

The Billboard

featuring 1953 FAIR DATES
COMPLETE LIST OF AMUSEMENT PARKS
OUTDOOR EQUIPMENT • CONCESSION SUPPLIES

1953
Spring Special

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APRIL 11, 1953



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE: 25 CENTS

Picture Lobby Gets Jump on Tax Cuts

New Easement By State Dept. On Circus Acts

WASHINGTON, April 4. — A brighter outlook is seen here for circus performers under the McCarran-Walters Immigration Law, thanks to the voluntary efforts of Melvin D. Hildreth, prominent D. C. legalist. Whether similar relief will be extended to professional entertainers in other fields, particularly stage, carnival, TV-radio and music, is uncertain. As for circus performers, however, the State Department is showing a "more understanding" attitude. The law, which became effective in January, is interpreted as prohibiting immigration of show talent except in rare instances where it could be proven by affidavits that the performers are virtually "unique." Hildreth has convinced State Department officials that the circus performer has a unique role as a professional entertainer and consequently should not be restricted under the law.

Hildreth said that evidence has already been shown that U. S. immigration authorities are "evinced better understanding of the problem of the circus performer's unique capacity." "Many people in government apparently were not aware of that," said Hildreth. "I believe that they now understand that the circus performer is a person who comes from a long line of performers and is constantly on the move, and is not interested in nationalistic politics inasmuch as his living is derived from many

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Palace Reverts To 8-Act Policy

NEW YORK, April 4.—The Palace will go back to its eight-act policy starting April 27. The first show will be in for 11 days to enable the following shows to open Fridays.

No acts have yet been set and the RKO chain doesn't expect to increase its budget. This means that the standard and small acts, with an occasional semi-name, will be the policy of the Palace for most of the summer months.

Chain is still dickering with various attractions in an effort to get them committed to a Palace date for the fall. So far no deals have gone beyond the exploration stage.

EDITORIAL

... Or We'll All Hang

As the adjoining news story points out, the picture theater interests are making a powerful drive in Washington to exempt themselves exclusively from the 20 per cent admissions tax. It is obvious that this one segment of the amusement industry is striving for tax relief with complete disregard for the many others saddled with the same tax burden.

Whether the admission tax is necessary for the economy of the nation, or fair at this time, is a matter for the members of Congress to decide. Certainly all industry leaders agree that tax relief is necessary. But to reach a decision, Congress should study the problems of all the people who have been affected by this tax. It is therefore vitally important that all elements of the entertainment business, the operators of picture houses, legitimate theaters, night clubs, arenas, amusement parks, fairs, carnivals and circuses, have an opportunity to be heard in Washington.

There cannot be rivalry between factions; all should strive for an analysis of the entire field, not any particular part. Selfish, discriminatory efforts may spell disaster for the entire industry.

Rep. John D. Dingell, a member of the House Ways and Means Committee, has repeatedly warned of the dangers of independent pressure on that committee. He has said: "If you try to get piecemeal exemptions for one special group without seeking relief for the other, it's liable to wreck the whole thing."

But lethargy on the part of many individuals in show business has not been aiding their common cause in Washington. Action, and organized action now, is vital. The Billboard strongly recommends all members of responsible amusement trade associations to join a united move to insure deserved Congressional consideration. Officers of the associations are charged with the duty of organizing a working committee to tackle the issue immediately. The first hearing of a picture bill, HR 157, is scheduled for the House Ways and Means Committee on April 20. Unless all interests are represented at that hearing, the parade may have passed by.

The feeling in Washington has been that chances are brighter than they have been in recent years for reduction of amusement excises, particularly the admission tax, but this could be completely jeopardized by any piecemeal approach. The entire industry must be considered.

'53 Forecast Bright In Outdoor Field

By HERB DOTTEN

CHICAGO, April 4.—The outdoor amusement business is in for a good season.

The reasons:

1. Continued high employment thruout the nation.

2. Industrial sections are expected to provide fatter grosses than last year, when major strikes slashed income in manufacturing centers.

3. Rural areas, affected only slightly by the decline in commodity prices, are expected to yield incomes almost, if not equal, to the profits of last year.

Regardless of the olive branch-waving of Russia, no sharp abatement in U. S. defense preparations is believed likely. A stretch-out make-ready is possible, but the shift in tempo would not put a severe dent in

the nation's economy, at least during the outdoor season, according to top-rated economists.

Employment is seen continuing at a high level, and this, while spelling good business for outdoor amusements, also would provide operators with a major headache: a labor problem.

Help Problem

Help for touring shows has been in extremely short supply for several seasons and no easing of this is expected. Ops, however, have become accustomed to the vexations the problem poses and most philosophically allow, "you can't have your cake and eat it, too."

Carnivals have been affected and will continue to be affected, mostly by the lack of run-of-the-mill help, with circuses running a

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Sked Hearings For April 20 on Admission Levy

By BEN ATLAS

WASHINGTON, April 4.—Theater owner interests have stolen a jump on the rest of the amusement industry by winning from the House Ways and Means Committee an April 20 hearing on one of some two-score bills introduced in Congress proposing to exempt movie theaters from the 20 per cent admissions tax. Indicative of the powerful pressure which is being exerted by the film theater interests, the House Ways and Means Committee established a precedent for a new Congress in slating the hearing on this issue in advance of public hearings on any of the other pending major tax issues.

Theater owner interests which, since the session's start have been staging a well-organized drive to exempt them alone (The Billboard, January 3, January 10, February 21), apparently have mustered strong support on the hill. Altho it is doubtful that the "quickie" hearing April 20, which presently is set for only a single day, will produce an immediate conclusive vote by the House Ways and Means Committee, it nevertheless will serve a strategic purpose to bring the movie-theater drive to the attention of both Houses, overshadowing momentarily at least most other tax matters and certainly taking precedence over the many demands for tax relief from other amusement interests. This drive has come as no surprise to seasoned Capitol Hill observers, and for that matter it has not surprised the lawmakers themselves. Only last month Rep. John D. Dingell (D., Mich.), an influential member of the House Ways and Means Committee, reiterated a warning which he first sounded last month

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TV'S BIG TAX POTENTIAL

\$8 Bil Annual Levy to U.S. When Video Comes of Age

WASHINGTON, April 4.—The TV broadcasting industry "directly and indirectly" will provide Uncle Sam with a vast new tax revenue plum of \$8 billion and more when the industry gains maturity, according to an estimate made to the House Appropriations Subcommittee on Independent Offices. Chairman Paul A. Walker, of the Federal Communications Commission, in testifying to the subcommittee behind closed doors, declared that a single successful TV station after 15 years of operation could bring in some \$8 million in tax revenue to the government, "directly and indirectly." On the conservative estimate of 1,000 "successful" TV stations out of a potential 2,000 or more eventually, the \$8,000,000,000 figure is looked upon as a minimum.

Walker made the estimate under questioning by the subcommittee after the FCC chairman had declared that "the aggregate cumulative revenue from even one successful TV station over a span of years will equal or exceed a year's total appropriations to the commission for all purposes." The FCC has been asking for \$8 million as its appropriation for the new fiscal year. Walker said, "The granting of a license which results in the construction of a television station brings in many additional dollars in taxes, not for just one year but for the whole life of the new business enterprise. The amount of such tax revenue in just one year exceeds the cost of handling the application many, many times over."

FM BLUES

No Profit, So St. Lou Nixes Transit Radio

CINCINNATI, April 4.—Radio service in 1,000 St. Louis buses and streetcars was discontinued Wednesday (1) because the St. Louis operation could not make money, it was announced Thursday by Dick Crisler, president of Transit Radio, Inc., here, which sold the equipment to the St. Louis firm and handled its national advertising.

"This is the first time this has happened in a city of any size," said Crisler. "We can't understand it. Kansas City in the same State is going good, but in St. Louis we just couldn't sell any ads." He said some St. Louis riders complained when it was announced that the service, operated by Station KXOK-FM, was being discontinued. Transit Radio has receivers in buses operated by the Cincinnati Street Railway Company and the Green Line of Northern Kentucky.

