Climb, a new idea in coin-operated amusement games, is specially designed for what Randell calls "higher class, previously unsecurable locations."

Randell said that the game had been recently approved by New York City department of licenses for operation in that city and is now under consideration by the Chicago city game panel.

Monkey Climb is being pro- (Continued on page 151)

## Auto-Photo Co. Exhibits Unit

CHICAGO, April 2.—The Auto-Photo Company, Los Angeles, exhibited its coin-operated automatic photo machine at the Music Operators of America show here this week.

The machine can deliver four miniature portraits every 30 seconds. Special lighting stops movement of the subject from affecting the prints. Four poses are made for a quarter.

Net weight of the unit is 600 (Continued on page 150)

## Game, Ride Exhibits Dot MOA Meeting

CHICAGO, April 2.—Among the large number of coin machine firms and record companies which exhibited products at the Music Operators of America convention this week at the Morrison Hotel, was a representative group of a dozen or more firms showing games, rides or related products.

These firms included A.B.T. Manufacturing Corporation, Chicago; Alan Hawes Manufacturing & Display Company, Atlanta; Auto-Photo Company, Los Angeles; Bally Manufacturing Company, Chicago; Bert Lane Company, North Miami; Capitol Projectors Corporation, New York; International Mutoscope Corporation, New York; National Rejectors, Inc., St. Louis; Williams Manufacturing Company, Chicago.

#### Golf-O-Mat Debuts

Making its debut at the MOA show, Bert Lane's Golf-O-Mat driving range was one of the most diverting attractions. The driving range is contained within a 25 by 15-foot area.

Another attraction was Williams' Sidewalk Engineer, new kiddie game featuring an electrically operated bulldozer at work. Sidewalk Engineer was unveiled for the first time at the show.

## Hot-Rod Ride, Pistol Game, Bally Exhibits

CHICAGO, April 2.—Bally Manufacturing Company displayed two kiddie units—a ride and a pistol game—at the Music Operators of America meet at the Morrison Hotel here this week.

Bull's Eye, new pistol game, is especially designed for the kiddies, with a step-up platform to ease their aim. Hot-Rod, newly developed kiddie ride, is an approximate scale model of an old Ford auto, and moves in a gentle roll with the kiddie at the controls.

Bull's Eye requires 1½ by 3 feet of floor space. The pistol is a "six-shooter" type, but the player gets 10 to 20 shots for a nickel. The game resets after 10 shots if the player has scored a hit on each target. Animal targets are reflected from the bottom of the cabinet onto the backglass.

First exhibited in 1953, the Hot-Rod auto ride has since undergone testing and development. The unit is set off the floor on a steel base. Mud guard, running board, engine and hood assembly are of (Continued on page 150)

International Mutoscope Corporation bowed its new Zelda the Mysterious and Mystic Swami fortune-telling units. Both dispense capsule charms along with a card giving the patron's fortune. Mutoscope also showed its photomat photograph machine, Voice- (Continued on page 151)

## Alan Hawes Shows See-Saw Ride at MOA

CHICAGO, April 2.—Alan Hawes Manufacturing & Display Company, Atlanta, Ga., showed its See-Saw kiddie ride at the Music Operators of America convention here at the Morrison Hotel.

A manikin clown is seated on one end of the coin-operated see-saw, while the kiddie sits on the other end. Base measurement of the ride is 60 inches by 18 inches. List price is \$395.

The manikin clown is a separate unit and is interchangeable with manikin rabbit and Santa Claus figures, for seasonal attractions.

Another ride in production by the firm is a coin-operated one-seat Merry-Go-Round, the kiddie riding with one of the manikin figures. Construction of both models is basically marine-plywood with fabricated steel parts.

Alan Hawes, head of the firm, manned the MOA exhibit.

## Nat'l Rejectors Shows Products

CHICAGO, April 2.—National Rejectors, Inc., St. Louis, exhibited at the Music Operators of America meet here this week, its line of coin machine rejector units, timer assemblies, channel assemblies, and other mechanisms.

Of principal interest to music operators was a rejector device now being used for the first time on juke boxes, according to Norman Burzen, field service engineer of the firm. The unit enables the patron to drop two nickels into the coin chute as well as a dime, diverting the first nickel directly to the coin box. It has been previously used on vending machines.

At the National booth during the show at the Morrison Hotel, were Fred Wallin, John Cleary, Al Pierz, Claude Trimen, John Whalen and Norman Burzen.

## Ky. Board Rejects Ban On Pinballs in Bars

FRANKFORT, Ky., April 2.—A proposed ban on pinball games in Kentucky bars was turned back this week by the Alcoholic Beverage Control Board here.

A regulation to outlaw the games in these spots was requested last year by the Temperance League of Kentucky on the grounds that the games were being used illegally.

At a hearing on the proposed regulation last November, objections were raised by the Automatic Amusement Association, Louisville, a group of some 25 distributors of coin-operated machines, and by the Retail Package Dealers Association.

A. B. C. Chairman Guy C. Shearer said that the 1952 Legislature set forth that pinball games that make awards for free games be not considered gambling devices. Since the law specifically

declares free-game pinballs are not illegal, the A. B. C. board would not be justified in issuing a regulation banning them, he said.

## Santa Monica, Calif., Anti-Pin Move Seen

SANTA MONICA, Calif.—City Manager Randall M. Dorton and Police Chief H. W. Hutchinson said this week they would ask the Santa Monica city council to ban pinball games.

Councilman Ben. A. Barnard's charges that many of the 100 some pinballs in the city are being used illegally and prompted the response from the city officials.

Pinballs are licensed by Santa Monica for amusement only and any cash awards are in violation of State law. Pinballs are not permitted in the city or county areas of nearby Los Angeles.



# Why Fact-Finding: Stark MOA Speech

• Continued from page 140

wrong if the exemption were removed, exposing juke box operators to the mercies of a virtual monopoly.

### No Change

We do not believe that any change should be made in the existing law until such time as guaranteed safeguards have been erected so that you as users of music can deal as equals, individually or collectively, with the immensely powerful licensing organizations, and that these safeguards must protect you from indefinite and unreasonable fees, present and future.

That is an over-simplification of the thinking and the answering of a myriad of questions which led to our conclusion for fact-finding.

Here's why in capsule form:

1. While recognizing performance rights and, too, the unfairness of exposing juke box operators to a monopoly, we also could not see how any conceivable solution could be reached by congressional committees who for many years have not been able to reach a solution.

2. We believe that the yearly battle is taking thousands of dollars which might more properly be devoted to building the juke box business, and it certainly hampers your development into background music—music service without coin-operated mechanisms—which is subject right now to payment to the licensing organizations.

### Bitterness of Feud

3. The bitterness of the yearly feud has made it impossible for either side to even recognize a valid offer by either side. The battle is waged along strict lines of either being pro or anti-exemption.

4. We feel that while a copyright is a thing of value, it is equally valid to say that no juke box operator should pay more for that music than it's worth to him.

If you're thinking this was a pretty big chaw, you're so right. In seeking the answers, we found that despite our years of contact with you and every other segment of the music business, we didn't know the answers. But we did have one opinion on how the answers might be found.

We don't believe that congressional committees can arrive at a conclusion that would satisfy all segments of the music industry—primarily the juke box operators—because they are the smaller group, composed of individuals, who might well be subjected to attack as individuals by a powerful licensing organization.

### Other Similar Bodies

We believe that one form of investigation—that of presidential fact-finding committees—is probably the most free and unbiased way of seeking answers to problems of this kind. It has been done on tariffs, on juvenile delinquency and on many other lively questions which faced even larger groups of contestants.

It is our sincere belief that such a group, composed of congressmen, lay neutral persons and economic experts might arrive at some way of settling this dispute, which, if allowed to continue, might damage irreparably the music industry, and I speak not only of juke box operators and authors, but also of record manufacturers, music publishers and others in the music industry.

We hesitate to recommend anything beyond this one point to a fact-finding commission.

Find a way in which to solve this dispute; recognize not only the right vested in a copyright, but also the right of the purchaser to pay only in relationship of value. But, above all, find some way in which the user of music can deal on an equal basis with a virtual monopoly.

### Equal Basis

The last point is terribly important. If you and I were dealing in a tangible product which was

made by five or six other producers, we would be free to tell one seller to go to blazes and buy from the other seller. But the product which you as juke box operators use is pre-eminently currently popular music of which better than 90 per cent is controlled by the licensing organizations, and you can't make money with "Jeanie With the Light Brown Hair."

Yes, you could argue that you've fought it out for years and that there has been no change in the law. Here we enter into an area of opinion on whether this was the year in which the bill—this year called the Kilgore Bill—might have passed—and still might pass!

Knowing you—and many of those authors who furnish today's popular music—we don't believe you are very far apart. Perhaps we have partially alienated both groups, but the role of peacemaker invariably finds that person in the way of the barrage. If we can in some small way help to end the copyright difficulty, we will be content. But, mind you, never until it is an equitable settlement that is mutually satisfactory.

### Pay or Not Pay

Fact-finding committee action could well find that you cannot pay additional fees, or that you can. It might find some way of coupling the mechanical royalty to a performance royalty basing it on the number of records purchased, but it could be decided fairly. It is our contention that the juke box operator has nothing to fear from such an appraisal of the situation.

I can promise you this: that just as we have called for stopping action on all proposals that seek to end the exemption—we're outspokenly and categorically against them—so will we maintain a vigilant watch over any straying from the path on the rights of the juke box operator.

And if you should be thinking that The Billboard is risking your future, just hold these points in mind:

We were convinced all along that another attempt would be made by ASCAP to remove the exemption in this session of Congress. In this respect we were right.

We were mighty sure your leaders would fight this bill as openly and effectively as they have in the past. In this respect we were right.

### ASCAP Offensive

But we have also been sure the offensive by ASCAP would be better organized than ever before, and thus the chances of passage were better in this session. Here again you can say we were right in view of the number of senators sponsoring the bill.

Our proposal for fact-finding does not in any way hinder your leaders in their defense. The Billboard is opposed to the Kilgore Bill as strongly as they are.

And we sincerely feel fact-finding may wind up your substitute safeguard if the Senate passes the Kilgore Bill. It has already virtually assured your industry of fair hearings in the House, if not the Senate, whereas there was a danger that the Kilgore Bill would be passed without a hearing.

The Billboard's proposal for fact-finding is being heard in Washington. It may never seriously be considered, but it has already been effective in warning congressmen and senators alike that there is more to this problem than simple removal of the exemption.

We don't expect you to support fact-finding as long as the law is on your side. Neither do we expect ASCAP nor BMI to support it. But fact-finding pushed by The Billboard may very well be your refuge in case the Senate passes the Kilgore Bill.

And we feel certain that you prefer fact-finding to the Kilgore Bill.

## Chicago

Communications to:  
Ken Knaut  
Central 6-8761

### MOA MEET DRAWS BIG INTEREST . . .

A throng of juke box, games, and vending machine operators, distributors and manufacturers from all parts of the nation jammed the Music Operators of America convention in the Morrison Hotel here this week.

Stanley Levin, Mickey Schaffer and Vince Shay, of All State Coin Machine Exchange, were handing out free money clips (minus the money, that is) at their MOA convention suite.

Don Moloney and Mac Briar, Donan Distributing Company, were spotted at the MOA show parading Bally Manufacturing Company signs. Bill Bolles, Keeney representative in the East, was happy to be back in the Windy City for a few days. Paul Huebsch, J. H. Keeney & Company general sales manager, was a study of "a man in a hurry" at the op meet.

Art Weinand, Williams Manufacturing Company sales manager, was proudly keeping close tab on the number of plays on the new Williams Sidewalk Engineer game on display on the convention floor.

Nurses Hermann, Casablanca, French Morocco, was one of the long-trip visitors to the MOA convention, as was Martin J. Bromley of Honolulu.

Sheldon Spira, National Coin Machine Exchange, had nothing but good words for the models at the record booths. Alan Hawes, head of Alan Hawes Manufacturing & Display Company, Atlanta, showed his See-Saw kiddie ride at the show. Hawes, formerly of England, has picked up a Southern accent.

Justin Goldsmith was a busy man at the show, explaining the workings of the Bert Lane Golf-O-Mat, a big attraction on the convention floor. Herb Perkins, Purveyor Distributing Company, seen zipping up and down in the hotel elevators at a fast clip.

A popular gal at the show was Capitol Records star, Lee Kane, who was making the convention rounds both in person and in picture. In the spotlight was Sonny Graham, New York City, who was crowned "Miss Juke Box" Tuesday night by MOA President George Miller.

More than 1,000 attended the MOA banquet Tuesday night, where some 25 record artists performed. Among the stars were Perry Como, Georgia Gibbs, Bill Hayes, and Connie Boswell.

## Los Angeles

Communications to:  
Joel Friedman  
Hollywood 9-5831

### Paul Laymon Plans New Showrooms . . .

Paul Laymon Company, Bally distributors, expect to have its re-decorating plans completed this month. New showrooms will give the firm additional display space, as well as complete integration of the parts department.

Phil Robinson, Chicago Coin, reports excellent operator reaction to the firm's new Arrow Bowler. Bill Disson, Duarte; Marshal Walker, Santa Monica, and Cecil Luke, of Los Angeles, have joined the music operators' association here.

Operators in town recently included Ethel Simmon and Mrs. Fred Allen, Bakersfield; Sheridan Thompson, Long Beach; Lee Nelson, S. L. Andrews, Santa Ana; C. B. Ellison, Lancaster, and Gene DeVilbiss, Big Bear.

V. Van Natten, national sales manager for Auto Photo Company, this week disclosed the formation of a manufacturing and distributing

affiliate in London. The firm will be known as Photome, Ltd. C. W. Clark has been named general manager of the new company.

Howard Freer, formerly associated with the Empire Coin Machine Company, Chicago, has joined the staff of Simon Distributing Company here in association with Jack Simon. Lowell Kwahk, coin machine importer from Korea, was in town recently—visiting with Joe Duarte and Bill Happel at Badger Sales Company. The export department at Badger continues expanding, with the firm reportedly shipping more tonnage than any other West Coast coin machine organization.

Dave Wallach, C. A. Robinson Company, is back from a trip thru Arizona and Texas with reports of exceptional interest in the complete United line. One-stop operators Sammy Ricklin, California Music Company, and William Leuenhagen, Leuenhagen's Record Bar, report sales of extended play records to music operators are way up. Based on latest figures for this area, 45 r.p.m. phonographs now outnumber 78 r.p.m. machines by almost five to one.

Ed Wilkes, Paul Laymon Company, is the proud owner of a spanking new 1955 Ford. Ed, Charley Daniels and Jimmy Wilkins are optimistic about business conditions for the summer, with sales of Bally games, bowlers and their new gun at an all time high.

## Twin Cities

Communications to:  
Jack Weinberg  
HYland 2896

### Sol Rose Rejoins Jobbing Trade . . .

Sol Rose, veteran coinman who for years was with the old Hy-G Music Company here, is now associated with Lieberman Music Company as a salesman in the Minneapolis office.

Irv Gorsen has completed installation of the operator self-service one-stop record service at Acme Music Company and reports that coinmen are very happy with the arrangement which enables them to serve themselves. Gorsen said the new self-service feature is the first in this area and he predicts it will become even more popular. Vera Foster, who manages the Acme one-stop with Gorsen, is on vacation in Mississippi.

A service school for Wurlitzer juke box operators and mechanics is scheduled for the Minneapolis office of Sandler Distributing Company next Tuesday. Monday, a similar school was slated in the Sandler Des Moines office, while a third school session was slated for Thursday, April 7, in the Clarence Parker Hotel, Minot, N. D.

The new-baby department, with cigar-passing by proud fathers, includes the following: Duane Knutson of Automatic Sales Company, Fertile, Minn.; Lew Ruben of Lieberman Music Company, a son, Ronnie, born March 23 to make it two boys at his house; James Hunter of Sandler Distributing Company, twin son-daughter on March 29 increase the family which already has three boys and a girl.

Attending the Music Operators convention in Chicago the past

week were Irv Sandler of Sandler Distributing Company; Harold Lieberman and Lew Ruben of Lieberman Music Company, John McMahon, Eau Claire, Wis., and D. C. (Spiv) Williams of the Creston Amusement Company, Creston, Ia.

Coinmen Con Kaluza, of Browerville, Minn., who doubles as mayor of his home town, was in the Twin Cities this week to confer with Gov. Orville L. Freeman at the State Capitol in St. Paul concerning a new community hospital being projected for Browerville. While here he visited several jobbing firms and bought music.

Pete Wornson, of Mankato, Minn., has returned from a 10-day vacation trip to the Southland and came to this market for some shopping. Other shoppers here this week included Jim Stansfield of Winona, Minn.; Tack Tomar of Two Harbors, Minn.; Al Redding of LaCrosse, Wis., looking for bowlers, and Jack Backus of Jamestown, N. D. George Mellem of Minot, N. D., was in the Twin Cities buying music. Another shopper was Bob Aheard of LaMour, N. D.

Word from LaBeau Novelty Company, St. Paul, where Archie LaBeau is in charge, is to the effect that the spring season has gotten off to a good start, with operators hoping for an early summer to give them a fast break on the tourist trade this year.

## Detroit

Communications to:  
Hal Reves  
WWoodward 2-1100

### Fisher, Fruitman Head Own Firms . . .

Lou Fisher has discontinued his partnership with Gordon Fruitman in the Gordon Music Company and is now operating the Fisher Music Company. Gordon Fruitman is continuing his music machine route on a sole ownership basis.

Carl and Rose Hill, operators and distributors of vending machines on the East Side, have taken their son, Chester, into the Hill Vending Service as a partner since his recent return from Korea. The family has operated the gum, candy, peanut and cigarette vending machine business for the past seven years.

Frank Jendrowski, a newcomer to the coin machine business, has established the Jenks Music Company and is operating 20 music machine routes on the East Side.

James Paris has formed a new coffee vending operation, the J. J. Paris Corporation, with Veno Sacre, acting agent, and Andrew Cook, veterans in the business for 25 years.

A new member has been added to the staff of Frank's Music to assist Lora Eby with the clerical routine needed to keep the 400-machine business in operation. Frank Alluvot has employed Mary Bette, formerly with the Air Corps in Paris.

Morrell Gerber and Charles DeKoninol, newcomers to the coin machine field, have established their own company, Hockey Pool Vending Company.

Dale Sauve, of Sauve & Son Dis-

(Continued on page 148)

# COINMEN YOU KNOW

## MUSIC THIS WEEK

Among the stories of general interest to the coin machine industry in the Music Department up front in this issue of The Billboard are:

MAJOR MANUFACTURERS MAP drive to compete with indie diskeries via heavier use of free giveaway records.

THE BILLBOARD CHARTS undergo a revision to reflect more accurately the sale of records and their play on juke boxes.

RCA VICTOR RACKS UP biggest first quarter in several years and credits increase to new price policy.

MERCURY ISSUES CREW CUTS EP holding tunes just released in singles.

And many other informative news stories, as well as the Honor Roll of Hits and other operator charts.



# COINMEN YOU KNOW

Continued from page 147

tributors on the West Side, is back again after a week's absence. He enjoyed a quickie trip to Florida to visit his father, Arthur Sauve, who is expected to return in a month. Frank McNichols accompanied his boss, Joseph Brilliant, of Brilliant Music, to the MOA convention in Chicago.

## New York

Communications to:  
Aaron Sternfield  
PLaza 7-2800

## 10th Avenue Quiet During MOA . . .

Tenth Avenue was the quietest it's been in a long time last week, with practically all the distributors and a goodly share of the operators

at the MOA convention in Chicago. By Friday (1), tho, things were back to normal, with all the conventioners returning.

Sol Wohlman, veteran game operator, is now in charge of Bob Jacobs' conversion shop on 11th Avenue. New members of the Association Amusement Machine Operators of New York are Jack Ehrlich, Hart Music Company; Hal Hurwitz, Linell Amusement Company; Benjamin Kimelman, Bob White Amusement Company, and Abe Chiswick.

Morris Rood, Runyon Sales, missed a perfect bowling score by three points last week. He had a perfect score going into the last

frame. The game wasn't shuffleboard—it was bowled on a conventional alley with conventional balls.

George Klersey, AMI factory engineer, left the New York area after conducting service schools in New York; Newark, N. J.; Queens and Long Island. Natie Sugarman, son of Barney Sugarman, Runyon Sales, was elected to the National Economics Fraternity at Bucknell University.

Mrs. Bob Sanchez (Fran Lo Mauro) is on the mend and is expected to resume her secretarial chores at Seacoast Distributors soon. Max Iskowitz, Maxwell Music, has joined the Coin Machine Employees' Union.

Jim Cagiano, CMEU president, reports that 300 tickets have been sold for the union's annual affair, April 24 at Alan Gale's Carnival. About 400 are expected to attend.

## Miami

Communications to:  
Al Denny  
83-3698

## Zeverly Route Reports Takes Up . . .

X. Zeverly, Radio Center, is one operator who believes that business is as good as a fellow makes it. Zeverly said that his route shows a 10 per cent increase in collections over last year, both in music and games. "You've got to hustle—that's the answer," he says.

Basking in the Florida sunshine are Mike Imig, Yankton, S. D., operator and past president of the South Dakota Operators' Association, and his wife Irene. The Imigs are staying at the Fountainebleau Hotel and spending some time with their old friends, Ken Willis of Bush Distributing, and his wife Evelyn.

Amos Heilicher, Advance Music of Minneapolis, and juke box operator Phil Moses of the same city, dropped in to see the gang at Bush Distributing. Ted Bush and Ozzie Truppman, of Bush Distributing, fugitives from the cold country themselves, knew the boys in Minneapolis. Heilicher is also the Mercury record distributor there.

The balmy weather here also lured Phil Moss, who manages the Des Moines, branch for Atlas Music of Chicago, Seeburg distributor. Moss is vacationing at the Delano Hotel, Miami Beach.

Fran Hersh, the efficient bookkeeper at Brooke Distributors, had her car painted a pastel yellow. Her co-worker, Helen Marion, is busy billing out orders for the McGuire Sisters' Hit, "Sincerely" on the Coral label.

Billy Whitcomb, salesman for Southern Music Company, paid a call on Bob Norman while in this area. Norman manages the Miami branch of the AMI distributor, which has headquarters in Orlando. George Burger, hard-working service manager at Southern Music Company, is mighty proud of his new Bel Air Chevrolet.

Local ops are buzzing about the possibility of putting over dime play now that a new association has been formed. Miami is the only large city in Florida still on nickel play, and one of the few metropolitan centers in the country which hasn't attempted the changeover. A few of the more determined ops, as Harold Carson and Lucky Skolnick, may take the lead even before the AMOA brings the matter to a vote.

Kathryn Hasson is the new assistant to Ken Willis, export manager at Bush Distributing. A native of Buenos Aires, Miss Hasson has been in the United States only three months but already does a masterful job with the English language.

Harry Schwartz, Mercury records distributor in Washington, D. C., and his wife took time out from frolicking in the sun to pay a call on Mannie Brookmire,

# 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.

	Issue of April 2	Issue of Mar. 26	Issue of Mar. 19	Issue of Mar. 12
ABC (United).....	\$50.00	\$50.00	\$49.50	\$25.00
All Star (Gottlieb).....	99.50	99.50	99.50	99.50
All Star Baseball (Williams).....	295.00		325.00	325.00
Army & Navy.....			95.00	114.00
Atlantic City (Bally).....	90.00	95.00(3)	95.00(2)	95.00
	100.00	100.00	115.00(2)	115.00(2)
	110.00(2)	115.00(2)	125.00	130.00
	115.00(2)	125.00		125.00
	125.00			
Band Box (Chicago Coin)....	155.00	155.00		
Baseball, 6 player (Chicago Coin).....	\$325.00			195.00
Basketball Champ (Chicago Coin).....	150.00	150.00	195.00	145.00
	195.00(2)			
Basketball, Two Player (Genco).....	225.00	295.00	225.00	350.00
	350.00			
Beach Club (Bally).....	210.00	225.00	240.00	247.50
	250.00(3)	250.00(2)	265.00	274.00
	265.00(3)	265.00(2)	275.00(3)	260.00
	270.00	270.00	285.00	275.00(4)
	275.00(2)	275.00(2)		285.00
Beauty (Bally).....	165.00	190.00	195.00	200.00
	195.00	200.00	210.00	215.00
	210.00	210.00	215.00	215.00(2)
	215.00(2)	225.00(3)	225.00(3)	225.00(2)
	225.00(3)			
Be Bop (Exhibit).....		84.50	84.50	84.50
Bolero.....				49.00
Big Ben.....				190.00
Blue Skies (United).....		49.50	49.50	49.50
Boston (Williams).....				69.50
Bowling Champ (Gottlieb)....		59.50	59.50	59.50
Bright Lights (Bally).....	50.00	95.00	95.00	92.50
Bright Spot (Bally).....		85.00	85.00	60.00
Buffalo Bill (Gottlieb).....		59.50	59.50	59.50
Cabana (United).....	165.00(2)	165.00(2)	165.00(2)	165.00(2)
				185.00
Citation (Bally).....				79.50
College Daze.....	40.00	40.00		24.00
Coney Island (Bally).....	60.00	75.00(2)	80.00	75.00(3)
	80.00	85.00	85.00	80.00
				85.00
				95.00
Circus (United).....	150.00	175.00	150.00	175.00
				150.00
Daffy Derby (Williams).....	275.00	275.00	275.00	275.00
Dealer.....				95.00
Deluxe Baseball (Williams)....	325.00	325.00	325.00	
Double Shuffle.....	59.50	59.50		59.50
Dude Ranch (Bally).....	250.00	264.50	265.00	265.00
	265.00(2)	270.00	275.00	295.00(4)
	270.00	275.00	285.00	295.00(3)
	285.00(2)			
Eight Ball.....			50.00	
Fairway.....			65.00	65.00
Five Star (Universal).....		65.00		
Floating Power (Genco).....		49.50	49.50	49.50
400 (Genco).....	59.50	59.50	59.50	75.00
Five Star (United).....				35.00
Four Horsemen (Gottlieb)....	99.50	99.50	99.50	79.50
Freshie (Williams).....	59.50	59.50	59.50	59.50
Frolic (Bally).....	135.00	165.00	175.00(2)	135.00
	175.00		150.00(3)	150.00
			175.00(2)	175.00(2)
Georgia.....	25.00	25.00		
Globe Trotter.....	40.00	40.00		
Golden Nugget.....	99.50	99.50	85.00	99.50
Gondola (Exhibit).....	49.50	49.50		49.50
Gold Cup (Bally).....				59.50
Guys & Dolls.....				75.00
				95.00
Handicap.....	175.00	200.00	175.00	295.00
Havana.....	225.00	295.00		315.00
	275.00	295.00	310.00	325.00
Hawaii (United).....				355.00
				295.00
				325.00
Hayburner.....	65.00	75.00	75.00	75.00
Hi-Fi (Bally).....	275.00	309.50	332.00	325.00
	295.00(3)	335.00(2)	345.00(2)	335.00(2)
	325.00	345.00(3)	350.00	345.00(2)
	335.00(4)			350.00
Hit 'n' Run (Gottlieb).....				49.50
Hong Kong.....				39.00
				285.00
Ice Frolics.....	265.00	275.00	300.00(2)	300.00
	285.00	310.00	315.00	310.00(3)
	300.00(2)	325.00	325.00	310.00(2)
	310.00	315.00		315.00
	325.00			325.00
Jalopy.....		75.00	75.00	75.00
Jockey Specials (Bally).....				54.50
Joker.....			50.00	
Jumping Jacks.....				50.00
King Arthur.....				24.00
King Pin (Chicago Coin).....	89.50	89.50	89.50	89.50
Knock Out (Gottlieb).....	35.00	35.00	79.50	29.00
				79.50
Lazy Q.....			125.00	89.00
Leader (United).....		75.00	80.00	
Long Beach.....				35.00
Lucky Inning (Williams).....	59.50	59.50	59.50	59.50
Lu Lu.....				235.00

Brooke Distributors. Schwartz distributes the Mercury label in Washington, Maryland, Virginia and West Virginia. He reports business conditions good.

Jack Lipsiner, Coin-Operated Service, is another who believes that unity is the key to the successful introduction of dime play. "It must be properly advertised and promoted to the public," said Lipsiner.

Roy Gullo, director of the AMOA Bowling League, said the

boys have decided to pass out the cash at the end of the season instead of tossing a banquet with the prize money. Gullo is doing a wonderful job of handling the complicated paper work attendant to each Monday's play.

Willie Blatt was seen huddling with disk jockey Bill Burns, who conducts radio station WOAM's popular "Juke Box Serenade" program, and station manager Owen F. Uridge. What develops from the talks may hold great interest for Miami's teen-agers.

## SPRING SPECIALS

### WANTED — LATE BINGOS

#### SHUFFLE GAMES

Keeney CENTURY .....	\$325	Un. OLYMPIC .....	\$135
Keeney DOMINO .....	145	Un. CLOVER .....	135
Keeney CARNIVAL .....	135	Un. CASCADE .....	120
Keeney 10 PLAYER .....	125		
Un. TEAM .....	275	C.C. GOLD CUP .....	\$145
		C.C. DBLE. SCORE .....	125
Un. LEAGUE .....	\$265	C.C. CROWN .....	145
Un. ROYAL .....	210	C.C. STAR LITE .....	320
Un. CLASSIC .....	160	Gen. SHUF. POOL .....	145

#### BINGOS

HI-FI .....	\$325	DUDE RANCH .....	\$265
SURF CLUB .....	350	BEACH CLUB .....	250
ICE FROLICS .....	315	YACHT CLUB .....	125
PALM SPRINGS .....	310	CONEY ISLAND .....	80

#### MISCELLANEOUS

Un. CARNIVAL .....	\$325	Ex. SIX SHOOTER .....	\$125
RIFLE .....	\$355	Ex. JET GUN .....	110
Seeburg COON .....		TELEQUIZ .....	
HUNT .....	250	with film .....	100
Gen. SHOOTING .....		Wurlitzer 1015 .....	100
GALLERY .....	325	Wurlitzer 1100 .....	175
Seeburg SHOOT .....		AMI E-120 .....	650
THE BEAR .....	145		

SPECIAL  
Bally Spot  
Life,  
\$69.50

## PURVEYOR DISTRIBUTING COMPANY

4322-24 N. WESTERN AVE.  
CHICAGO 18, ILLINOIS  
PHONE: JUNIPER 8-1814



J. H. KEENEY DELUXE  
CIGARETTE VENDER  
Write for Prices

18 Ft. Rock-Ola  
Shuffleboard,  
\$149.50

SHUFFLEBOARD SUPPLIES  
SHUFFLEBOARD, GAME  
WAX, Case (12) \$ 3.50  
PUCKS (Set of 8) . 12.00  
FAST WAX,  
Case (12) .....