"Put another way," said Walker, "the tax revenue to the United States Treasury each year from licensees of FCC is many times as large as the FCC appropriation. A pending application produces no revenue. A granted license will produce a great deal of revenue."

Chairman John Phillips (R., Calif.) asked: "Can you support a statement that one successful television station will bring in more than \$8 million in taxes?"

Walker replied: "You notice I have changed this to read: 'The aggregate cumulative revenue from even one successful television station over a span of years.' I would say that in 15 years one successful television station would bring that much revenue in—directly and indirectly. . . . In short, from every point of view, we believe that

effective and prompt discharge of the commission's legal responsibilities is essential to the nation's economic well being and a good investment of the taxpayers' dollar."

Walker went on later in his testimony to explain:

"We know something about the public need and demand for television service at the local level because experience shows that within two years after a station goes on the air the great majority of families in that community buy TV sets ranging in price from \$200 to \$400. This in turn creates business for the local retailer, the local radio serviceman and the local public utility. The TV station also is helping local merchants by bringing to the community a new and very effective medium to stimulate the sale of their goods. Moreover, the station which may have invested from one-quarter of a million to well over a million dollars in going on the air—and that means creating a market for manufacturers of towers, antennas, tubes, cameras and all the other variety of equipment which goes to make up a station—is a going enterprise in the community. It is a source of entertainment, news and information—an outlet for local groups—a dramatic means of tying in that community with the national community. And the station is paying out annually anywhere from \$200,000 to over a million in wages and salaries to local technicians, salesmen, entertainers and other station personnel as well as paying taxes in one form or another to the local, State and federal governments."

WABC-TV DRIVE

Station Raids Rivals, Turns To Coca-Cola

NEW YORK, April 4. — The flagship of the American Broadcasting Company, WABC-TV, is feeling its oats on the heels of the web's recent merger with United Paramount Theaters, and is out to raid some top business from other local outlets. Currently, bossman Paul Mowrey has his sights set on the Coca-Cola 30-minute kidstrip, "Sense and Nonsense," now airing 6-6:30 p.m. via WNBT. Mowrey hopes to get the business for his 7-7:30 p.m. strip, and is pitching to the William Esty agency.

While no details have been divulged, it is understood that WABC-TV has devised an incentive plan as bait to new bankrollers. The outlet recently inked Kellogg for "Superman" and Chuckles for "Range Riders," and is on a moppet binge as the result of soaring ratings achieved by "Rootie Kazootie," which kicks off the juve sked in the 6-6:15 p.m. strip. "Kazootie's" Tuesday and Thursday periods, sponsored by Gordon Baking, will shortly be syndicated by the bankroller via kine in Chicago, Detroit, Toledo and South Bend, Ind., as well.

'Cavalcade' Status Mulled

NEW YORK, April 4. — Du Pont has indicated grave dissatisfaction with the TV version of its "Cavalcade of America," and with its time period on the National Broadcasting Company opposite Arthur Godfrey. The film program has failed to achieve substantial ratings, even tho it is one of the most expensive shows produced for video.

The advertiser will very likely bow out of its NBC-TV alternating 8:30-9 p.m. Wednesday slot. It may, however, decide to give "Cavalcade" a chance in another spot to see whether under less competitive conditions it can produce ratings.

Naming of Barnes Cues New Probe Of Restrictive TV Practices Cases

WASHINGTON, April 4. — A thoro re-examination of all pending restrictive TV practices cases

is anticipated with the appointment of Stanley N. Barnes, presiding judge of the Superior Court of California in Los Angeles, to be assistant attorney general in charge of the Justice Department's Antitrust Division.

High on the list of cases which Judge Barnes is expected to take up with Atty. Gen. Herbert Brownell Jr., is the anti-trust suit against 20th Century-Fox Film Corporation; Warner Brothers Pictures, Inc.; Columbia Pictures Corporation and nine other film producers and distributors. Justice claims that they combined to keep TV stations from using 16mm. feature films. Hearing has been set for June 18.

The International Boxing Club and others are charged with curbing competition in boxing and of radio, television and film rights on championship fights. Decision on the case against the National Football League, which the government initiated in 1951 and brought to trial last January, also is expected. Tied in with this is the possibility that a complaint may be lodged against the National Collegiate Athletic Association, which voted overwhelmingly to continue its practice of restricting televising of football games.

Still awaiting disposition by the Antitrust Division is a complaint brought by the American Society

'Voice' Is Target Of Economy Drive

WASHINGTON, April 4.—The economy boom is being lowered on State Department's Voice of America which has been a bigger target than ever this year for Congress' denunciations because of the Voice's waste, global junketing and incompetence. Dismissal papers are going out to some 50 Voice employees, mostly in New York, and at least 100 others will be given either dismissal or transfer papers. If no spots are found for those listed for transfer to other agencies, they will get exit papers, too. The economy move is part of a State Department-wide step which will vacate nearly 650 jobs in the department's International Information Administration, State officials said.

The Voice, meanwhile, has decided to get along without 12 of the 42 short-wave radio transmitters it has been using in this country. Dr. Robert L. Johnson, new IIA administrator, announced a decision, not to use contracts which expire June 30 for use of facilities of five radio transmitting plants. Dr. Johnson said the move will result in an annual saving of more than \$500,000. He explained that a cut of more than 15 per cent in radio program hours broadcast by the Voice

within the current fiscal year has left an excess of transmitting capacity.

The Voice will continue using 30 transmitters in this country, some of them owned outright by the government and some used on a contract basis. The companies given notices of contract cancellation were Associated Broadcasters, San Francisco; Crosley, Mason, O.; General Electric, Belmont, Calif.; Westinghouse, Lowell, Mass., and World Wide Broadcasting Corporation, Scituate, Mass.

The voice is in for a far bigger shake-up as current exploratory studies are completed. Several studies are being made on Capitol Hill and also by a separate presidential commission. Recommendations have already been heard for transferring the Voice from the State Department to a separate agency. Other recommendations have included drastic paring down of Voice activities and unifying all psychological propaganda efforts under a single agency.

TOIGO WINS

Tiff Causes O'Meara to Leave L & N

NEW YORK, April 4.—The departure of former veepee Walter O'Meara from the Lennen & Newell agency recently was the culmination of a reported bitter intra-agency conflict. O'Meara, the top creative supervisor at the agency, allegedly had his share of disputes with Adolph J. Toigo, exec veepee in charge of business administration.

Both top-level brass were brought into the agency by Philip W. Lennen when Lennen & Mitchell was re-organized into Lennen & Newell. According to trade reports, there were differences of opinion almost immediately, with Toigo's point of view winning out. O'Meara then decided to leave. He agreed however, to serve as a consultant to the agency.

With him left Maitland Jones, veepee and copy chief, who since has connected with Sullivan, Stouffer, Colwell & Bayles in a similar capacity. O'Meara is now working on several literary projects.

Expect Color Probe to Last Until Mid-June

WASHINGTON, April 4.—House Interstate and Foreign Commerce Committee, which will take a formal look-see at latest National Color Television System's compatible color TV April 15-16, is not expected to conclude its color TV probe before mid-June. That means the Senate Interstate and Foreign Commerce Committee, which launches an educational TV inquiry later this month (see separate story), won't move into color TV until summer. Meanwhile, opinion continues to prevail that wide-scale commercial color TV is off until 1955, and that even if color TV makes an appearance commercially prior to that, immediate general public acceptance would be likely to be stalled by fairly prohibitive prices on sets. All talk in industry and government currently is that color TV may not gain popularity until perhaps the 1956 political conventions, with the latter certain to stir interest just as the 1952 national conventions stimulated unusual TV fervor.

Federal Communications Commission experts and the press will be invited to attend the color TV demonstrations which will be staged by NTSC in Camden, N. J., and New York City. The House Interstate and Foreign Commerce Committee is headed by Rep. Charles A. Wolverton (R., N. J.). The first three hours of the opening day's demonstrations will be spent at research laboratories, with the group moving on to New York to witness color transmissions and reception there. Chairman Paul A. Walker, of the FCC, who occupied the stand Tuesday (31) at the House committee's only session this week, voiced agreement with earlier testimony from Dr. W. R. G. Baker, NTSC chairman, that it would be pointless for the FCC to rush to findings and that it would be wise to see the latest compatible system thoroly field-tested first.