## WE'RE BUYING HIGH!

WE WANT . . . Variety, Frolics, Bright Spots, Showboats, Late Shuffle Alleys.

\*CALL ASCME—BE 5-6770

WE CARRY . . . A full line of all makes late Bingos and Shuffle Alleys.

\*CALL ASCME—BE 5-6770

COMPLETELY SHOPPED—QUICK DELIVERY

### NOTICE

WANT TO BUY WANT TO SELL WANT TO TRADE!  
Get the lowdown on the "hottest" exchanges in the coin machine business.  
CALL OR WRITE for our new FREE MAILING SERVICE!  
Gorgeous FREE get-acquainted GIFT to qualified operators.  
LET'S HEAR FROM YOU!!!

\*(ASCME)

## ALL STATE COIN MACHINE EXCHANGE

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## IMPORTERS

WE HAVE 20 YEARS' EXPERIENCE IN  
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### NOW SHIPPING

- \* SEEBURG M 100A, M 100B, M 100C
- \* AMI E 120, E 80
- \* WURLITZER LATE MODELS
- \* BALLY BINGO GAMES
- \* GENCO, UNITED AND KEENEY RIFLE GAMES

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WE ARE DISTRIBUTORS FOR:  
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Now operating in Southern California. Long lease available. Located in population center. Building has concession space under lease. Machines in good condition. Make offer, will finance. Reason for selling: to settle estate. Contact

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# COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar week for new events scheduled in your area.

April 12—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

April 13—Retail Amusement Association of Canton, O., monthly meeting, Massillon, O.

April 17—Music Guild of New Jersey, 18th annual banquet, Elizabethan Room, Hotel Essex House, Newark, N. J.

April 18—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

April 19—Los Angeles Division, California Music Merchants' Association, monthly meeting, Hotel Gaylord, Los Angeles.

May 10—Westchester Operators' Guild, fourth annual banquet, New Parkway Casino, Tuckahoe, N. Y.

(Send Calendar dates to The Billboard, 188 W. Randolph Street, Chicago 1.)

	Issue of April 2	Issue of Mar. 26	Issue of Mar. 19	Issue of Mar. 12
Madison Square Garden.....	35.00	35.00		
Maryland (Williams).....	69.50	69.50	69.50	69.50
Mexico (United).....	250.00 275.00		345.00	345.00(2)
Minstrel Man.....	60.00	60.00		
Nevada (United).....	325.00(2)	335.00		375.00(2)
Niagara.....				39.00
One Sisters.....				
Oklahoma (United).....	69.50	69.50	69.50	69.50
Old King Cole.....	30.00	30.00		
Quintette.....	85.00	85.00		
Salidas.....	65.00	65.00		
Palm Beach (Bally).....	100.00 105.00	115.00	115.00 124.00	90.00 115.00
	115.00	125.00(2)	125.00(4)	125.00(6)
	125.00(4)			
Palm Springs (Bally).....	265.00 275.00	295.00	310.00(2)	285.00
	285.00 295.00	310.00(2)	325.00(3)	310.00(4)
	310.00(2)	325.00(3)		325.00(3)
	315.00			
	325.00(2)			
Paradise (United).....		49.50	49.50	49.50
Paratrooper.....				24.00
Pinch Hitter (United).....	59.50	59.50	59.50	59.50
Pinky (Williams).....			79.50	79.50
Pinwheel.....	125.00	125.00		
Poker Face.....		135.00	135.00	
Quarterback (Williams).....	75.00	75.00	75.00	75.00
Rio (United).....	180.00 215.00	215.00	225.00 275.00	215.00 225.00
	225.00	225.00(2)		275.00
Rondeveo (United).....		49.50	49.50	49.50
Saddle & Turf (Evans).....				295.00
Saddle & Turf, Club Model (Evans).....	325.00	275.00 325.00	275.00 325.00	275.00 325.00
Samba (Exhibit).....	49.50	49.50	49.50	49.50
Screamo.....				125.00
Screwball (Genco).....		49.50	49.50	49.50
Shoot the Moon.....				50.00
Silver Skates.....				54.00
Singapore.....	425.00 450.00	450.00	450.00	450.00
South Way.....				135.00
Pacific (Genco).....	54.50	54.50	54.50	54.50
Special Entry (Bally).....				49.50
Spot-Lite (Bally).....	50.00 60.00	59.50 60.00	60.00 69.00	60.00 65.00(2)
	65.00 69.50	69.50 75.00(3)	75.00 85.00(2)	69.50 70.00
	75.00(4) 85.00	85.00	95.00 100.00	75.00 85.00(2)
				95.00
				95.00
Stars (United).....				95.00
Snuggle Buggie.....				
Summertime (United).....	49.50	49.50	49.50	49.50
Super World Series (Williams).....				95.00
Surf Club (Bally).....	300.00 310.00	340.00 350.00	350.00 365.00	335.00
	335.00 340.00	355.00	375.00(3)	350.00(3)
	345.00 350.00	375.00(3)		375.00(3)
	355.00(2)			
	375.00			
Tahiti.....	160.00		175.00	195.00
Tampico (United).....	69.50	69.50	69.50	69.50
Texas Leaguer (Keeney).....				69.50
Three-of-a-Kind.....	18.50	18.50	18.50	18.50
Thunderbird.....				175.00
Trinidad (Chicago Coin).....		49.50	49.50	49.50
Tropics.....	150.00	175.00(2)	149.50 175.00	175.00(3)
	175.00(2)	195.00		225.00
	195.00			
Twenty Grand.....				49.50
Varieties.....	410.00 450.00	495.00 500.00	495.00	515.00 525.00
	495.00(3)	525.00		
	500.00 525.00			
Watch My Line.....				55.00
Yacht Club (Bally).....	125.00(5)	125.00(2)	125.00(2)	125.00(2)
	130.00(2)	130.00 135.00	135.00 145.00	135.00(2)
	145.00 150.00	140.00 155.00	150.00 155.00	145.00(2)
	155.00 200.00	157.00 175.00	160.00 175.00	150.00 160.00
				175.00
Zingo.....	65.00	65.00	65.00	65.00

## Calif. Charters Amusement Firms

SACRAMENTO, April 2.—C. A. Robinson Company, Inc., has been granted a State charter to deal in coin-operated devices in Los Angeles County. Authorized capital is \$25,000. Incorporation papers were filed by Belan Wagner, Los Angeles. Directors are Ralph G. Ritchie, Richard R. Kennedy and

Etherl J. Lanyon, all of Los Angeles.

Talking Scales Inc., was granted a charter to deal in talking scales, vending machines and similar devices in Los Angeles County. Authorized capital is 2,500 shares, no par value. Incorporation papers were filed by Vernon S. Gray, Los Angeles. Directors are David V. Brothers, Los Angeles, Frank Martin, Laguna Beach, Calif., and Raymond Tiron, Los Angeles.

## M&M to Operate Amusement Park

RALEIGH, N. C., April 2.—M & M Amusement Company, Granite Quarry, N. C., has been granted a State charter to operate an amusement park. Authorized capital stock is \$100,000, with \$400 subscribed by C. H. McCombs and Mary H. McCombs, both of Shelby, N. C., and J. A. McCombs of Granite Quarry.

**THE MARKET PLACE**  
for the  
**COIN MACHINE INDUSTRY**

The National Exchange for Coin Machines Personnel, Products, Services and Opportunities

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**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

### Business Opportunities

**COIN RADIOS AND TELEVISION**—Buy direct from manufacturer and save; steel cabinet, modern design, coin retractor; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City. ap9

**EASTERN PENNA. PROFIT GOING**—Well established, music, shuffle alley and pin game route. Approximately 100 pieces. At actual inventory price \$35,000. Box M-118, c/o Billboard, Cincinnati 22, Ohio.

**EXCELLENT MONEY-MAKING OPPORTUNITIES** for distributors and operators with coin radios and 21" screen, coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. J. ch-jed

**1000 ADVANCE 5¢ THEATER AND BUS** mint and gum machine. A-1 coin mecks, \$750 for lot. Timothy O'Toole, 1125 S. Beverly Drive, Los Angeles 35, Calif. ap33

### Help Wanted

**PROMOTIONAL FRANCHISE MEN**—New exclusive name brand deal. Non-vending. Write to Box 31, St. Louis Park Branch, Minneapolis, Minn. ap9

**SALES REPRESENTATIVE WANTED**—FOR California, Washington, Arizona, Oregon to sell coin machine parts and supplies. Salary and commission. Established accounts. Must have car. Box 798, The Billboard, Chicago, Ill.

**SALESMAN WANTED FOR PENNSYLVANIA**, Southern New York to sell coin machine parts and supplies. Salary plus commission. Established accounts. Must have car. Box 798, The Billboard, Chicago, Ill.

**SERVICEMAN, SALESMAN** — FOR Virginia and Eastern North Carolina territory representing established distributor selling and servicing new music equipment to operators. Sales experience not necessary as we will train you, but you must be 23 to 35 years old, have a good personality and be a willing worker with experience in music equipment. Must be strictly sober and willing to start at reasonable salary. Give resume of experience and date available. Write to: Supply Co., 1013 E. Cary St., Richmond, Va.

**WANTED** — BINGO AND SHUFFLE MECHANICS: food pay and good working conditions. Persons must be sober and furnish reference. Write Box 733, The Billboard, Chicago, Ill. mj7

### Parts, Supplies & Services

**BALL GUM, 28¢ LB. PREPAID ANYWHERE**: 150 lbs. or more Super charm mix, over 600 different pieces, \$3 bar. Modern Coin, 2410 Spring Grove Ave., Cincinnati 14, Ohio.

**COIN-OPERATED TIMERS**—ELECTRONIC, automatic; no buttons to push or mechanical lever to wind; adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City. ap9

**STAMP FOLDERS DIRECT FROM MANUFACTURER**: unlimited quantities, immediate delivery. Write for prices. Vedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOCUST 7-1448. ch-ap30

### Routes for Sale

**COIN OPERATED SCALE ROUTE**—110 machines on location. A real buy. Write for information. Earl Santee, Salem, O.

**JUKE GAME, CIGARETTE, ROUTE**—Central Wisconsin. All late equipment; 31 choicest locations within five miles. \$15,000 down will finance right party for balance of \$40,000. Other interests forces sale. Box M-119, c/o Billboard, Cincinnati 22, Ohio. ap16

**60 MUSIC AND GAME ROUTE IN CALIFORNIA**. Gross \$1600 month. \$16,000; 1/2 cash and terms. Box M-120, c/o Billboard, Cincinnati 22, Ohio.

### Used Coin-Operated Equipment

**A-1 CIGARETTE AND CANDY MACHINES** \$25 and up. Other vending machines, \$5 up. What have you to sell?  
**MACK H. POSTEL**  
2952 Milwaukee Ave. Chicago 18, Ill.

**CHEARM MACHINES, LIKE NEW**—VICTOR, Acorn and Northwestern, guaranteed complete, \$5 each. Confection Novelty Co., 440 Porter Ave., Buffalo 1, N. Y.

**CIGARETTE MACHINES** — DuGRENIER 7 col. S. \$45; 7 col. W. \$50; 9 col. W. \$55; Rowe Imperial, 8 col. \$45; 8 col. \$50; Unedapak E. 6 col., \$45; 8 and 9 col., \$55. Quarter operation, refinished, ready for location. One-third deposit required with order, balance c.o.d. Central Vending Machine Service Co., 3967 Fairview St., Philadelphia, Pa. Evergreen 6-4244. ch

**CIGARETTE MACHINES** — REAL LOW prices DuGRENIER 7 col.; Unedapak, 6 col.; Rowe, 8 col. quarter operation; candy machines, U Select II, 74 bar; DuGRENIER, 72 bar, all machines \$25 each. Harris Vend, 2717 N. Park Ave., Philadelphia, Pa.

**COMPLETE ARCADE FOR SALE**—TIP TOP condition. A few Panorams, five Philadelphia Skee Balls. Skee Balls like new. Write for list. H. E. Loebbeck, 211 W. Douglas, Wichita, Kans. ap30

**COIN OPERATED RADIOS FOR SALE**—Like new; used only two months. Cabinet models 32" high \$30 each. Have only 20 left. Write E. C. Brannon, 807 Medical Arts, Waco, Tex.

**EIGHTY (80) NORTHWESTERN MODEL 49** 5¢ operation. In good condition; \$8.50 each. Glen D. Shaffer, 123 1/2 W. Eighth St., Mishawaka, Ind.

**FOR SALE**—CHICAGO COIN PISTOL, \$50; Exhibit Dale Gun Patrol, \$150; Air Raider, \$50; Drop Kick, \$75; two player Shuffle Alley, \$75; two player Shuffle Cade, \$100; Undersea Raider, \$50; one player Shuffle Alley, \$50. Merlin Collins, 832 East Washington St., Greensburg, Ind.

**FOR SALE**—PENNY GUM, NUT VENDORS, \$2.95, \$6.95; popcorn vendors, penny scales, \$19.95, \$39.95. R. Westmoreland, Box 1016, Jackson, Tenn.

**KIDDIE RIDES IN GOOD CONDITION**—4 horses, 1 boat, 1 engine. Will sell for \$275 each or \$2,000 for lot. William Harvman, Stony Ridge, Ohio. Telephone LA mayne 38V. ap16

**POKERINO** — COMPLETELY REFINISHED and rebuilt, fine condition, all new contacts. James Travis, Box 206, Millville, N. J. Telephone 2057-J. ap9

**R. C. A. LICENSED 10¢ PER HOUR COIN** Radios under pillow speaker for hospital use, \$35 each. Lots of 12, \$30 f.o.b. Warren, H. F. Champin, 1040 E. South St., Warren, Ohio.

**SEND FOR LIST YOUR BEST BUYS PENNY** amusement games. Atlas, 1200 Madeline Place, Fort Worth, Tex.

**VENDING HEADQUARTERS**—SEND FOR free confidential price list. Reconditioned bulk vendors, charms, capsules, parts, supplies. Largest supplier in the world. 70 used Victor Toppers Glass Globes, \$10 ea., 20 Acorn 5¢ Nut, like new, \$10; 50 used Silver King 5¢ Nut, \$6.50 ea. Logan Distributing Co., 916 Milwaukee Ave., Chicago 22, Ill. ap30

**11 POKERINOS, INCLUDING STOOLS**, \$450; 1 Midget Movie (with film), \$99.50; 1 all metal Foot Vibrator, \$79.50. All operating this winter. Morton E. Medvene, 1114 N. Third St., Phila. 23, Pa.

**15 MERCURY 13-WAY STRENGTH TESTERS**; deluxe floor model. Lift, twist and squeeze; the best penny catcher made. Cost \$129.50 each; will sell for \$50 each, all for \$600. Several arcade machines for sale. LeRoy Itchner, Macon, Mo.

**18 WURLITZER SKEE BALL ALLEYS**—7 Winchester 22 Gallery Rifles. A. M. Johnson, Sylvan Beach, N. Y. ap9

**100 VICTOR MODEL V GUM VENDER**, used with ball gum only; like new; \$7.50 each; all for one half cash with order, balance c.o.d. Star Vending Supply Co., 4306 Griggs Road, Houston 21, Tex.