Chairman Wolverton said that he looks for "industrial testimony" after the committee witnesses the forthcoming color TV demonstrations.

SAMISH DEAL?

May Take Exec Post At CBS-TV

NEW YORK, April 4. — The rumor mills this week worked overtime when Adrian Samish, recently resigned radio and TV head of Dancer, Fitzgerald & Sample, had lunch with Harry Ommerie, assistant head of video programming at the Columbia Broadcasting System. The story is that Samish is considering a producer's berth at CBS-TV similar to the profit-sharing deal the network allows its top creative personnel such as Irving Mansfield.

This sort of deal would naturally allow Samish to earn plenty of loot should he be able to create commercial properties. Samish's last network affiliation was with the American Broadcasting Company, as program chief.

SIDEWALK SUPER SEG WINS EYES

WASHINGTON, April 4. —WTOP-TV here has come up with a new idea for a "constructive" TV program which incidentally costs nothing and interests everyone. Station put a TV camera atop its building, and during the early morning "Uncle Bill Jenkins" show turned it on. Viewers relished shots of steam shovels, cement mixers, steel workers and carpenters at work. Everybody is a sidewalk superintendant at heart, the station concluded.

it's big . . . it's prosperous
\$1,533,373,000
 yearly buying income

the
WDEL-TV
 Wilmington, Delaware
 market

Delaware, with highest per capita income of any state, is the heart of this market which also includes parts of New Jersey, Maryland and Pennsylvania. Buy WDEL-TV for an audience that buys.

A Steinman Station.

WDEL
 AM TV FM
 Wilmington
 Delaware

Represented by **MEEKER**

New York Chicago Los Angeles San Francisco

“There Is No Business Like Show Business”

*the friends you rate...
make the success you bait...*

GENUINE GLOSSY PHOTOS

5¢ EACH In 5,000 Lots
5½¢ in 1,000 Lots
\$7.99 per 100

Postcards \$23 per 1000
Mounted Enlargements (30"x40") \$3.85
COPY NEGATIVE, 8x10" \$1.25
POSTCARDS, 75c

Under supervision of famous
James J. Kriegsmann.
Plaza 7-0233
165 West 46th St.
New York 19, N. Y.

COPYART
Photographers

WE DELIVER WHAT WE ADVERTISE

to all my friends:

**Thanks for the success you
have made the above**

james j. kriegsmann



FCC 'Little Freeze' On 1,000 Tele Bids

Logjam of Hearings on Conflicting Applications Cramp Commission Action

WASHINGTON, April 4.—Despite the Federal Communications Commission's unabated pace in issuing TV grants, a "little freeze" on the bulk of some 1,000 pending TV applications is unbroken and will remain so for a long time to come because of a logjam of hearings on conflicting bids. This was acknowledged to be the situation by Chairman Paul A. Walker, of the FCC, at a closed-door hearing of the House Appropriations Subcommittee on Independent Offices. Walker sounded a warning in asking the subcommittee to support the agency's \$8,356,777 budget request for 1954 as a means at least to avoid a still heavier logjam. "Even if we should get every nickel that we have requested for our television hearing work," Walker said, "there will still be pending before us at the end of 1954 several hundred applications involved in hearing status." There are now 550 TV bids tied up in hearings.

Altho the FCC has taken several steps to cut the length of the hearings "consistent with fairness to the parties and a proper regard for the public," the outlook for thawing the freeze is none too bright. "Taking the most optimistic view of things," Walker said, "the fact is that we have hundreds of applications for new television stations backed up awaiting hearing. It will take years to dispose of this backlog with our present limited hearing staff," continued Walker. "What this means, to put it differently, is that many, many communities all over the country cannot get an extensive competitive service until we can dispose of the large number of applications pending before us that are tied up in hearings."

The Budget Bureau, under the new Eisenhower administration, is known to be applying the ax to the FCC budget as submitted to Congress in the final days of President Harry S. Truman's administration. The FCC budget for 1954 called for \$8,000,000 even, and \$8,356,777 including reimbursements from other sources. This 1954 estimate is based upon average employment of 1,265.5 compared with 1,039.3 the previous fiscal year with a budget estimate of \$6,408,460. The current year's budget represents a cut from the 1952 budget which was \$6,585,550, providing salaries for 1,103.2 employees.

Walker said that "during the past five years, the staff on the commission has been steadily reduced, while the industry over which the commission has regulatory control, and consequently the commission's problems and work loads, have been expanding and increasing rapidly in both volume and complexity." The chairman added: "We are particularly con-

cerned . . . by the limitations that reduced appropriations impose in the field of policy making." He said the commission "could more effectively and speedily now consider the problems of new developments, anything from color television to subscription radio and television, in order to make possible the sound rapid growth of the radio industry and the consequent benefits of such growth to the public."

FCC Okays 8 TV UHF Bids For 440 Total

WASHINGTON, April 4.—The Federal Communications Commission this week issued eight TV grants—all for UHF stations—to bring the number of post-freeze authorizations to 332 and grand total to 440. New CP's went to Sheldon Anderson, Tulare, Calif., Channel 27; Lewistown Broadcasting Company, Lewistown, Pa., Channel 38; Mountain Empire Broadcasting Corporation, Marion, Va., Channel 50; Barnet Brezner, Alexandria, La., Channel 62; Community Television Corporation, New Orleans, Channel 32; Genesee Valley Television Company, Rochester, N. Y., Channel 27; CKG Television Company, New Orleans, Channel 26; Home News Publishing Company, New Brunswick, N. J., Channel 47.

At the same time, the commission postponed the effective date

GREGORY GIVES EASTER BREAK

NEW YORK, April 4.—Television this week came up with an unsung hero in Kim Gregory, Columbia Broadcasting System network operations supervisor. Gregory allowed Arthur Godfrey's Wednesday (1) night show to run a minute and 35 seconds over because the redhead was discoursing on Easter. The CBS-TV exec soon afterward was busy combing William Esty agency account men out of his hair. They service "Strike It Rich," the following show, for Colgate.

Because there was no way of allowing the Colgate program the same run-over privilege, "Strike It Rich" had to be cut. It is not known whether Colgate will ask CBS-TV for a rebate on the expensive time lost. The probability is, however, that both Colgate and CBS-TV will recognize Gregory's action as a smart move and one that retained the viewer's good will for both the advertiser and the network.

of CP's to Veterans' Broadcasting Company, Inc., and WHEC, Inc., to share time on VHF Channel 10 at Rochester, N. Y., pending consideration of a protest to these grants by Federal Broadcasting System, Inc., licensee of AM Station WSAY, Rochester. The FCC also decided to withhold for seven days action on all applications for TV stations in the Miami and Wheeling-Steubenville areas, in order that Storer Broadcasting Company might specify whether the commission should give consideration to its Miami or Wheeling-Steubenville applications. Under the rules of multiple ownership (limiting TV station ownership to five) Storer could not receive CP's for both areas, since it already operates four stations.

Educational TV Back In Tobey Group Eye

WASHINGTON, April 4.—The Senate Interstate and Foreign Commerce Committee under Sen. Charles W. Tobey (R., N. H.) has invited the Federal Communications Commission to an executive session April 16 preparatory to a committee probe into educational television. Tobey made clear this week that he wanted to explore "the whole field of education," including the need for extension beyond June 2 the reservation of channels exclusively for educational TV. If extension is feasible, the committee must determine whether this can be effected by FCC action or whether specific legislation is required.

An indication of things to come was seen at a hearing this week on the qualifications of John Doerfer, of West Allis, Wis., to be FCC commissioner, with Senators Edwin C. Johnson (D., Colo.) and John M. Butler (R., Md.) united in contending that commercial stations can provide adequately for educational programs, and Sen. John W. Bricker (R., O.) vigorously defending exclusive educational TV channels as "one of the great opportunities in the educational field."

Emphasizing that "television is a very expensive operation," with construction costs ranging "from \$300,000 up to \$500,000" and operating costs running "as high as \$1,000 a day," Johnson declared, "There are few educational institutions heavily endowed and wealthy enough who can afford to operate a TV channel."

Pointing out that "there are very few takers" for the 242 channels reserved for education, Johnson offered this solution: Every commercial TV station licensed should dedicate "a certain amount of time" to education. Butler con-

curred, adding, "If we can work in our educational activity along with our commercial activity, it is more in the American way." Bricker disagreed, arguing that the possibilities of exclusively educational channels were "untold and unappreciated generally."

Bricker's stand was reiterated in a telegram from the governors of 14 Southern States to FCC Chairman Paul A. Walker asking that the reservation of TV channels for educational purposes in their States be continued "for at least two years after June 2, 1953." The governors noted that Legislatures in eight of the States would not be able to act on plans for educational TV channels before 1955. Under current regulations, commercial applicants are eligible to vie with schools for the reserved channels after June 2.

Meanwhile, the FCC this week stepped into the educational TV controversy by dismissing an application of Hearst Radio, Inc., for a new commercial TV station in Milwaukee, on VHF Channel 10, a channel reserved for educational use.

Chi Tele Gets Council Okay

CHICAGO, April 4.—The Chicago City Council investigation into the relationship of crime on television to juvenile delinquency came to a happy end for telecasters this week as a council subcommittee rejected all resolutions critical of the industry.

A Republican alderman, John J. Hoellen, asked the committee to approve a resolution that the TV industry set up a voluntary censorship of crime programs. He also asked that the FCC be requested to study the relationship of televised crime to actual crime.

Both resolutions were voted down by the four other aldermen, all Democrats. The four Chicago TV stations were represented at the committee's public hearing by Barnet Hodes, Democratic power and law partner of Jake Arvey, Democratic boss of Chicago.

Sinclair to Launch Giant Local Drive

NEW YORK, April 4.—The Sinclair Refining Company will launch its biggest advertising and promotional campaign this month, marked by the company's record use of local radio and TV, to introduce two new premium gas and motor oil products.

Sinclair will buy more than 22,600 radio spots this year over 113 stations in 84 cities in the company's 36-State marketing area. TV spot buys for the year will total over 2,100 in 17 cities. Products pushed will be Sinclair Power-X gasoline and Sinclair Extra Duty motor oil.

to 1,449,831. February total was nearly double the 409,337 TV sets produced in February the previous year. RTMA reported that there was no let-up in radio sets production either. Radio production in February totaled 1,192,439 units compared with 759,453 sets manufactured in the same month the previous year. RTMA estimated that in January of this year 1,093,142 radios were produced. Sets with FM facilities totaled 56,580 sets in February while an additional 7,307 television sets with FM circuits were produced. Total radio production for the first two months of this year was 2,285,581 sets.

WOR-TV BUYS 50KW. HIGH-BAND STUFF . . .

NEW YORK — WOR-TV here has purchased the world's first 50,000-watt high-band TV station equipment, two and one-half times as powerful as any now in operation. The equipment, first of its kind and power, was developed by Standard Electronics Corporation, a Claude Neon subsidiary.

KNBH UPS POWER TO FCC MAXIMUM . . .

HOLLYWOOD.—Station KNEH became the area's most powerful station Monday (30) when the National Broadcasting Company owned-operated outlet boosted its power to the maximum author-

NEWS CAPSULES—COAST-TO-COAST

NCAA to Form Fall TV Grid Plan; ABC Snares Baseball Opening TV

NEW YORK, April 4.—The TV committee of the National Collegiate Athletic Association will meet here next Tuesday and Wednesday (7-8) to begin final formulation of next fall's college football video plan. The TV industry had been invited to submit new suggestions. Leading outside proposal thus far was that of Judson Bailey, TV sports head of the Columbia Broadcasting System, which would give each web a chance to bid on airing individual games next season, instead of awarding the entire fall package to one network.

SPADEA QUILTS CBS, JOINS CHRISTAL . . .

NEW YORK—Joseph R. Spadea resigned this week as manager of the Columbia Broadcasting System's Detroit office for network radio and TV sales. He joins Henry I. Christal as manager of its Detroit office. Spadea has headed up network sales in Detroit since 1945.

CONSOLATION PRIZE FOR ABC-TV . . .

NEW YORK—Altho no TV network was able to put over web telecasting of major league baseball this season, despite lengthy negotiations, the American Broad-

casting Company at least came up with the consolation prize — the opening day game, April 13, featuring the Yankees at Washington. Falstaff beer will sponsor in the Midwest, Southeast and Southwest, and the game will be offered on a co-op basis elsewhere. Dizzy Dean and Buddy Blattner will do the gabbing.

CBS WANTS PRIVATE TV GRANTS MADE . . .

TORONTO—The Board of Governors of the Canadian Broadcasting Corporation has recommended the granting of seven licenses to private companies for television operation. These will be in addition to the three now planned by the CBC, as well as the two now in operation under the direction of the CBC. These seven stations will be located in communities where the CBC does not nor doesn't intend to operate stations.

LARSON BIDES HIS TIME POSITION . . .

NEW YORK—Bennett G. Larson, named general manager and president of the new Salt Lake City broadcasting properties acquired by Time, Inc., will remain as general manager at WPIX here for the present. The Time, Inc. purchase of KDYL-TV, KDYL-AM and KDYL-FM, Salt Lake City, for a reported \$2,100,000 is expected to take considerable time before it is consummated, because it must first get Federal Communications Commission approval. Meanwhile, WPIX is searching for a new general manager. Larson will remain until a suitable replacement is found.

STUDEBAKER TAKES FELTON SHOW . . .

NEW YORK—The Studebaker Dealers Association of New York this week signed to sponsor the Happy Felton show, which will precede the Dodger Games over WOR-TV here thruout the season. The auto dealers will share alternate day sponsorship of the Felton program with Tidewater Oil, Inc.

ZACHARY PARTNERS NEW AGENCY . . .

NEW YORK—George Zachary, production head of radio and tele-

vision at Lennen & Newell, this week resigned to join Platt, Zachary & Sutton, a new agency formed from the former Platt-Forbes advertising agency. Felix Sutton, a group copy head at the Grey Agency, has also resigned to join the new agency. Zachary will head up radio and TV and function on a top creative level.

70% SIGN AGAIN FOR ZIV 'COMMUNIST' . . .

NEW YORK—"I Was a Communist for the FBI," the Frederic W. Ziv Company transcribed radio series, has been renewed for a second year by more than 70 per cent of sponsors and stations currently carrying the show. The highlight of the series' second year's exploitation will be a \$50,000 national essay contest for grammar and high school students that will be conducted this fall in co-operation with the Disabled American Veterans.

WLW-T RASSLE FINALS FOR CINCY GARDEN . . .

CINCINNATI.—The finals of the WLW-T third championship wrestling tournament will be held at Cincinnati Garden May 16. A feature of the tournament, which was opened February 14 on the WLW-T studio wrestling segments, is a championship belt for women grapplers. Ruffy Silverstein, heavyweight champion last year in the tournament, will defend his title in the finals. Tournament matches, leading to the finals, are scheduled each Saturday afternoon and evening as part of the studio wrestling programs from WLW-C, Columbus, O., and WLW-D, Dayton, O. The matches are seen on those two stations plus WLW-T at 4 p.m. and 10:30 p.m., EST. Purses totaling \$8,000 are at stake in the tournament—\$4,000 in the men's division, \$2,000 in the women's set, and the two belts.

FEB. TV, RADIO SET OUTPUT SOARS . . .

WASHINGTON — Production of TV sets in February soared to a new record for that month, Radio Television Manufacturers' Association reported today. Output of TV sets that month was 730,597, which brought the total for the first 2 months of the year

WJW
NBC AFFILIATE
in DETROIT
OWNED AND OPERATED BY
THE DETROIT NEWS
NATIONAL REPRESENTATIVE
THE GEORGE P. HOLLINGBERRY CO.