**MACHINES WANTED** — WE BUY ALL types of Vending Equipment and Counter Games. Write, describing machines and giving us your "Rock-Bottom" price. Rags, 809-C Spring Garden St., Philadelphia 23, Pa. ch

**VICTOR TOPPERS WANTED**—ANY QUANTITY; give full details. Box M-116, c/o Billboard, Cincinnati 22, O. ap23

**WANT** — USED JUKE BOX RECORDS. Popular, hillbillies, polka. Can use 45 rpm and 78 rpm records. Any quantity. Will pay top prices. Give full details first letter. F. A. Wiedel, 2440 N. Orchard St., Chicago 14, Ill. Telephone Diversey 8-3996. ap23

**WANTED**—NEW AND USED RESTAURANT Model S-43 juke boxes. Send full information to D. Denoff, Alma, Wis.

**WILL PAY \$50 FOR ROOVERS NAME** Plate Machine; in working condition. \$75 for Standard Metal Typer. LeRoy Itchner, Macon, Mo.

## C. R. Burgess

Continued from page 138

ization in the export market as well as its 50 U. S. distribution points. Haddock announced that as Burgess becomes familiar with the industry he will gradually assume Haddock's direct sales responsibilities.

In making the announcement, Haddock explained: "This new position and the selection of Mr. Burgess to fill it have been made necessary by the heavier burdens imposed upon me personally, as result of the continued growth of our business and its increasing complexity.

"It is increasingly difficult for me to do justice to the responsibilities I have heretofore been carrying as our business grows within the U. S. and abroad where we have licensees as well as export distributors."

Before joining AMI, Burgess was in charge of product planning for

the Lincoln-Mercury division of the Ford Motor Company. Before that he had his own business as a product and marketing consultant.

Burgess expects to get into the field within the next few weeks at which time AMI regional managers E. R. Ratajack and Jack J. Mitnick will introduce him to their respective distributors and operators in their territories.

Burgess will headquarter at AMI's general offices in Grand Rapids. He is an engineering graduate of the University of Michigan.

### Cincy Visitors at MOA

CINCINNATI, April 21.—Cincy coin and music men who took in the MOA Convention at the Morrison Hotel, Chicago, this week were Charles Kanter, Ray Bigner, Milt Cole, Len Goldstein, Milt Marner and Lou Epstein. Kanter, Bigner and Goldstein were the guests of Leo Weinberger, of Southern Automatic Music Company, at the MOA banquet and show Tuesday night (29).

**USE THIS HANDY FORM TODAY**

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

- Clip your ad to this form.
- Check classification you want your ad to appear under.
  - Business Opportunities
  - Help Wanted
  - Parts, Supplies & Services
  - Positions Wanted
  - Routes for Sale
  - Used Coin-Operated Equipment
  - Wanted To Buy
- Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
  - Regular
  - Display
- Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard  
Coin Market Place  
2160 Patterson St.  
Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

Next 6 issues  Next 4 issues  Next 3 issues  Next issue only

\$\_\_\_\_\_ Payment enclosed

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES**



# H. C. Evans Title Bought By Chi Group

CHICAGO, April 2.—The title and games business of the H. C. Evans Company will be carried on by a corporation being formed here, according to John Wasylyk, Four Aces Distributing Company, merchandise firm.

Wasylyk and several others this

week purchased the Evans title along with its carnival and casino games business at a public auction held here Tuesday (29). In the sale the combine bought all the patents, designs and patterns used in making the Evans line of games.

Legal details are being worked out but Wasylyk said they should be completed by next week. The new group will continue to operate under most of the same policies used by Evans, he said.

A fairly large crowd turned out for the auction at the old H. C. Evans plant this week.

## SHUFFLE GAMES

	Issue of April 2	Issue of Mar. 26	Issue of Mar. 19	Issue of Mar. 12
Ace Bowler (United).....	345.00(3)	\$345.00(3)	\$345.00(3)	\$345.00(2)
Advance Bowler (Chicago Coin).....	200.00 215.00 225.00 285.00	200.00 285.00	200.00 285.00	195.00 285.00
Banner Shuffle Alley (United)	345.00 395.00(2)	395.00(3)	395.00(3)	395.00(2)
Big League Bowler, 4 player (Keeney).....	55.00	55.00	55.00	400.00
Bonus Bowler (Keeney).....	245.00 250.00	245.00 250.00	245.00 250.00	55.00
Bowl-a-Matic (Universal).....	325.00	325.00	325.00	245.00
Broadway (United).....				325.00
Carnival Bowler (Keeney)...	135.00(2)	135.00(2)	135.00 159.50	159.50
Carnival Deluxe (United)....	159.50 385.00(2)	159.50 385.00(2)	385.00 395.00	395.00 425.00
Cascade Shuffle Alley 6 player (United).....	110.00 120.00(5)	110.00 120.00(4)	120.00(3) 135.00	85.00 120.00(2)
Century Bowler (Keeney)....	325.00	340.00	340.00	135.00
Champion Bowler (Bally)....	395.00	395.00	395.00	145.00(2)
Chief Shuffle Alley (United).	265.00 275.00(3)	265.00 275.00(3)	265.00 275.00(2)	340.00 285.00 295.00
Classic Shuffle Alley 6 player (United).....	295.00	295.00	295.00(2)	285.00 295.00
Clover Shuffle Alley, 6 player (United).....	125.00(2)	125.00	149.00 150.00	150.00
Criss-Cross Bowler (Chicago Coin).....	150.00(2) 160.00	150.00(2) 160.00	160.00 165.00	165.00(2) 180.00
Crown Bowler (Chicago Coin)	125.00(2)	125.00(2)	125.00 145.00	125.00 139.00
Deluxe Bowler (Chicago Coin)	135.00 145.00 169.50	150.00 169.50	150.00 169.50	155.00 160.00 169.50
Deluxe Bowler (United).....	300.00 315.00	300.00 315.00	300.00 315.00	315.00 325.00
Domino Bowler (Keeney)....	325.00 130.00	325.00 130.00	325.00 130.00	325.00 144.00
Double Score Bowler (Chicago Coin).....	145.00(3) 155.00 160.00	145.00(2)	145.00 155.00	145.00(2) 160.00 165.00
Feature Bowler (Chicago Coin).....	60.00	60.00	60.00	122.50 165.00
Five Player Shuffle Alley (United).....	50.00	50.00	50.00	100.00 135.00(2)
Flash Bowler (Chi. Coin).....	125.00(2)	125.00(2)	124.00 125.00(2)	135.00
Four Player Shuffle Alley (Keeney).....	315.00	315.00	315.00	350.00
Gold Cup Bowler (Chicago Coin).....	395.00(2)	395.00(2)	395.00(2)	395.00 425.00
High-Speed Crown Bowler (Chicago Coin).....	109.50			125.00
Hi-Speed Triple (Chicago Coin).....	145.00 175.00 185.00	175.00 185.00 195.00	175.00 185.00 195.00	172.50 185.00 195.00
Holiday Match Bowler (Chicago Coin).....	195.00	195.00	195.00	295.00
Imperial Shuffle Alley (United).....	145.00 225.00 295.00	295.00	295.00	495.00 515.00 525.00
King Bowler (Chi. Coin).....	235.00 245.00(3)	245.00(2) 255.00	245.00(2) 250.00 255.00	245.00 250.00 252.50 265.00(2) 300.00
League Bowler, 6 player (Keeney).....	225.00 295.00 300.00	225.00 300.00	300.00	
League Bowler (United).....	265.00(3) 275.00 295.00	265.00(2) 275.00 285.00	265.00 285.00 295.00(2)	50.00 50.00 265.00 275.00 295.00
Leader Shuffle Alley (United)	275.00(3)	275.00(2) 285.00	265.00 275.00(2)	275.00 285.00 295.00(2)
Liberty Shuffle Alley (United).....	195.00 199.50 215.00	199.50 225.00 250.00	199.50 245.00(2)	135.00 100.00 75.00 250.00(2) 265.00 275.00
Manhattan (United).....	435.00	435.00	435.00	435.00
Match Bowler (Chi. Coin)...	110.00	110.00 125.00	110.00 125.00	125.00
Match Pool (Genco).....	60.00(2) 95.00	60.00(2)	60.00(2)	60.00 85.00
Mercury Deluxe Shuffle Alley 11th Frame (United).....	135.00 145.00(3)	140.00 145.00(3)	145.00 150.00(4)	145.00 150.00 155.00 169.00
Name Bowler (Chi. Coin)....	150.00 195.00 200.00	150.00 195.00 200.00	195.00 200.00	195.00
Official Shuffle Alley, 4 player (United).....				
Olympics Shuffle Alley (United).....				
Pacemaker Bowler (Keeney)...				



**FIRST in Quality!**  
Satisfaction Guaranteed!

### SHUFFLE GAMES

NEW Chicago Coin TRIPLE STRIKE ARROW BOWLER CRISS CROSS TARGET

### FIRST-Conditioned

### UNITED—Match

- MERCURY, D.L. .... \$435
- BANNER ..... 395
- ACE ..... 345
- CHIEF ..... 275
- LEADER ..... 285
- IMPERIAL ..... 235
- OFFICIAL ..... 95

### UNITED—High Score

- SHUF. TARGETTE ..... \$385
- SPEEDY ..... 375
- CHIEF ..... 275
- ROYAL ..... 225
- SUPER 6 PLAYER ..... 75
- DELUXE 6 PLAYER ..... 75

### CHICAGO COIN

- FLASH ..... \$395
- TEAM LIGHT ..... 325
- SUPER FRAME ..... 155
- TRIPLE SCORE ..... 155
- CROWN ..... 125
- DOUBLE SCORE ..... 125

### KEENEY

- CARNIVAL ..... \$135
- 6 PLAYER, Jumbo Pins with Formica ..... 75
- BIG LEAGUE BOWLER ..... 55

### GENCO

- SHUFFLE MATCH POOL ..... \$195
- SHUFFLE POOL ..... 145

### TARGET GUNS

### NEW

- Exhibit MODEL 300
- Genco WILD WEST
- United BONUS GUN
- Keeney RANGER

### FIRST-Conditioned

- Genco BIG TOP ..... \$395
- Keeney SPORTSMAN ..... 395
- Exh. SPORTLAND ..... 385
- CARNIVAL DE LUXE ..... 365
- RIFLE GALLERY ..... 310
- YOU SHOOT (Remington 22 with live ammo) 345
- SHOOTING GALLERY 235
- COON HUNT ..... 225
- SHOOT THE BEAR ..... 150
- JET GUN ..... 125
- SILVER BULLETS ..... 95
- SIX SHOOTER ..... 95
- RAY GUN ..... 75
- DALE GUN ..... 45

### COUNTER GAMES

### NEW

- M & T Zip Zag ..... \$29
- Bink's Zipper ..... 35
- Kicker & Catcher ..... 49

### FIRST-Conditioned

- ABT Challenger ..... \$25
- Best Hand ..... 19

### ARCANE

### BRAND-NEW CLOSEOUTS

- Genco 2-PLAYER BASKETBALL ..... \$325
- Chicago ROUND THE WORLD TRAINER ..... \$75

### FIRST-Conditioned

- Genco 2-PLAYER BASKETBALL, Like New ..... \$295
- Bally BIG INNING ..... 150
- Chicago Coin GO ALEE ..... 115
- Evans TEN STRIKE ..... 75
- ZINGO ..... 65

### BINGO 5 BALLS

### BALLY

- BIG TIME ..... WRITE
- VARIETY ..... \$495
- HIFI CLUB ..... 315
- SURF CLUB ..... 315
- ICE FROLICS ..... 355
- PALM SPRINGS ..... 310
- DUDE RANCH ..... 275
- BEACH CLUB ..... 265
- BEAUTY ..... 215
- FROLICS ..... 155
- PALM BEACH ..... 125
- ATLANTIC CITY ..... 125
- SPOTLIGHT ..... 85

### WANTED

- ARCADE EQUIP'NT FIVE-BALLS
- Genco SILVER CHESTS SHUFFLE GAMES
- C.C. HOLIDAYS Bally CHAMPIONS

### Chicago Coin BAND BOX

(Animated Orchestra) \$155

### Chicago Coin

Joe Kline & Wally Finke

### FIRST COIN MACHINE EXCHANGE

1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

## SHAFFER SPRING SPECIALS

SEEBURG	ROCK-OLA
M-100-B (45 r.p.m.)... \$569.50	Cornet (120 Sel.) ..... Write
M-100-A (78 r.p.m.) .. 349.50	1434 (50 Sel.) ..... \$299.50
148-ML ..... 109.50	1426 ..... 79.50
147-M ..... 89.50	1422 ..... 59.50
WURLITZER	WALL BOXES
1500 (104 Sel.) ..... \$395.00	4851 Wurl. (48 Sel.) .. \$32.50
1250 (48 Sel.) ..... 189.50	4820 Wurl. (48 Sel.) .. 24.50
1217 Hideaway ..... 149.50	219 Steppers ..... 9.95
1015 ..... 69.50	3W5-L56 (5-10-25c) .... 14.50

Write Today for Your Free Copy Of Our New Illustrated Catalog Of Recent Model Phonographs

**Shaffer Music Co.**  
Cincinnati, Ohio 1200 Walnut St. MAin 6310  
Columbus, Ohio 849 N. High St. KLondike 4614  
Indianapolis, Ind. 1327 Capitol Ave. MElrose 4-3571

### PIN BALL GLASS

21x40x3/16 inches, \$3.00 each. 9 pieces to box—\$24.00. Write SUPERIOR SALES CO., Dept. R-6 7855 STONEY ISLAND AVE. CHICAGO 49, ILL.

### NEED FINANCE?

Do you need the additional financing to extend your route? Or refinancing your present operation? If you do, send full details of your requirements in first letter. Contact: Al Blendow CAPITOL PROJECTOR CORP. 556 West 42nd Street New York 17, N. Y.

## Summer Location Game Shortage Seen in N. England

BOSTON, April 2.—A new high in demands for summer game locations was reported by distributors here. The season finds a decided shortage of desirable used equipment, according to Irwin Margold of Trimount Automatic Sales Corporation.

The New England market is practically cleaned out of games, on to two years old. Margold feels that export sales and hurricane damage left a need for many replacements.

Buying interest in games is the highest in years, according to reports from the eight local distributors. Bob Jones, sales manager of Redd Distributing Company, sees business at the highest peak ever, and just prays for enough merchandise to satisfy customers.

Altogether, spring buying, 10-cent conversion and a big reorganization in routes has put the order volume at a higher peak than any previous year in the territory.

## Auto-Photo Co.

Continued from page 146

pounds. It is 70 inches long, 72 inches high and 29 inches wide. Normal maximum current draw is five amps, power supply 120 volts AC. Three stroboscopic tubes operate from a strobe pack with condensers storing 450 volts DC current, the pack recharging every four seconds. The coated lens is a liex f/2.9 with coated prism that reflects a true image.

The booth is equipped with a drape to permit customer to select light or dark background for individual pictures. It has a matched grain walnut and Kalistron Vinyl cabinet.

## Hot-Rod Ride

Continued from page 146

sheet steel. The kiddie operates a lever on the steering wheel that regulates the two-tone auto's motion. An attachable Ristaurcat record player is optional equipment with the ride to add music to the operation. A soft-sounding horn is standard equipment. The Hot-Rod operates on 110 AC current and has a 1/4 h.p. motor.

## BINGO SPECIALS

- HI-FI ..... \$335
- SURF CLUB ..... 340
- PALM SPRINGS ..... 325
- ICE FROLICS ..... 300
- BEACH CLUB ..... 270
- DUDE RANCH ..... 270
- BALLY BEAUTY ..... 200
- YACHT CLUB ..... 135
- ATLANTIC CITY ..... 95
- JOHNSON FAREBOX COIN COUNTERS, slightly used, like new ..... 175

1/2 Deposit With Order. Write to SUPERIOR SALES CO. Dept. R-6 7855 Stoney Island Ave. Chicago, Illinois Telephone: BAyport 1-1616

## WE HAVE IT!

Send Us Your Bid MUSIC MACHINES GAMES • KIDDIE RIDES ARCADE EQUIPMENT BINGOS • AUTO PHOTO and everything coin operated, parts and supplies. Write—Wire—Phone

## DAVID ROSEN

Exclusive A.M.I. Dist. Ea. Pa. 855 N. BROAD STREET PHILADELPHIA, 23, PA. PHONE: STEVENSON 2-2903

## NOW DELIVERING

- Gottlieb DUETTE 5c or 10c Play
- Bally GAYETY
- Bally GOLD MEDAL BOWLER
- Bally BLUE RIBBON BOWLER
- Bally BULLS EYE GUN
- United MANHATTAN

### WANT TO BUY

Gottlieb SUPER JUMBO

We are distributors for GOTT-LIEB and BALLY in Southern Illinois and Eastern Missouri.

### MORRIS NOVELTY CO.

3007 Olive St. St. Louis 3, Mo. Tel.: FRanklin 1-0757

- SPOT LITE ..... \$ 45.00
- BEAUTY ..... 175.00
- BEACH CLUB ..... 215.00
- DUDE RANCH ..... 255.00
- PALM SPRING ..... 275.00
- HAWAII ..... 265.00
- SINGAPORE ..... 395.00
- HI FI ..... 295.00
- LEADER ..... 265.00
- IMPERIAL ..... 240.00
- MATCH POOL ..... 175.00

## ROYAL

DISTRIBUTING, INC. 3726 Kessen Ave., Cincinnati 11, O.





	Issue of April 2	Issue of Mar. 26	Issue of Mar. 19	Issue of Mar. 12
bow Shuffle Alley (United)	325.00 350.00	325.00 350.00	325.00 350.00	350.00
4 Shuffle Alley (United)	195.00(3) 210.00 225.00	195.00(2) 225.00	195.00 200.00 235.00(2)	195.00 235.00 245.00(2)
File Alley, 4 player (Keeney)	269.50	269.50	269.50	269.50
File Alley, 6 player (Keeney)	109.50	109.50		
File Alley Deluxe, 6 player (United)	50.00 75.00(2) 89.50	50.00(2) 75.00 89.50	50.00 69.00 75.00 89.50	49.50 50.00 75.00(2) 89.50
File Alley, 6 player (Keeney)	75.00w/p	69.50w/p 75.00w/p	69.50w/p 75.00w/p	69.50w/p
File Alley, 6 player (United)	79.50	79.50	79.50	79.50
File Alley, 6 player (Chicago Coin)	50.00	50.00	50.00	
File Alley, 10 player (Keeney)	125.00 129.50	125.00 129.50	129.50	
File Alley Deluxe, 10th Frame (United)	365.00	365.00	365.00	
File Alley Deluxe (Keeney)	100.00	100.00	100.00	100.00
File Pool (Genco)	145.00(2) 149.50	145.00 149.50	124.00 145.00 165.00	150.00 175.00(4)
Player 10th Frame (United)	75.00(2)	75.00(2)	75.00(2)	
edie (United)	365.00	365.00	365.00	375.00(2)
cial Bowler, 10th Frame (Chicago Coin)	110.00	110.00	110.00	
er Bowler, six frame			65.00	75.00
cial Double Score Bowler (Chi. Coin)	125.00	125.00		
4 Player (United)	65.00 90.00	65.00 110.00	110.00	65.00 99.50 110.00
10 Frame, 6 player (United)	95.00 100.00	95.00 115.00	95.00 115.00	95.00 115.00
rite Bowler (Chi. Coin)	320.00 325.00(4)	320.00 325.00(2)	325.00(3) 335.00	322.50 335.00(2)
er Bowler (Keeney)	125.00			
er Frame Bowler (Chicago Coin)	300.00 325.00	300.00 325.00	300.00 325.00	325.00
er Match Bowler (Chi. Coin)	100.00	100.00	100.00	
er Six Shuffle Alley (United)	60.00 85.00 95.00 99.50	60.00 85.00 95.00 99.50	60.00 95.00 95.00	95.00 99.50
er Shuffle Alley (Keeney)	125.00	125.00	125.00	125.00
ette (United)	385.00(2)	385.00	385.00	
ette Deluxe (United)	435.00	435.00	435.00	
am Bowler (United)	275.00(4)	275.00(2)	275.00(2)	275.00 325.00(2)
th Frame Bowler (Chi. Coin)	75.00	75.00	75.00	
ple Score Bowler, 10th Frame (Chi. Coin)	155.00(2)	150.00 155.00 189.50	150.00 155.00 160.00 165.00 189.50	165.00
th Frame Super Shuffle Alley (United)	115.00	115.00	115.00	115.00
ple Score Bowler (Chicago Coin)	150.00 189.50	155.00		165.00(2) 175.00 189.50
ory Bowler (Bally)	315.00 345.00	345.00	345.00	

### MOA Exhibits

Continued from page 146

Graph recording machine, Drive-yourself road test game and Modern-Venus movie machine.

Bally Manufacturing Company showed two new kiddie units, Hot-kiddie ride and Bull's Eye pistol game. Alan Hawes showed its See-Saw kiddie ride and Capitol projectors displayed its Balloon-O-mat balloon vender, all aimed at the kiddie market.

A.B.T. Manufacturing Corporation and National Rejectors, Inc., showed their lines of coin machine rejector units, timers and assemblies. Auto-Photo Company exhibited its automatic photo machine.

J. H. Keeney & Company displayed a new coffee vender and a cigarette vender, and Mills Industries showed its coffee machine.

City manufacturers and distributors held open houses at their offices and showrooms in addition to having booths at the show and dining in convention activities.

Convention officials estimated that over 3,000 attended the national meet.

### Memory Lane

Continued from page 146

re the Barnhardt Dial Striker, Mystic Mirror, Radio Rifle, Grandfather's Clock, Striking Clock, Donkey Bray, Golf Game, Soccer Game and Tiger Pull.

All of the models which left the Munves shop were in excellent working order, altho no refinishing or redecorating work had been done on the exteriors. Cabinet structure, tho, was checked to make sure it was sturdy.

According to Munves, there is no shortage of machines made in the early part of the century, and most of them, with reasonable care, function mechanically as well as they did the day they were made.

The Munves is probably the largest supplier of antique Arcade equipment, he by no means eschews the games of later vintage. The 10th Avenue showrooms feature most of the games currently made by coin manufacturers.

### I.E.C. Shows

Continued from page 146

duced in two sizes—one model for four-player participation, and a smaller model for single or two-player operation. The four-player unit is shipped in two crates, weighs 420 pounds, is 6 feet 10 inches in height and 5 feet long. The smaller unit weighs 300 pounds, is 77 inches high, 34 inches wide and 25 inches deep, and is shipped in one piece.

Monkey Climb features lifelike monkeys twisting, turning and climbing up and down trees, attempting to beat an automatic "Champ" monkey to the top. The monkeys climb or descend, according to how skillfully the player operates a plunger, which in turn operates a ball in a moving track. The background decoration for the game is a color scene of Honolulu.

Randell and Fred Elkan, factory distributor, met with visiting operators in a suite in the Hotel Sherman during the MOA convention.

### Bally Ships

Continued from page 146

feature the player's shot is further evaluated according to the speed with which it is delivered. A medium-delivery speed rates a higher point award than a fast or slow delivery.

The score awarded for each shot is flashed on a three-column scoreboard on the backglass. Depending on the speed of delivery and whether the player scores a strike, super-strike or spare, scoring values range from 30-60-20 to 120-300-90. The bonus score set-up for perfect speed shots, of course, awards the player the top scores of 500, 200, 150.

Both of the new bowlers are 10 frames adjustable to five frames. A last frame feature is adjustable to allow a player to keep shooting as long as he scores strikes or super-strikes.

Size of both bowlers is 8 by 2 feet. The games are available in dime or dime and three-for-quarter play.

# WE'RE DESPERATE!

We Need Late GOTTIEB 5-BALLS  
Call TODAY for the Deal of Your Life!

—BINGOS—  
NEW: UNITED MANHATTAN

Variety .....	\$475	Tahiti .....	\$195
Surf Club .....	358	Tropics .....	195
Hi Fi .....	335	Frolics .....	175
Hawaii .....	325	Yacht Club .....	130
Ice Frolics .....	319	Palm Beach .....	125
Palm Springs .....	318	Atlantic City .....	115
Havana .....	295	Golden Nugget .....	99.50
Dude Ranch .....	275	Coney Island .....	85
Beach Club .....	260	Spot Lite .....	75
Beauty .....	215	Genco 400 .....	59.50

**5-BALLS**

Hit 'n' Run .....	\$109.50	Lucky Inning .....	\$59.50
Jalopy .....	99.50	Pinch Hitter .....	59.50
Handicap .....	99.50	Freshie .....	59.50
4 Horsemen .....	99.50	Bowling Ch. .....	59.50
All Star .....	99.50	Double Shuffle .....	59.50
King Pin .....	89.50	So. Pacific .....	54.50
Maryland .....	69.50	Summertime .....	49.50
Tampico .....	69.50	Gondola .....	49.50
Oklahoma .....	69.50	Samba .....	49.50

**Brand New Closeouts**

Wms. ALL STAR BASEBALL .. \$375  
Genco 4 PLAYER SKEE BALL .. 350  
MIGHTY MIKE SPARRING PARTNER .. 895  
Genco SILVER CHEST .. 125

**CIGARETTE VENDERS**

ROYAL "17" (17 Col.), Elec.—Request Circular

**COUNTER GAMES**

KICKER & CATCHER .....	\$49.50	Art Show & Film .....	\$49.50
Acme Shocker .....	24.50	ABT Chal-lenger .....	75.00
Binks Zipper .....	39.50		

**AMI**  
D-80  
\$450.00

**Empire COIN MACHINE EXCHANGE**  
1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

**GUNS—NEW**

GENCO WILD WEST .....
 \$455 || EXHIBIT PORTLAND ..... | 300 |
EXHIBIT STAR SHOOTING GAL .....	290
EXHIBIT SHOOTING GALLERY .....	325
WILLIAMS SUPER JET .....	

**LIKE NEW**

United DeLuxe Carnival .....	\$345.00
United Rifle Gallery .....	335.00
Genco Jungle Gun .....	250.00
Exhibit Shooting Gallery .....	199.50
Genco Night Fighter .....	175.00
Genco Sky Gunner .....	150.00
Shoot the Bear .....	145.00
Exhibit Jet Gun .....	99.50
Exhibit Space Gun .....	99.50

**SHUFFLE GAMES**

CHICOIN CRISS CROSS TARGET

United Banner, Match Score .....	\$395.00
United Ace, Match Score .....	345.00
United Rainbow .....	340.00
United Leader, Match .....	275.00
United Chief, High Score .....	265.00
United Team, S.A., Match Score .....	275.00
United League, S.A., High Score .....	265.00
United Imperial, Match Score .....	245.00
United Royal, High Score .....	225.00
United Classic, Match Score .....	150.00
United Olympic, High Score .....	145.00
United Clover, Match Score .....	125.00
United Cascade, High Score .....	120.00
United Super 6 Player, S.A. .....	99.50
United De Luxe, S.A., 6 Player .....	89.50
Chi. Criss Cross, Match .....	325.00
Chi. Holiday, Match .....	525.00
Universal 18' Bowl-a-Matic .....	325.00

**SUPER SPECIAL**

Genco Shuffle Pool .. \$149.50  
Genco Match Pool .. 199.50

**EMPIRE GUARANTEE**

- ✓ Mechanism overhauled
- ✓ Cabinet refinished
- ✓ Playfield renovated
- ✓ Rails refinished

**WURLITZER**  
1015  
\$99.50

## NOTICE

COMPARE OUR PRICES AND YOU WILL FIND THAT WE ARE LOWEST WITH THE LATEST, AND BACKED BY 20 YEARS OF SQUARE DEALING

### GUNS AND ARCADE

Genco Wild West Criss Cross (Brand New) .. Write  
Genco Big Top (Just Like New) .. \$375.00  
Genco Rifle Gallery (Just Like New) .. 295.00  
Genco Sky Gunner .. 135.00  
Genco 2-Player Basket Ball .. 225.00  
Genco 4-Player Skee Ball .. 250.00  
Genco Jumping Jack .. 100.00  
Genco 400 .. 75.00  
Exhibit Shooting Gallery .. 175.00  
Exhibit Dale Gun .. 65.00

WILLIAMS All-Star 6-Player Baseball, Like New .. \$325.00

### SHUFFLE GAMES

Genco 4-Player Shuffle Pool .. \$150.00  
United 5-Player, with formica top, 7-10 split, a perfect game, how can you miss, for only .. 45.00  
United 6-Player .. 75.00  
United Cascade (high score) .. 120.00  
United Clover (match feature) .. 155.00  
United Classic (match feature) .. 175.00  
United Olympic (high score) .. 145.00  
United Imperial (match feature) .. 255.00  
United Royal (high score) .. 235.00  
United Leader (match feature) .. 285.00  
United Chief (high score) .. 275.00

### MUSIC SPECIALS

Model 1436 Rock-Ola Fireball, 129 Selection, 45 RPM Phonograph, Only .. \$350.00  
Model 1436 Rock-Ola 50 Selection 295.00  
Model 1432 Rock-Ola 50 Selection 250.00  
Model 1428 Rock-Ola, Blond, Perfect, Only .. 150.00

EXCLUSIVE DISTRIBUTOR FOR ROCK-OLA 120 OR 50 SELECTION HI-FIDELITY PHONOGRAPHS. Write

Gottlieb Duette .. Write  
Bally Big Time .. Write  
Chicago Coin Arrow .. Write

**Modern Distributing Co.**  
3222 Tejon Street, Denver 11, Colorado  
Grand 7-6834

## "A BETTER DEAL ALWAYS"

<b>BINGOS</b>	<b>LATE GUNS</b>	<b>CHANGE-MAKERS</b>	
Atlantic City .....	\$115.00	Ex. Shooting Gallery .. \$275.00	
ABC .....	50.00	Ex. Star .....	325.00
Beach Club .....	250.00	Ex. Six Shooter .....	110.00
Beauty .....	325.00	Ex. Gun Patrol .....	150.00
Coney Island .....	75.00	Genco Rifle Gallery .....	345.00
Cabana .....	165.00	Un. Carnival Gun .....	395.00
Palm Beach .....	115.00	Un. Jungle Gun .....	345.00
Brite Lite .....	85.00		
Nevada .....	325.00	<b>UNITED BOWLERS</b>	
Tropics .....	175.00	Cascades .....	\$120.00
Spot Lite .....	75.00	10th Frame .....	75.00
Singapore .....	450.00	Olympic .....	150.00
Tropicana .....	Write	Royal .....	195.00
		Ex. Gun Patrol .....	150.00
		Genco Bowlers .....	325.00
		League Bowlers .....	295.00
		Team Bowlers .....	325.00
		Chief .....	275.00
		Ex. Dale Gun .....	55.00
		Genco Basketball .....	250.00
		Official .....	65.00
		Harvard Metal Typer .....	150.00
		Mut. Voice Recorder .....	375.00
		Sky Fighter .....	150.00
		Panorams with Peeks .....	250.00
		Midget Movies, latest .....	185.00
		Quizzer with Film .....	95.00
		Sci. Pitch'm & Bat'm .....	185.00
		Twin Shoe-Shine .....	150.00
		Wur. Skee Ball .....	150.00
		Super World Series .....	195.00
		Hayburners .....	75.00
		County Fair .....	75.00
		Standard Metal Typer .....	275.00
		Wms. DeLuxe .....	350.00
		Baseball .....	65.00
		Bel-A-Score Sr. .....	65.00
		Ex. Del. Post Card .....	50.00
		Vendors .....	125.00
		Jennings Barrel Roll .....	125.00
		Grandma Fortune .....	125.00
		Telling .....	125.00
		C.C. Basketball .....	195.00

**COUNTER MACHINES**

ABT Skill Guns .....
 \$20.00 || ABT Challengers ..... | 20.00 |
Duck Hunters .....	20.00
Got. 3-Way Grippers .....	20.00
Genco Pee-Wees .....	20.00
Kickers & Catchers, new .....	29.50
Mer. Counter Grips .....	20.00
Shockers, new .....	24.50
Ship. Art Show .....	25.00
Three-of-a-Kind .....	18.50
Wizards, 5¢ .....	20.00



**Cleveland Coin MACHINE EXCHANGE, INC.**  
2029 PROSPECT AVE., CLEVELAND 15, OHIO  
All Phones: Tower 1-6715

## DISTRIBUTOR or REPRESENTATIVE WANTED

We are the largest manufacturer in the industry of our type of equipment. We would be interested in hearing from a distributor organization or a top-notch salesman covering the western part of the country. Income potential is large and salesman should be able to carry his own expenses for about one month while getting started. All replies confidential.