"It is ridiculous to try to run an up-to-the minute radio station without the aid of The Billboard."

The Billboard 985
2160 Patterson Street Cincinnati 22, Ohio
Yes, please enter my one-year subscription to The Billboard at \$10. Payment is enclosed.
(Foreign rate, one year, \$20)

Name
Address
City Zone State
Occupation

SUBSCRIBE TODAY
SAVE \$3.00
On Single Copy Price

USE THIS COUPON

THE BILLBOARD Radio-TV Show Charts For Reviews and Ratings of Songs and Records See The Billboard Music Popularity Charts (Music Section).

Top 10 TV Shows Each Day of the Week in DAYTON, O.

(219,000 TV Sets; Panel Size 300)

... According to Videodex Reports

WHIO...Miami Valley Broadcasting Corporation...CBS, ABC, Du Mont
WLW-D...Crosley Broadcasting Corporation...NBC

Videodex report, monthly on each of 25 major markets, besides publishing a monthly national network report based on all 63 markets.

FEBRUARY, 1953

SUNDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Station, Time, and Avg. Rtg. Lists top 10 TV shows for Sunday in Dayton, OH.

MONDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Station, Time, and Avg. Rtg. Lists top 10 TV shows for Monday in Dayton, OH.

TUESDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Station, Time, and Avg. Rtg. Lists top 10 TV shows for Tuesday in Dayton, OH.

WEDNESDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Station, Time, and Avg. Rtg. Lists top 10 TV shows for Wednesday in Dayton, OH.

THURSDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Station, Time, and Avg. Rtg. Lists top 10 TV shows for Thursday in Dayton, OH.

FRIDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Station, Time, and Avg. Rtg. Lists top 10 TV shows for Friday in Dayton, OH.

SATURDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Station, Time, and Avg. Rtg. Lists top 10 TV shows for Saturday in Dayton, OH.

*NBC estimate for February 1.

NEXT WEEK

Top 10 TV Shows Each Day in COLUMBUS

... According to Videodex

Top 5 Radio Shows Each Day in BIRMINGHAM

... According to Pulse

FOR FULL INFORMATION

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

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

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

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

News Capsules

Continued from page 6

ized by the Federal Communications Commission. Picture power jumped from 25,000 to 47,000 watts and the sound from 12,500 to 23,500 watts.

SPONSORS PAY 600G TO AIR SOX, CUBS GAMES

CHICAGO.—With the sale of three ad agencies to all ball games and solid sponsorship of the complete Sox and Cub day home game schedules, the sum being paid out by sponsors is close to \$600,000.

Hamm's Beer and Chesterfield Cigarettes are sponsoring the games, taking 4 1/2 innings of each contest. WGN-TV has sold batting practice and lead-off man preceding all games, and a 10th inning show following the games.

THE RESTLESS PEOPLE AND THE REVOLVING DOOR

Edward J. De Gray, station relations representative for CBS radio, was appointed director of station relations for the CBS radio network. Roy Danish, manager of the Mutual Broadcasting System's stations relations department, was named director of the web's newly created commercial operations department.

Top 5 Radio Shows Each Day of the Week in Minneapolis-St. Paul

(348,190 Radio Families*)

... According to Pulse Reports

KEYD...5,000 watts...Ind. WLOL...5,000 watts...MBS
KSTP...50,000 watts...NBC WMIN...250 watts...Ind.
WCCO...50,000 watts...CBS WPBC...500 watts...Ind.
WCOV...5,000 watts...Ind. WTCN...5,000 day; 1,000 night...ABC
WDGY...50,000 day; 25,000 night...Ind.

Pulse radio surveys are conducted in 19 markets, and reports are issued bi-monthly except to New York, which is monthly. Information is obtained by the personal interview roster method using a cross-section of homes pre-selected by a modified area sampling method.

JANUARY-FEBRUARY, 1953

SUNDAY, 7 TO 12 P.M.

Table with 4 columns: Rank, Show Name, Station, Time, and Highest Qr. Hr. Rtg. Lists top 5 radio shows for Sunday in Minneapolis-St. Paul.

MONDAY, 7 TO 12 P.M.

Table with 4 columns: Rank, Show Name, Station, Time, and Highest Qr. Hr. Rtg. Lists top 5 radio shows for Monday in Minneapolis-St. Paul.

TUESDAY, 7 TO 12 P.M.

Table with 4 columns: Rank, Show Name, Station, Time, and Highest Qr. Hr. Rtg. Lists top 5 radio shows for Tuesday in Minneapolis-St. Paul.

WEDNESDAY, 7 TO 12 P.M.

Table with 4 columns: Rank, Show Name, Station, Time, and Highest Qr. Hr. Rtg. Lists top 5 radio shows for Wednesday in Minneapolis-St. Paul.

THURSDAY, 7 TO 12 P.M.

Table with 4 columns: Rank, Show Name, Station, Time, and Highest Qr. Hr. Rtg. Lists top 5 radio shows for Thursday in Minneapolis-St. Paul.

FRIDAY, 7 TO 12 P.M.

Table with 4 columns: Rank, Show Name, Station, Time, and Highest Qr. Hr. Rtg. Lists top 5 radio shows for Friday in Minneapolis-St. Paul.

SATURDAY, 7 TO 12 P.M.

Table with 4 columns: Rank, Show Name, Station, Time, and Highest Qr. Hr. Rtg. Lists top 5 radio shows for Saturday in Minneapolis-St. Paul.

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

Table with 4 columns: Rank, Show Name, Station, Time, and Highest Qr. Hr. Rtg. Lists top 5 radio shows for Monday-Friday 6 AM to 7 PM in Minneapolis-St. Paul.

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

Table with 4 columns: Rank, Show Name, Station, Time, and Highest Qr. Hr. Rtg. Lists top 5 radio shows for Saturday 6 AM to 7 PM in Minneapolis-St. Paul.

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

Table with 4 columns: Rank, Show Name, Station, Time, and Highest Qr. Hr. Rtg. Lists top 5 radio shows for Sunday 6 AM to 7 PM in Minneapolis-St. Paul.

*Based on U. S. Census Radio Ownership of 1950 and Sales Management 1952 estimate of families in Minneapolis-St. Paul metropolitan area including Anoka, Dakota, Hennepin, Ramsey and Washington counties.

TV Film Competition Forces Syndicators to Ready Plans

By GENE PLOTNIK
NEW YORK, April 4. — The competitive pressure of the package plans being offered new stations by some of the TV film distributors is forcing more and more other large syndicators to come up with some kind of plan of their own. Distributors who a month ago said they wouldn't touch a new-station package plan because it's a losing proposition are now giving the situation further thought.

Strong words of caution have been uttered, however. Herman Rush, syndication sales chief of Official Films, says he would not advocate that any station buy itself a bundle of 15 or 30-minute shows for which it then may not be able to find sponsors. The package that Official is pitching new stations, on the other hand, consists of films that the station would run on a sustaining or participating basis.

The official package consists of 500 musical shorts, 70 cartoons, 13 Telespers (15-minute non-sectarian religious shows) and 26 10-minute news films covering historic events from 1939 to date. Rush points out that this gives the new station a foundation for its news, religious, kiddie and disk jockey programming, which it would probably have to set up anyhow aside from any consideration of sponsorship. The Official new-station package is sold for \$5,200 for a year's unlimited use.

Likes Feature Films
A major feature film distributor told The Billboard this week that the new station is better off filling shows because their salability does not drop off the way a 15-minute or half-hour series does. According to this distributor, if a

station comes on with a particular half-hour series, he may find a potential sponsor after a couple of

UTP GIMMICK

Plan to Allow UHF Stations 2 Runs for 1

NEW YORK, April 4.—United Television Programs this week devised a novel gimmick designed to make the cost of film programming cheaper for Ultra High Frequency stations which are entering markets already developed by Very High Frequency outlets. UTP will allow the UHF stations two runs for the price of one to cut the cost of their shows.