**BOX 984**  
Billboard, 1564 Broadway  
New York 36, N. Y.

**LUNCH COUNTER GAME**  
(Skill) START ROUTE.  
Gigantic collections. \$67.32 doz. Sample \$8.50 ea., shipped ppd. 25% deposit on C.O.D.'s.

**LEGALSHARE INDUSTRIES**  
Box 929  
Long Beach 1, Calif.

"Wishing Well"

**GIVE TO DAMON RUNYON CANCER FUND**

## WANTED

HIGHEST PRICES PAID

UNITED—Tropics, Tahiti's, Rios and Havanas  
BALLY—Atlantic Cities, Beautys, Spot Lites and Beach Clubs  
UNITED—ABC's  
UNIVERSAL—Five Stars  
GOTTIEB—Pin Games from Niagara to late models  
WILLIAMS—Pin Games

SEND IN COMPLETE LISTS

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and United Distributors.

# TRIMOUNT

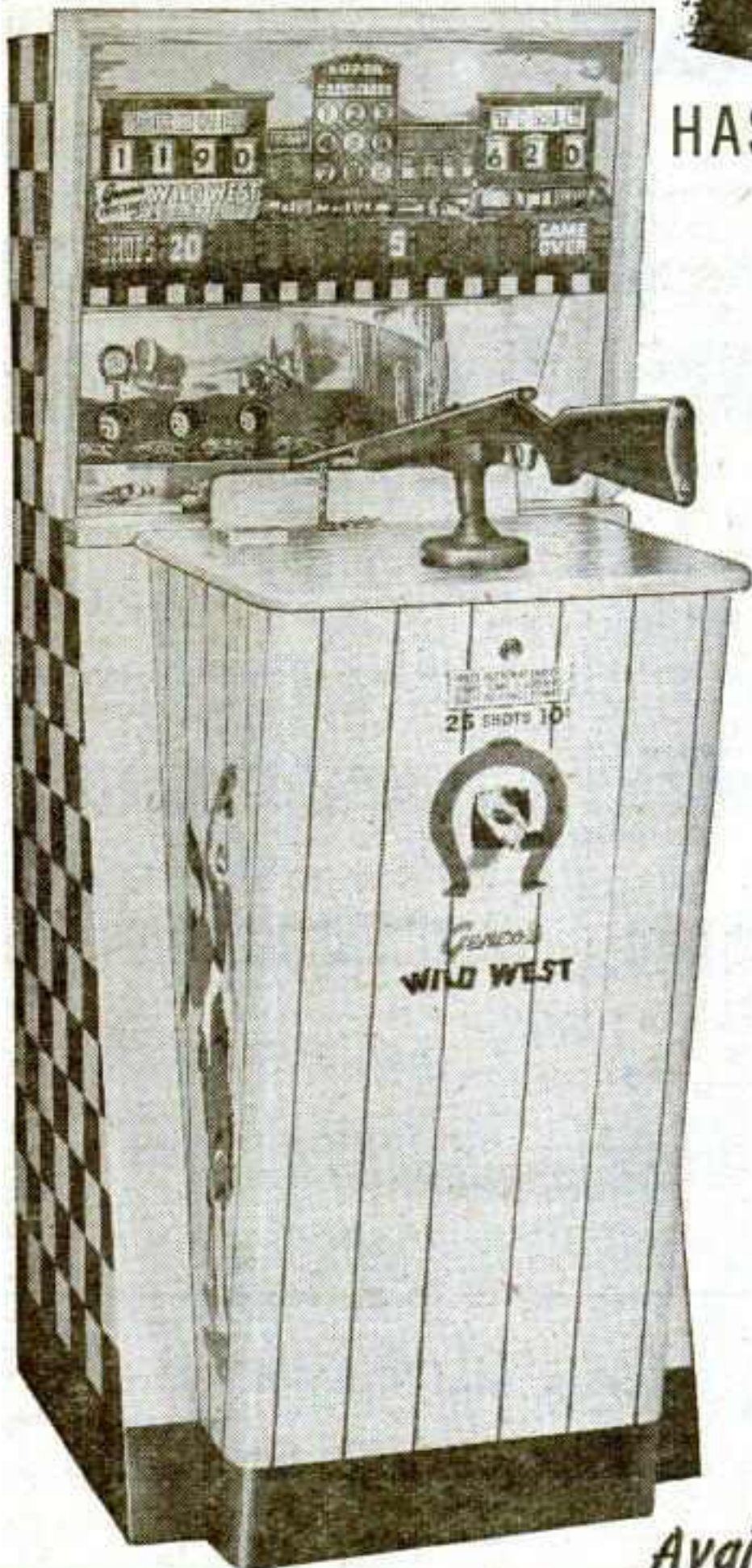
Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET  
BOSTON 18, MASS



Only GENCO'S

# WILD WEST GALLERY



HAS THESE NEW FEATURES!

**NEW!**  
**CRISS-CROSS MATCH**  
with  
**HOLD-OVER FEATURE**

**NEW!**  
**SIMPLIFIED**  
**TIME BONUS**

**NEW!**  
**MORE and NEW**  
**TYPES OF ACTION**

**NEW!**  
**SCORES IN**  
**1000's**

Available in **REGULAR** or **MATCH**

# GENCO

**MFG. & SALES CO.**  
2621 N. Ashland Avenue  
Chicago 14, Illinois

## 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 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 April 2	Issue of Mar. 26	Issue of Mar. 19	Issue of Mar. 12
ABT Challenger .....	\$20.00 25.00	\$20.00 25.00	\$20.00 75.00	\$20.00 25.00
Ace Bomber .....	75.00	75.00	75.00	75.00
Auto Photo .....	150.00	150.00	150.00	150.00
Bang-A-Way (Mutoscope)....	1,850.00	1,850.00		
Baseball (Scientific) .....	175.00	175.00	79.50	79.50
Basketball (Scientific) .....	79.50	79.50	175.00	175.00
Bat-a-Score (Evans) .....	175.00	175.00	125.00 175.00	125.00 175.00
Batting Practice (Scientific)....	95.00	95.00		
Best Hand .....	19.00	19.00		
Big Inning (Bally) .....	125.00 150.00	125.00(2)	125.00 150.00	125.00 150.00
Big League (Williams) .....	395.00	395.00	395.00	395.00
Bip Top .....	395.00 450.00	395.00 465.00	395.00	475.00
Carnival Rifle Gallery (United) .....		385.00		385.00
Carnival Gun (United) .....	355.00 385.00	395.00 400.00	364.50	395.00
Chicken Sam (Seeburg) .....	395.00	395.00	395.00(2)	395.00
Coin Counter .....	99.50	99.50	99.50	99.50
Coon Gun (Seeburg) .....		189.50		
Coon Hunt (Seeburg) .....	179.50 225.00	179.50 235.00	179.50 235.00	235.00 250.00
Dale Gun (Exhibit) .....	50.00 65.00(2)	44.50 65.00(2)	50.00 65.00(2)	50.00 65.00
Derby, 4 Player (Chi. Coin) .....	89.50	89.50		
Drivemobile (Mutoscope) .....	195.00	195.00	195.00	195.00
Duck Hunter .....	150.00 165.00	150.00 165.00	150.00 165.00	165.00
Flash Hockey (Coinex) .....	20.00	20.00	20.00	20.00
Flying Saucer (Mutoscope) .....	75.00	75.00	75.00	75.00
Goalie (Chicago Coin) .....	149.50	149.50	149.50	149.50
Grippler .....	95.00 99.50	95.00 99.50	95.00 99.50	95.00 99.50
Gun Patrol (Exhibit) .....	100.00	100.00	100.00	100.00
Heavy Hitter (Bally) .....	19.00	19.00		
Hi-Ball (Exhibit) .....	150.00	150.00		
Hockey (Chicago Coin) .....	75.00	75.00	75.00	75.00
Home Run, 6 player (Chicago Coin) .....		175.00	195.00	195.00
Jet Gun (Exhibit) .....	110.00	110.00 115.00	115.00 135.00	125.00
Jet Fighter (Williams) .....	125.00(2)	135.00 145.00	145.00	135.00 145.00
Jungle Gun (United) .....	145.00(2)	285.00		
Jumbo Super .....	265.00 365.00	295.00 365.00	295.00 365.00	295.00 350.00
Kicker & Catcher .....	395.00		49.50	49.50
Mercury Counter Grippler .....		20.00	20.00	20.00
Metal Typer (Harvard) .....	20.00	20.00	20.00	20.00
Metal Typer (Standard) .....	150.00	150.00	150.00	150.00
Midget Movies .....	250.00 275.00	275.00	275.00	275.00
Midget Skee Ball (Chicago Coin) .....	185.00	185.00		
Mighty Mike .....	175.00	175.00	155.00	155.00
Night Fighter (Genco) .....	575.00	575.00		
Pee Wee (Genco) .....	150.00 199.00	150.00(2)	150.00	150.00
Photomatic (Mutoscope) .....	20.00	20.00	20.00	20.00
Pistol Pete (Chicago Coin) .....	350.00	350.00	350.00	350.00
Pony Express (Exhibit) .....	545.00(late)	545.00(late)	545.00(late)	545.00(late)
Ray Gun (Seeburg) .....	65.00 99.50	65.00 99.50	65.00 99.50	65.00 99.50
Rifle Gallery (Genco) .....	145.00	145.00		
Round the World Trainer .....	175.00	175.00		
Set Shot Basketball .....	75.00	75.00	75.00	75.00
Shocker (Acme) .....	315.00	325.00 335.00	325.00(4)	325.00
Shoot the Bear (Seeburg) .....	325.00(2)	339.50 345.00	335.00 345.00	345.00 350.00
Shipman Art Show .....	335.00(2)	365.00 375.00	350.00 365.00	365.00 375.00
Shooting Gallery (Exhibit) .....	345.00 360.00	375.00	375.00	375.00
Silver Chest (Genco) .....	345.00	345.00	345.00	345.00
Silver Gloves (Mutoscope) .....	24.50	24.50	24.50	24.50
Six Shooter (Exhibit) .....	129.50 145.00	175.00	129.50	150.00
Skee Ball (Wurlitzer) .....	150.00(2)	150.00(2)	150.00(2)	160.00 175.00
Ski Ball (Genco) .....	175.00	145.00 99.50	175.00	175.00
Skill Gun (ABT) .....	35.00 49.50	35.00 49.50	35.00 49.50	49.50
Skill Pool .....	195.00 235.00	195.00 240.00	195.00(2)	195.00
Sky Fighter (Mutoscope) .....	240.00 245.00	245.00 250.00	240.00	250.00
Sky Gunner (Genco) .....	250.00 275.00	275.00 285.00	245.00(2)	265.00
Space Gun (Exhibit) .....	325.00	325.00 329.50	275.00 285.00	285.00
Space Ship (Bally) .....		350.00		
Sportland (Exhibit) .....	40.00	40.00	40.00	40.00
Sportsman (Keeney) .....	225.00	95.00	95.00	95.00
Star Series (Williams) .....	65.00 95.00	65.00 95.00(2)	95.00 125.00	95.00 100.00
Star Shooting Gallery (Exhibit) .....	110.00	99.50 110.00		
Super Jet Fighter (Williams) .....	125.00(2)	125.00(2)		
Teleguiz .....	150.00	150.00	150.00	150.00
Three Way Grippler (Gottlieb) .....		20.00	20.00	20.00
Undersea Raider .....	20.00	20.00	20.00	20.00
Voice-o-Graph (Mutoscope) .....	100.00 110.00	100.00 110.00	110.00	110.00
Wizzard 5c .....	115.00(2)	115.00(2)	115.00(2)	115.00(2)
You Shoot .....	199.50	199.50	199.50	199.50
Zipper (Blinks) .....	20.00	20.00	20.00	20.00
	125.00	125.00	125.00	125.00
	395.00 495.00	395.00 495.00	395.00 495.00	495.00
	20.00	20.00	20.00	20.00
	345.00	345.00	345.00	345.00
	39.50	39.50	39.50	39.50

## Sensational New MUTOSCOPE Money Makers

- Photomat
- Mystic Swami
- Zelda the Mysterious
- K.O. Champ
- Voice-O-Graph
- Tungo Grip
- Mutoscope Movie
- Drivemobile
- and Many Others

Write for Details  
**INTERNATIONAL MUTOSCOPE CORPORATION**  
44-02 11th Street, Long Island City 1, N. Y.  
Telephone: STillwell 4-3800

**BERT LANE—MERRY-GO-ROUNDS VERY SLICK, \$350.00**

**SHUFFLE ALLEYS**

United 5 Player ..... \$24.50  
United 6 Player ..... 29.50  
United 6 Pl. Deluxe ..... 34.50  
United Super ..... 44.50  
United Official ..... 49.50  
C. C. & Pl. Match ..... 49.50  
Keeney Team Bowler ..... 79.50

**ONE BALLS**

Turf King ..... \$35.00  
Citation ..... 25.00

**GUNS**

Ex. Star Shooting Gallery ..... \$245.00

**ARCADE**

Holly Cranes, closed chute ..... \$165.00  
Wms. Super World Series ..... 55.00  
Wms. Deluxe World Series ..... 25.00  
Atom Jets ..... 25.00

**PHONOS**

Seeburg '46 ..... \$44.50  
Seeburg '47 ..... 54.50  
Rock-Ola '46 ..... 39.50  
Wurlitzer 1015 ..... 64.50

**BINGOS**

Atlantic City ..... \$95.00  
1/3 Deposit With Order.

**BOYLE AMUSEMENT COMPANY**  
522 N.W. Third St.  
Oklahoma City 3, Oklahoma  
Ph.: Regent 6-5631

**NEW UNITED CLIPPER—SHUFFLE ALLEY BINGO—MANHATTAN SENSATIONAL NEW BONUS GUN—MOVING TARGET USED SHUFFLES**

United Chief ..... \$295.00  
United Royal ..... 269.50  
United Olympic ..... 195.00  
United Clover ..... 169.50  
Chi Coin Triple Score ..... 189.50  
Chi Coin Advance Bowler ..... 285.00  
Keeney Carnival Bowler ..... 159.50  
Keeney 10 Player ..... 129.50  
Keeney 4 Player Match ..... 109.50  
Chi Coin Hi-Speed Triple ..... 295.00

Write, Wire, Phone  
**CENTRAL OHIO COIN MACHINE EXCH.**  
525 S. HIGH ST. COLUMBUS 15, OHIO  
CApital 4-7254

**MECHANIC WANTED FOR BINGO GAMES**  
Steady work for reliable, nondrinking man. Good pay and excellent working conditions.  
Write **BOX 799**  
Care The Billboard, 188 W. Randolph, Chicago 1, Ill.

**FOR SALE**  
Music and Pin Ball Operation  
in one of the fastest growing army and air force cities in the West. Grossing around \$200,000 a year—latest equipment.  
**BOX 796**  
The Billboard Chicago 1, Ill.

GIVE TO DAMON RUNYON CANCER FUND



# THANK YOU— KIDDIE RIDE OPERATORS!

For your terrific response to our

## PRE-SEASON SALE!

Still some exceptional buys left  
AT LOW-LOW PRICES!

### KIDDIE KAROUSEL

(New, with Music)

Also in Stock

(New and Factory Reconditioned)

- Nylco Rocket
- Racing Car
- Clown See-Saw
- Boats
- Animal Rides (Assorted)

Send for Brochure or  
Phone Collect

## PLaza 7-8725

### CAPITOL PROJECTOR CORP.

556 West 52nd Street

New York 19, N. Y.

### HERE'S A SPECIAL OFFER!

Terrific Value in **BALLY MOON RIDES** . . . . . ONLY \$450

WRITE—WIRE—CALL FOR WHOLE STORY

### KIDDIE RIDE HEADQUARTERS

- Finance Your Kiddie Rides
- Liberal Budget Terms
- Largest Stock in World
- TRADES ACCEPTED!

- HORSES
- MOON RIDES
- BOATS
- MERRY-GO-ROUNDS
- SPACE SHIPS
- DRIVEMOBILES

**REDD DISTRIBUTING CO., INC.**  
298 LINCOLN STREET  
ALLSTON 34, MASS. AL 4-4040

Exclusive Distributors for **WURLITZER—BALLY—UNITED**

Exclusive Distributors for

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**ROCK-OLA COMET 1438 (120 Sel.—45 RPM).....\$675**  
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**SPEED UP YOUR LOADING OPERATION!**  
By using high quality, straight degreased discs, packed 100 to a roll. We repair and rebuild Typers, using genuine SMT parts.

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28 inches wide

LOADED WITH PROFIT APPEAL!  
TARGETS INCREASE IN VALUE!  
SCORES BUILD UP PROGRESSIVELY!

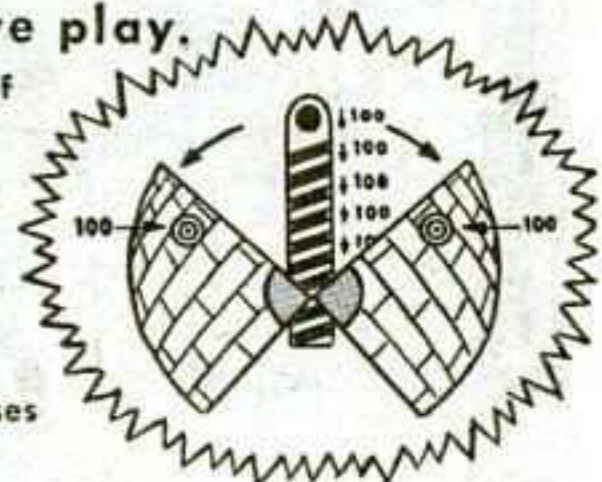
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Williams Exclusive PUSH BUTTON  
"HANDICAP" TIME SELECTOR

Lets poor shots compete with sure shots!

From start to finish **POLAR HUNT**  
incites competitive play.

Push-button "Handicaps" of 50-60- or 70-time units lets average shooters compete with the experts. See the "Exploding Igloo" and "Vanishing North Pole". 5 hits on Walrus add 5,000 to score. Bonus of 10 points for each unelapsed time unit. On perfect score, Bonus increases to 100 per unelapsed unit.



- Adjustable to Rapid-Fire Shooting
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148ML.....\$159	1400—1450.....\$325	1428.....\$150	A.....\$115
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M100B.....575	1550.....425		C.....189
M100BL.....600	1550A.....495		D-40.....275
HM100A HIDEAWAY.....275	1650.....425		D-80.....375
H146 HIDEAWAY.....50			
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H148 HIDEAWAY.....75			

#### WALL BOXES

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EVERYBODY IS TALKING  
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+  
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**= HIGHER-STEADY  
EARNINGS!**

**GOTTLIEB'S**

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**A  
TWO  
PLAYER  
AMUSEMENT  
MACHINE!**

★ NEW RAPID ADVANCE BONUS.

★ Mystery "10 Times Value" Feature Holds Interest.

★ 3 Light-up "Pop Bumpers" for Super Scoring.

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★ 2 Super Powered Flippers.

**LOCATION  
TESTED  
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Also Available in Standard Cabinet.

★ AVAILABLE WITH TWIN CHUTES 10c AND 3 FOR 25c

★ SEE IT AT YOUR DISTRIBUTOR NOW!

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**WANT TO BUY  
LATE BINGO GAMES  
LATE 5-BALLS**

**SPECIAL . . . United  
SHUFFLE BOWLERS**

LIGHTNING ..... WRITE TEAM ..... \$275  
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SIDEWALK  
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- Authentic Scale Model Bulldozer, Actually Controlled by Player!
- Works in Simulated Gravel — Piles and Levels.
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**FOR BARGAINS**

In Coin Machines  
See **MUNVES Ad**  
**PAGE #98**

when answering ads . . .  
**SAY YOU SAW IT IN  
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**Headquarters for BEST BUYS  
in USED Bally GAMES**

Just buy one, see why you pay a little more—and be glad you did! 1/3 deposit with all orders. MONEY BACK IF NOT SATISFIED. Write, Wire or call.

**HIGHEST PRICES PAID**  
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**Allan** SALES, INC.  
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3-22 Ft. Rock-Ola  
Refinished playfield and  
cabinet. New p u & k s.  
Crated. Each ..... \$199.50  
16 Ft. and 18 Ft. National.  
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# The Gun that Shoots for Long-Range Earnings...

**NEW**

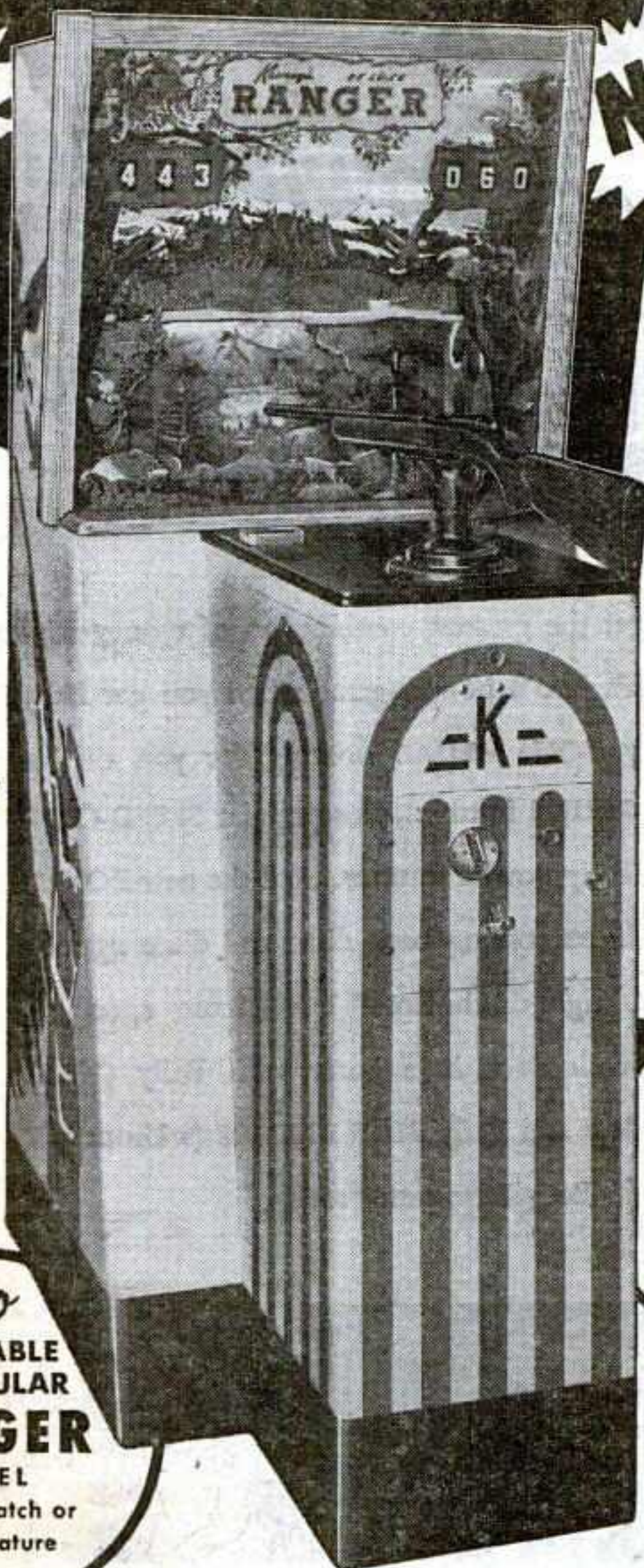
NEW PLASTIC LITE-UP REELS

FREE SWINGING NO-CHAIN GUN

RAPID FIRE TRIGGER ADJUSTABLE TO FIRE 30 SHOTS IN 5 SECONDS

Built BY KEENEY!

also AVAILABLE IN REGULAR RANGER MODEL without match or replay feature



**NEW**

## Keeney's DELUXE RANGER

Entirely New with DEEP STEREO view projecting targets and scenery into greater 3-D depths than ever before!

Adjustable by operator to give REPLAYS for High Scores from 370 to 460

LIBERAL • NORMAL • CONSERVATIVE MATCH FEATURE

MAXIMUM SCORE 400 plus TIME BONUS

NEW BRILLIANT MULTI-COLOR CORK FINISH CABINET



SINGLE KEY FITS ALL DOORS EXCEPT CASH BOX!

J. H. Keeney & CO., INC.  
2600 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS



Get IMMEDIATE DELIVERY!

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EXCLUSIVE WURLITZER and D. GOTTlieb & CO. DISTRIBUTORS in Delaware, S. Jersey, and S. E. Pennsylvania.

Joe Ash Says... FOREIGN and DOMESTIC BUYERS will find TROUBLE FREE machines at LOWER PRICES here.

CALL, WIRE OR WRITE FOR OUR LOW PRICES ON RECONDITIONED MUSIC MACHINES

ACTIVE AMUSEMENT MACHINES CO.

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"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

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At International Amusement and Scott-Crosse foreign buyers receive the world's most complete coin machine service. We understand how to solve your problems from personal experience... know what equipment you need to meet your particular requirements and know how to get it to you on time in perfect working condition. This is why we have satisfied customers everywhere.

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THE WHOLE TOWN'S TALKING ABOUT GOTTlieb'S

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- SUPER JUMBO .....\$395.00
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#### SPECIALS

20 LATE BINGO GAMES AND PHONOS

Write or wire for price, or call Phone 4-8571

FRANK SWARTZ SALES CO.  
515-A Fourth Ave., South  
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#### EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN MACHINE CO. & GENCO MFG. CO.

CHICAGO COIN BOWLERS		UNITED BOWLERS	
SIX PLAYER .....	\$ 50.00	DELUXE .....	\$ 50.00
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10TH FRAME .....	75.00	OFFICIAL .....	60.00
SUPER MATCH .....	100.00	10TH FRAME .....	75.00
NAME BOWLER .....	110.00	CASCADE .....	110.00
10TH FRAME SPECIAL .....	110.00	OLYMPIC .....	145.00
DOUBLE SCORE BOWLER .....	125.00	ROYAL .....	195.00
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MISCELLANEOUS		BINGOS	
UNITED BONUS GUN .....	Write	VARIETY .....	\$525.00
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#### ATTENTION, ARCADE OPERATORS

We have a complete line of all Arcade Equipment from genuine antiques to the newest models off the production line. If you desire Used Equipment contact us for the finest reconditioned merchandise at a reasonable price. One-third deposit on all orders.

### MONROE COIN MACHINE EXCHANGE, INC.

2423 PAYNE AVENUE, CLEVELAND 14, OHIO ★ (Tel.: Superior 1-4600)

Exclusive AMI

Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Built"

### SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923  
1535 Delaware Ave., Lexington, Ky.  
735 S. Brook St., Louisville 3, Ky.

1000 Broadway, Cincinnati, Ohio  
129 W. North St., Indianapolis, Ind.

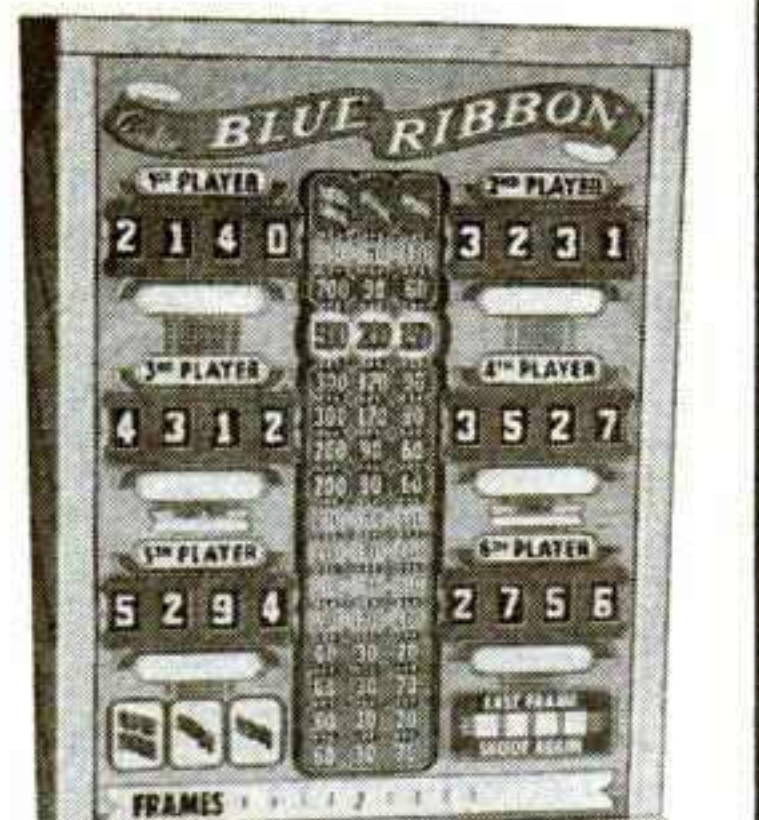




## Super Strikes

Super-Strikes (see instructions on playfield pictured above) score up to 500, get plenty of "practice-play" as players try again and again to improve their skill in straight-lining the puck between red lines.