The UHF stations in such markets will probably have difficulty getting an audience at first, because of the need for old viewers to convert and for new viewers to buy sets with UHF channels. The UTP low-cost idea will allow them to buy film shows at a price they can afford and yet not offend the VHF stations by reducing prices too drastically. The first of the UHF stations to compete with a VHF station is expected to be WBUF, Buffalo, which is slated to begin operations in late May. WBEN-TV is its Buffalo opposition.

weeks, but by that time there are only about 10 segments left to run and possibly no new ones to fill up a standard contract run.

MCA-TV has an answer to this in its "Famous Playhouse," which it also is pitching to new stations on a special plan. The runout problem is not a factor with this show since there are now over 190 segments available.

MCA's "Playhouse" series consists of half-hour dramatic shows originally run as "Chevron Theater," "Gruen Theater" and Armour's "Stars Over Hollywood." MCA offers new stations 13 or 26 of them at 50 per cent of card rate. If in addition, the station signs for "Abbott & Costello" and/or "I'm the Law" and/or further "Playhouse" runs after rates have been adjusted to increased circulation, there are further discount considerations that, MCA claims, makes the deal competitive with other package plans.

Still a Bargain

MCA points out that via their plan the station carries at most three shows and still gets a bargain, as opposed to stocking up nine or 10 shows. But even aside from the flurry of package-plan announcements, new stations have been and are, for the most part, getting bargains on the film they buy. Mainly, the bargains are on series that have earned all or a good part of their nut back in runs on pre-freeze stations — all of which leaves some distributors wondering how they can offer the new stations a competitive price without losing money and others determined to wait it out until the stations get the circulation that pays.

QUICK TAKES

Russ Severin moves to KNBH, Hollywood, from KSD-TV, St. Louis. He will be host on KNBH's "Cinema Carnival," late evening feature film program. The show heretofore had been without a personality fram. . . . Henry Humphrey next week moves into the post of film buyer for WABD, New York, and the Du Mont Television Network. He comes from Du Mont's film syndication department, which is now headed by Merriman Holtz. Former manager of the department, Don Stewart, is now distribution manager of Du Mont Laboratories' transmitter division.

Monty Wooley has been signed by Dynamic Films as narrator-star of its new short story series. . . . Screen Gems has signed Edmond O'Brien as host-narrator of its new show, "The Law Strikes Back." . . . Anthony Azzato, former film director of WPIX, New York, has joined Standard Television, feature film distributor, as Eastern sales manager. . . .

Jerome Thor and Sydna Scott, stars of "Foreign Intrigue," return to New York April 21 after a year's production work in Europe. . . . Jerry Hyams and Robert Seidelman, Hygo Television Films, leave on a cross-country sales junket next week. . . . Telnews Productions and the National Broadcasting Company have signed exchange deals with the British Broadcasting Corporation news film.

Malloy New TV Pic Firm; 1st Series Readied

HOLLYWOOD, April 4. — Group composed of radio, television, TV film and movie persons this week formed a TV film company under the name of Mike Malloy Productions and will immediately start work on a 39 half-hour series bearing the "Malloy" name. Negotiations are currently under way for stage and office space at RKO-Pathé Studios where the firm intends to start rolling on "Malloy" by month's end.

Glenn Miller, former production manager for Horace Heidt productions, Filmcraft, and Jerry Fairbanks, Inc., and Al Gannaway, TV personality and vet New York-Hollywood producer, head the firm. Officers include Steve Brodie, screen actor; Fred Eggers, scenarist formerly with M-G-M; Virgil Miller, vet Hollywood cinematographer and Academy Award nominee this year, and Tom Hubbard, former director of productions with the Liberty Network.

"Mike Malloy" series will star Steve Brodie. Glenn Miller is executive producer, and Al Gannaway will produce-direct. Eggers and Hubbard are scripting and Virgil Miller will be in charge of cinematography.

Pilot reel of the mystery-drama series was lensed last month. Consolidated Labs now are rushing prints for audition showing next week to agencies and sponsors. Series goes into production when Brodie finishes his starring role in "Burning Arrow," one of Warner's first 3-D pictures.

THE BILLBOARD APRIL 25 ISSUE

It's a Special
**SPOTLIGHT
ON CALIFORNIA**
Radio-TV Edition

... with three major features that fit hand-in-glove with your own sales program



It's the
**APRIL TV FILM
PROGRAM GUIDE
and
MARKET REPORT
NUMBER**

OVER 25 SPECIAL FEATURES
Re-run, Aspects of TV Film Syndicated Series Backed by Ratings of Re-runs vs. First Runs
The Outlook for More and Newer Feature Films
History of California as a Radio-Television Center
Directory of Distributors of Features, Shorts, etc.
The California Market Today
Sources for Public Service, Religious and Industrial Films
TV Films to the Rescue
California Radio is Thriving on TV
Directories of California TV Film Studios, Distributors and Laboratories
How to Set Up a TV Station Film Department
13-City Ratings of Syndicated Shows
California Disk Jockeys and Station Affiliations
San Diego Round-Up
The Place of Musical Shorts in TV Programming
Directory of California Advertising Agencies
How the New SAG Deal Will Affect Production of TV Film Commercials
First Year Success Story of a California TV Station
Where Syndicated Series Are Showing
—and More

It's the industry's outstanding reporter of all of the week's significant radio-television-tv film news, features and ratings —and it's slicked-up with a handsome coated-stock pictorial cover for

**SPECIAL DISTRIBUTION at the
IMPORTANT NARTB CONVENTION**

Hollywood, April 27 thru May 1

ISSUE DATED: APRIL 25, REGULAR DISTRIBUTION: APRIL 22, NARTB DISTRIBUTION: APRIL 27, ADVERTISING DEADLINE: APRIL 16

The
Billboard

NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI

Tuttle Leaves UTP; King to Take His Post

NEW YORK, April 4.—Willson (Bill) Tuttle, president of United Television Programs, this week resigned to form his own firm for the production of film packages. His replacement as president of UTP will be Gerald King, a co-founder of the firm.

Tuttle, however, will work in close association with UTP and will offer it first crack at distributing his properties. He is completing negotiations for "Bulldog Drummond" and "Planetman," a show which is now a transcribed radio series.

Tuttle's exit from UTP was made because of a strong desire to produce film, rather than to remain in the distribution end of the business. He will open up offices here shortly. Tuttle also moves off the board of UTP, which now consists of Ben Frye, Jack Gross, Phil Krasne, Sam Costello, Milton Blink and King.

CBS-TV's Film Packages Show Big Sales Rise

NEW YORK, April 4.—In the past three months, the Columbia Broadcasting System's Film Sales division has racked up impressive sales gains of 400 per cent on several of its packages over last year. The Gene Autry show has hit the 400 per cent mark, and "Range Rider" is practically neck and neck with it. The billings of "Files of Jeffrey Jones" have practically doubled in the same period.

New market sales include Autry 29, "Range Rider" 31, and "Strange Adventure" 13. "Jeffrey Jones" has been sold in 17 markets, and "Eddie Drake" in seven. The Gloria Swanson show, which as yet has not even debuted, has been bought for 11 Midwestern markets. This program will be called "Crown Theater" in some areas. Wilbur S. Edwards is the general sales manager for CBS-TV Film Sales.

THE BILLBOARD TV Film Buying Guide

ARB Ratings of Non-Network TV Films and markets in which they are currently appearing

Listed below are TV film series currently showing on television stations in cities that the American Research Bureau surveys individually. Only films in the program categories indicated are covered in this issue.