# New Bally bowlers combine greatest bowler features with new BONUScore play-booster



90	60	40
200	90	60
500	200	150
300	120	90
300	120	90
200	90	60
200	90	60
90	60	40
90	60	40
90	60	40
90	60	40
60	30	20
60	30	20
60	30	20
60	30	20

## Speed CONTROL

Player controls speed of puck-shot—not too fast, not too slow—for highest scores. If shot is too fast, light shoots up to top of backglass, indicating 90 for Super-Strike, 60 for Strike, 40 for Spare. If shot is too slow, light remains in lower 60-30-20 section. Good speed-control stops light at 200-90-60 or 300-120-90. Perfect speed-control permits player to ring up 500 for Super-Strike, 200 for Strike, 150 for Spare. Speed-control skill plus aim skill results in greatest play-appeal and record-breaking earning-power.

YOU get the greatest combination of money-making play-appeal ever built into a bowler-game when you get Bally BLUE RIBBON or Bally GOLD MEDAL working for you on location. Thrilling SUPER-STRIKE feature...plus popular SPEED-CONTROL and other famous Bally-Bowler features...and the new BONUScore feature that keeps players coming back dime and dime again to improve their skill at "right-on-the-nose" BONUScore speed-control. Up your bowler collections in a hurry with Bally GOLD MEDAL (with match-play) and Bally BLUE RIBBON (without match-play). Order from your Bally Distributor today.



SEE  
**Bally**  
GAYETY  
PAGE 158



## BONUScore

Perfect speed-control rings up a big bull's-eye BONUScore of 500 for Super-Strike, 200 for Strike, 150 for Spare. BONUScore increases competitive play by increasing last-frame suspense, because BONUScore in last frame can pull a hopeless score up in a hurry. BONUScore also increases practice-play, as players keep shooting to improve their skill at "right on the button" BONUScore speed-control.



CHOICE OF DIME-A-PLAY  
OR DIME-A-PLAY, 3 PLAYS FOR A QUARTER

POPULAR SIZE: 8 FT. BY 2 FT.



Light-up scores with speedy totalizing. Club-styled cabinet. 10 frames adjustable to 5 frames. 7-10 pick-up. Last-frame feature adjustable to allow player to keep shooting as long as he scores Strikes or Super-Strikes. Genuine Formica playfield with rich maple pattern. Giant, realistic pins. Hinged pin-hood, doors and playfield with new "easy-up" elevator on playfield. Speedy pin re-set. Quiet operation. Sturdy, trouble-proof mechanism. New "easy-at" relay banks.

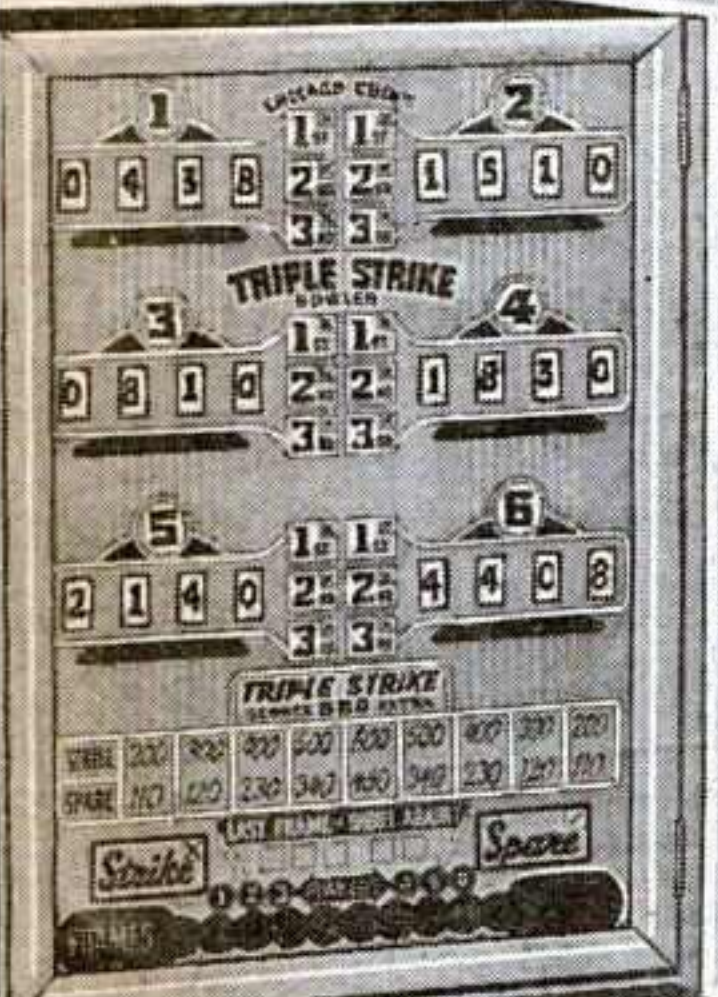
# Bally Gold Medal WITH MATCH-PLAY Blue Ribbon WITHOUT MATCH-PLAY

BALLY MANUFACTURING COMPANY—2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



NEVER BEFORE  
A Bowler  
With So Many  
Exciting Features!...

chicago coin's  
**TRIPLE STRIKE BOWLER**



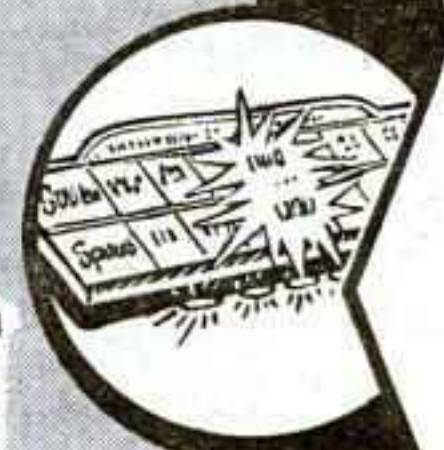
*Features Galore...*



**1 TRIPLE STRIKE BONUS SCORING!**

Any time during the game when player scores 3 strikes he gets an "Extra Bonus of 600" added to his score. Each of 6 players has an independent "Triple Strike Panel" along side his score.

*Plus...*



**2 FLASH-O-MATIC SCORING!**

Player by timing his shot to strike pins when highest score is lit on "Flash-O-Matic" panel receives 600 for strike and 450 for spare.

*Plus...*



**3 FOUR DRUM SCORING!**

All 4 drums operate to score



**TWO GAMES IN ONE!**  
Easily Adjustable  
from "Flash-O-Matic"  
to Advance  
Scoring!

chicago coin's  
**ARROW BOWLER**  
NEW Suspense "ARROW-LITE" Feature!  
NEW 4 Way Match Play!  
Exclusive "Flash-O-Matic" Scoring!  
Four Drum Scoring!

**chicago coin**  
MACHINE COMPANY

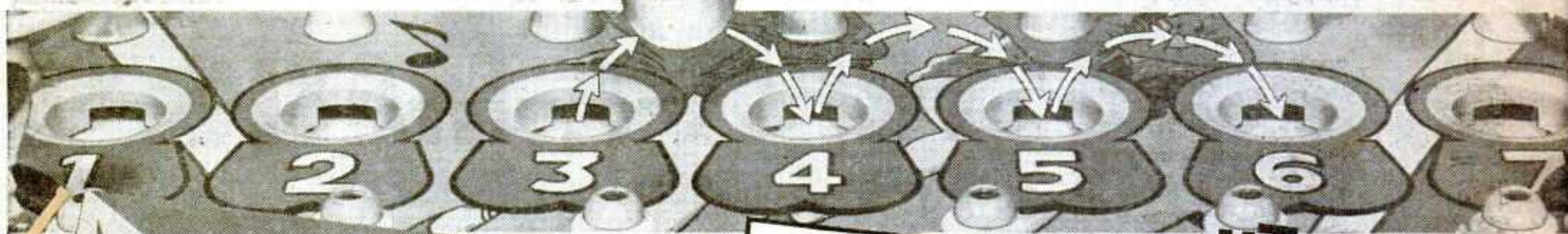
**FAST PLAY! FAST ACTION!**

1725 W. DIVERSEY BLVD. • CHICAGO 14

chicago coin's  
**CRISS-CROSS TARGET**  
The 100% SKILL SKEE - TYPE GAME!  
Also available as "De-Luxe"  
Criss Cross (Match and Free play)



POPULAR **Magic-Lines** PLUS AMAZING NEW **Magic-Pockets**  
**MORE FUN FOR PLAYERS** **MORE PROFIT FOR OPERATORS**



**Balls JUMP OUT** of holes and jump to holes that build up score



**GAYETY Card** above shows that player has lit 3 numbers by skill-shots into 3-hole, 6-hole, 10-hole. With **MAGIC-LINES** lit player turns knob, moves first line of Card UP, placing lit 10 in corner, as illustrated by second Card above. With **MAGIC-POCKETS** lit player may press button to kick ball out of 6-hole into 5-hole, then into 4-hole, while ball in 3-hole jumps to 2-hole, then to 1-hole. Returning to **MAGIC-LINES** knobs, player moves second line DOWN and third line UP, scoring 10-4-1 as a diagonal 3-in-line.

**MAGIC-POCKETS** may be played to **RELEASE BALLS** from top-row holes for down-field action. Simply shoot or button-kick a ball into 1-hole, then button-kick other balls toward 1-hole. Then balls jumping out of 2-hole, being blocked by ball in 1-hole, escape for down-field action. Or 7-hole may be blocked to release balls out of 6-hole.

**Record Earnings Reported**

Thrilling combination of **MAGIC LINES** and **MAGIC-POCKETS**, plus all the profit-proved play-appeal of the greatest Ballygames, from **BEACH CLUB** to **BIG-TIME**, is getting the biggest cash-box approval in years. Operators report record-smashing earnings from **GAYETY**. Get your share! Get **GAYETY** now!

**TURN KNOBS** with **MAGIC-LINES** lit to move first 3 lines of Card UP and DOWN for best possible score.

**PRESS BUTTONS** with **MAGIC-POCKETS** lit to move balls in top row of pockets to LEFT or RIGHT for best possible score.

SEE **Bally BOWLERS** PAGE 156

**FAMOUS BEACH CLUB**  
**BIG-TIME PLAY-APPEAL**

Popular In-Line Scoring with guaranteed Advancing Scores . . . 200 and 300 Corner-Scores . . . Spot-Numbers . . . Extra Balls . . . plus **MAGIC-LINES** and **MAGIC-POCKETS** insure strongest play-appeal and biggest earning-power. Get going with **GAYETY** now!

**Bally GAYETY**

BALLY MANUFACTURING COMPANY

2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



UNITED'S DELUXE

# LIGHTNING SHUFFLE ALLEY

WITH EXCITING NEW

## STRIKE-A-MATIC

SYNCHRO-FLASH FEATURE

Combines Strike Lane Accuracy with Speed Control



Skill Shooting Plus  
Skill Timing  
Increases  
Spare and Strike  
Scores

**NEW SUPER STRIKES**

**NEW SPECIAL STRIKES**

**NEW Direct-View Scoring Lites on Playfield**

### TOP SCORE 9600

TRIPLE MATCH FEATURE

SPELL UNITED'S CARRY-OVER FEATURE  
STAR-NUMBER LITES LETTERS  
NUMBER + CLOVER, STAR  
MATCH + NUMBER  
MATCH SCORE FEATURES 3RD OR 10TH FRAME

Adjustable to Advance Scoring

- 10TH FRAME FEATURE
- KING SIZE PINS
- NEW E-Z SERVICE FEATURES
- AVAILABLE IN 10¢-3 FOR 25¢ MODELS
- TWO SIZES: 8 FT. BY 2 FT., 9 FT. BY 2 FT.
- SEE YOUR DISTRIBUTOR NOW

OTHER UNITED HITS NOW AT YOUR DISTRIBUTOR

**MANHATTAN**  
Fast-Action In-Game

**BONUS**  
Flashy, Fast-Action  
Galle Time Be

**COIN SHUFFLE**  
Ext

**UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

LIGHTNING SHUFFLE-ALLEY ALSO AVAILABLE IN REGULAR MODEL WITHOUT TRIPLE MATCH FEATURE

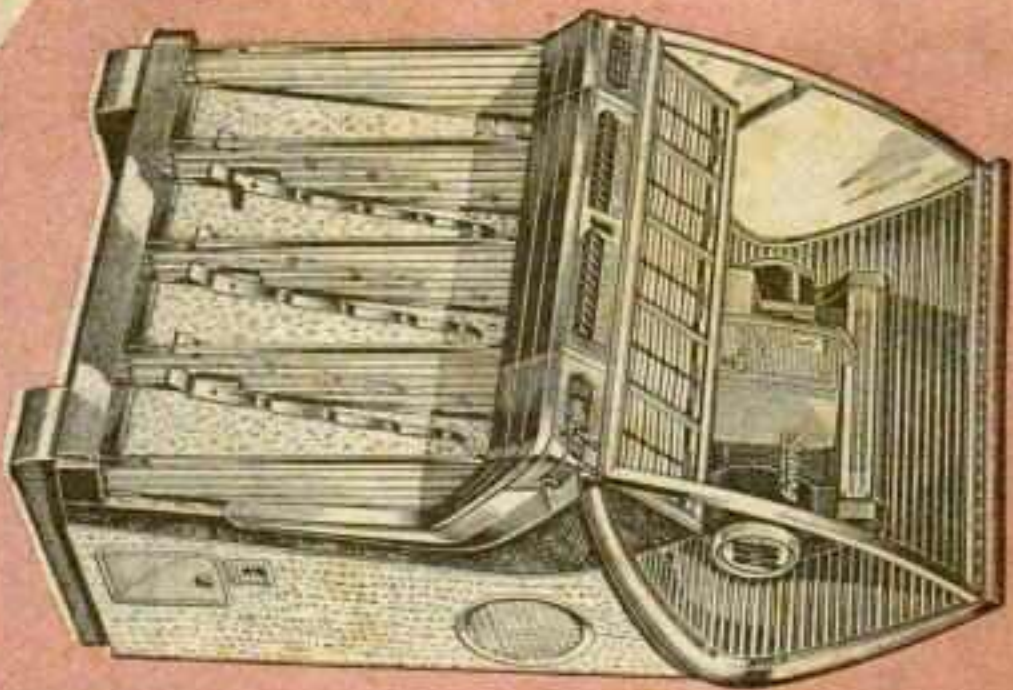




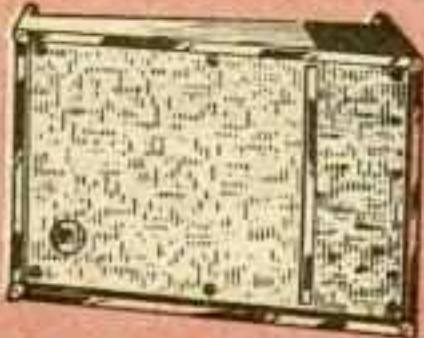
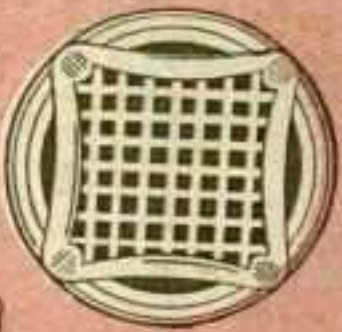
Select-O-Matic

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LISTEN!

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STYLE LEADER



IT'S HIGH FIDELITY  
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