Table with columns: Series Name, Length in Minutes, No. Releases Available, ARB Ratings. Section: DOCUMENTARY

Table with columns: Series Name, Length in Minutes, No. Releases Available, ARB Ratings. Section: Europe

Table with columns: Series Name, Length in Minutes, No. Releases Available, ARB Ratings. Section: Crusade in the Pacific

Table with columns: Series Name, Length in Minutes, No. Releases Available, ARB Ratings. Section: Kings

Table with columns: Series Name, Length in Minutes, No. Releases Available, ARB Ratings. Section: Crossroads

Table with columns: Series Name, Length in Minutes, No. Releases Available, ARB Ratings. Section: March of Time

MISCELLANEOUS

Table with columns: Series Name, Length in Minutes, No. Releases Available, ARB Ratings. Section: Adventures

Table with columns: Series Name, Length in Minutes, No. Releases Available, ARB Ratings. Section: Kieran's

Table with columns: Series Name, Length in Minutes, No. Releases Available, ARB Ratings. Section: Stranger Than

Table with columns: Series Name, Length in Minutes, No. Releases Available, ARB Ratings. Section: Fiction

WARNING • WARNING • WARNING Check distributor for availability. Any of the films listed here may be available in the immediate or near future, regardless of markets in which they are now being shown.

Table with columns: Series Name, Length in Minutes, No. Releases Available, ARB Ratings. Section: PHILADELPHIA (3 stations)

COMEDY

Table with columns: Series Name, Length in Minutes, No. Releases Available, ARB Ratings. Section: Abbott & Costello

Table with columns: Series Name, Length in Minutes, No. Releases Available, ARB Ratings. Section: WXYZ

Table with columns: Series Name, Length in Minutes, No. Releases Available, ARB Ratings. Section: LOS ANGELES (7 stations)

Table with columns: Series Name, Length in Minutes, No. Releases Available, ARB Ratings. Section: The Ruggles

Table with columns: Series Name, Length in Minutes, No. Releases Available, ARB Ratings. Section: Roller Derby

FEATURE FILM PULLING POWER Phone-Mail Order Firms Point Way

NEW YORK, April 4. — The sales power of advertising via feature film programming is perhaps best illustrated by those merchandisers who plug telephone and mail orders.

NEW YORK, April 4. — The National Broadcasting Company's film division this week made its first sales on the web's new syndicated film series, "The Visitor."

NEW YORK, April 4. — The National Broadcasting Company's film division this week made its first sales on the web's new syndicated film series, "The Visitor."

Table with columns: Series Name, Length in Minutes, No. Releases Available, ARB Ratings. Section: Prec. Show: Famous Playhouse

Table with columns: Series Name, Length in Minutes, No. Releases Available, ARB Ratings. Section: Sportsman's Club

Table with columns: Series Name, Length in Minutes, No. Releases Available, ARB Ratings. Section: This Week in Sports

Table with columns: Series Name, Length in Minutes, No. Releases Available, ARB Ratings. Section: Teleports

Table with columns: Series Name, Length in Minutes, No. Releases Available, ARB Ratings. Section: Wrestling from Hollywood

This form of advertising is, in a way, a descendant of magazine mail order ads. And like the latter it can be entered into by anyone who has the ad appropriation.

They have even been known to go before the camera and give the pitch themselves. After they have thereby received a bunch of orders or inquiries, then they go to a supplier or distributor, who fills the order or sends around a salesman.

Sales on "Dangerous Assignment" were made to the Ted Leary Advertising Agency, Denver; WTVU, Scranton, Pa.; WTVP, Decatur, Ill., and KSBW, Salinas, Calif.



VARIETY

**Johnnie Jolts 'Em
In London Debut**

London, March 24.

Johnnie Ray's British bow provoked a series of unprecedented scenes with his opening at the Palladium here yesterday (Mon.). Fans swarmed around the theatre before and after his shows, with this unique enthusiasm prevailing during both his opening day shows. Ray is easily London's biggest vocal hit with management forced to add an extra Saturday matinee to cope with advance demands which already insure a sellout for his run. Act appears to be a model of showmanship and exceeded expectations.

Exclusively
COLUMBIA RECORDS

GAC GENERAL ARTISTS CORPORATION
New York • Chicago • Beverly Hills • Cincinnati • Dallas • London

Personal Manager
BERNIE LANG

Vol. 7, No. 11

DECCA *Curtain Call* SERIES

NEW!

VOL. 4

MARLENE DIETRICH • LIBBY HOLMAN
GEORGE JESSEL • BEN BERNIE

MARLENE DIETRICH	THE BOYS IN THE BACKROOM	*DU-1514
	FALLING IN LOVE AGAIN	**1-714
LIBBY HOLMAN	LOVE FOR SALE	*DU-1515
	MOANIN' LOW	**1-715
GEORGE JESSEL	HELLO, MOMMAI (Two Parts)	*DU-1517
		**1-1517
BEN BERNIE	AU REVOIR—PLEASANT DREAMS	*DU-1513
	IT'S A LONESOME OLD TOWN	**1-713

Above Selections Combined on Decca Long Play Record DL 7021

*Deccalite(R) 78 RPM Record (Unbreakable under normal use) in Illustrated Envelope

** 45 RPM Record in Illustrated Envelope

NEW RELEASES—SINGLES

TAKING IT EASY BENONI	28637*	The Weavers
IT'S BETTER TO WAIT FOR LOVE JUST LIKE A BUTTERFLY (That's Caught In The Rain)	28664*	Louis Jordan
PORTRAIT OF JENNY CLOSE TO MY HEART	28627*	Bill Snyder
DANIEL IN THE LION'S DEN (I'm Afraid) THE MASQUERADE IS OVER	28632*	Bob Craig and Gordon Jenkins
CRAZY CRAZY (Mama) HE TREATS YOUR DAUGHTER MEAN	28668*	Ike Carpenter
GLOOMY TOMORROW WHEN THE ONE THAT YOU LOVE IS IN LOVE WITH YOU	28609*	Jim Eanes
SKUNK SKIN BRITCHES BABY ME BABY	28624*	Lonzo and Oscar
THE DAILY DOUBLE—Polka DEEP IN THE CELLAR—Polka	28640*	Georgie's Tavern Band

*Also available on 45 rpm (add prefix '9-' to record number)

A HIT!

YOU'RE A REAL GOOD FRIEND

and

NO HELP WANTED #2

by



RED FOLEY and ERNEST TUBB

Decca 28634 (78 rpm) and 9-28634 (45 rpm)

DECCA DATA

YOUR WEEKLY GUIDE TO AMERICA'S FASTEST SELLING RECORDS

BEST SELLERS

COUNTRY

I HAVEN'T GOT THE HEART THE LAST WALTZ	28594*	Webb Pierce
YOU'RE A REAL GOOD FRIEND NO HELP WANTED #2	28634*	Red Foley—Ernest Tubb
SLAVES OF A HOPELESS LOVE AFFAIR BLUE LETTER	28567*	Red Foley
HANK, IT WILL NEVER BE THE SAME WITHOUT YOU BEYOND THE SUNSET	28630*	Ernest Tubb
PAYING FOR THAT BACK STREET AFFAIR CRYING STEEL GUITAR WALTZ	28578*	Kitty Wells
THAT'S ME WITHOUT YOU I'LL GO ON ALONE	28534*	Webb Pierce
JEALOUS LOVE BUMMING AROUND	28579*	T. Texas Tyler
UH-HUH HONEY THAT'S ALL RIGHT	28629*	Autry Inman
THE DEATH OF HANK WILLIAMS HANK WILLIAMS SINGS THE BLUES NO MORE	28584*	Jimmy Logsdon
PEACE IN THE VALLEY WHERE COULD I GO BUT TO THE LORD	14573*	Red Foley

RHYTHM and BLUES

There'll Be PEACE IN THE VALLEY For Me NEAR THE CROSS	48279*	Sister Rosetta Tharpe with Anita Kerr Singers
I JUST COULDN'T BE CONTENTED HOW WELL DO I REMEMBER	28557*	Sister Rosetta Tharpe
YOU DIDN'T WANT ME BABY A MAN'S BEST FRIEND IS A BED	28543*	Louis Jordan
I'M BOUND FOR HIGHER GROUNDS THERE IS A HIGHWAY TO HEAVEN	28509*	Sister Rosetta Tharpe and Marie Knight
FRIENDSHIP YOU'RE MUCH TOO FAT	28444*	Louis Jordan

*Also available on 45 rpm (add prefix '9-' to record number)

BEST SELLERS

POPULAR

YOU CAN BE IN LOVE (And Still Be Lonely) LESS THAN TOMORROW	28601*	Hamish Menzies
TWICE AS MUCH SOMEONE TO CARE FOR	28586*	Mills Brothers
IF YOU TAKE MY HEART AWAY YOU FOOLED ME	28560*	Four Aces
KAW-LIGA MY HEART IS A KINGDOM	28582*	Dolores Gray and The Commanders
YOUR CHEATIN' HEART CONGRATULATIONS TO SOMEONE	28628*	Louis Armstrong
THE EYES OF TEXAS ARE UPON YOU WASHINGTON AND LEE SWING	28611*	Del Wood
I'LL BE HANGIN' AROUND THE GOLDEN YEARS	28590*	Russ Morgan
PLAYIN' DOMINOES AND SHOOTIN' DICE HOT TODDY	28587*	Red Foley
OHIO A QUIET GIRL	28610*	Bing Crosby and John Scott Trotter Both from "Wonderful Town"
LET ME KNOW BUMMING AROUND	28583*	Dick Todd and The Commanders
RED CANARY APRIL IN PORTUGAL	28646*	Florian Zabach
OH, HAPPY DAY TILL I WALTZ AGAIN WITH YOU	28506*	Dick Todd
OPEN UP YOUR HEART YOU DON'T KNOW WHAT LONESOME IS	28470*	Bing Crosby
HUSH-A-BYE MOTHER DARLIN'	28581*	Bing Crosby and Fred Waring
SEVEN LONELY DAYS DOWNHEARTED	28655*	Guy Lombardo
PRETEND THAT'S ME WITHOUT YOU	28576*	Guy Lombardo

*Also available on 45 rpm (add prefix '9-' to record number)

NEW RELEASE!

Music and Scenes from Sound Track of Columbia's Technicolor Production

SALOME

Starring
RITA HAYWORTH • STEWART GRANGER
and
Alan Badel

Symphony Orchestra Conducted by Morris Stoloff
Stewart Granger by Arrangement with M-G-M Studios.
Music by George Duning

DL 6026 (33 1/3 Long Play) • ED-515 (45 Extended Play)



Florian Zabach

RED CANARY


and

APRIL IN PORTUGAL

Decca 28646 (78 rpm) and 9-28646 (45 rpm)

DECCA RECORDS

BREAKING!



Music Publishers' Record Scoreboard

A complete weekly report, and a cumulative tabulation from January 1, 1952, to date of record sides secured by publishers from Capitol, Columbia, Decca, Mercury, MGM and RCA Victor in the popular, folk and rhythm and blues categories.

Total Sides and Label Breakdown of Publishers Who Have Had 5 or More Sides Recorded Since January 1, 1953 thru March 28, 1953

Table with columns: PUBLISHER, TOTAL SIDES ALL LABELS, CAPITOL, COLUMBIA, POPULAR, FOLK, RHYTHM & BLUES, MERCURY, M-G-M, RCA. Lists various publishers and their record counts across different labels.

(Continued on page 44)

Music Publishers' Record Scoreboard

Sides in Current Release

For Week Ending April 4

Because of the lack of consistency with which each of the six record companies under consideration issue new releases individually and in relation to one another, listed each week are all latest releases on which The Billboard has been able to secure information from all available reliable sources. Sides listed may actually be issued a few days prior to or following publication of this scoreboard.

Table with columns: PUBLISHERS, TUNE, ARTIST AND LABEL. Lists new releases from various publishers like Acuff-Rose, Milene, American Bourne, etc.

Total Sides for Week Released by Each Label

* These totals do not include P. D. Tunes

For Week Ending April 4

Table with columns: LABEL, POPULAR, FOLK, RHYTHM & BLUES. Shows the number of sides released by each label for the week ending April 4.

Total Number of Sides Released by Each Label

* These totals do not include P. D. Tunes

January 1, 1953, to Date

Table with columns: LABEL, POPULAR, FOLK, RHYTHM & BLUES. Shows the cumulative total number of sides released by each label from January 1, 1953, to the current date.

Following Are Publishers Who Have Had Less Than 5 Songs Recorded Since January 1, 1953

List of publishers with less than 5 songs recorded since January 1, 1953, including names like ALTON, ARTISTS MUSIC, BABB, etc.

Weinberg, 57, Dies in S. C.

NEW YORK, April 4.—Ralph Weinberg, well-known promoter, died Friday morning (3) while traveling in his car from Columbia, S. C., to Charlotte, N. C. He had been in ill health for the last few months. Weinberg, who was 57 years old, is survived by his widow and his son, Eli. The funeral will be held Sunday (5) at his home in Princeton, W. Va.

Weinberg had been active in the promotion field for about 35 years. He had promoted key

sports events, including boxing and wrestling matches during the first decade of his career and turned to music promotions about 20 years ago. Weinberg's tours thru Virginia, West Virginia, North and South Carolina, Georgia and Florida were well-known to jazz units, r.&b. packages and other performers over the last decade. He handled important one-nighter tours for the major booking agencies, his last promotion being the Billy Eckstine-Ruth Brown-Count Basie unit thru the South.

Eli Weinberg, who has been working for his father for the past few years, is expected to continue his father's promotion business.

RECORD SCOREBOARD SHOWS--

Topsy-Turvy Pubber Status In Collaring Disk Releases

NEW YORK, April 4.—In the short space of a year, some dramatic changes have occurred in the status of publishers' ability to collar record releases.

Firmly entrenched at the top of the heap for the first quarter in side productivity is Hill & Range, with a total of 71 pop, hillbilly and r.&b. sides released by these six diskeries.

(26), the E. H. Morris group (20) and Nat Tannen and his affiliates (19). Tied for 10th place are two firms—Four Star and the Howie Richmond group—each with 17 sides.

A year ago at this time the top 10 ranking were as follows (the number of sides is listed in parentheses after each firm): Big Three (96), Hill & Range (71), Peer-Southern (55), the Warner group (54), Acuff-Rose (52), Leeds (42), Bourne (36), Morris (33), Mills (33) and Chappell (28).

Sharp Differences

A comparison between today and a year ago points up sharp differences both in the over-all standings and the productivity of a number of publishers.

Whereas a year ago old line publishing houses controlled all but two positions in the top 10, a

total of four positions are now held down by comparative newcomers to the field—Hill & Range, Acuff-Rose, Tannen, Four Star and Howie Richmond. The last two were tied for 10th place. Along with the entry of the new firms to the top 10 it is also interesting to note that Hill & Range and Acuff-Rose both moved up in the over-all standing to first and second positions.

An examination of these newcomers brings out one basic similarity. With the exception of Howie Richmond, all are basically, or had their origin in the hillbilly business.

Sharp Drops

The output of a number of old-line publishers thus far this year has fallen drastically from a year ago. Leeds for instance dropped from 42 sides in the first quarter of 1952 to 15 sides for the same period this year.

off to 16 from the 36 released at this point a year ago.

Even some of those that have been able to stay among the leaders have sagged noticeably in output. The Big Three slipped from 96 to 45 sides; Peer-Southern dropped from 55 to 21 sides; the Warner group from 54 to 37, and E. H. Morris from 33 to 20.

While these have dropped, others have risen. Brandom, which didn't exist a year ago, clocked 16 sides thus far, while Four Star has checked in with 17 on top of no entries a year ago.

The shifts in the pendulum result from a number of factors that were discussed in an article two weeks ago dealing with the growing difficulty that publishers are experiencing in getting tunes recorded. Key reasons were the over-all drop in the number of pop releases while at the same time these six labels have shown greater activity in producing hillbilly and r.&b. fields, country tunes moving into the pop field, more competition at the publisher level, etc.

Splitting the pop sides from these over-all publisher totals shows the following firms (in- (Continued on page 44)

Duke Adds Luster to Capitol's Talent Plans

NEW YORK, April 4.—Capitol Records' talent expansion program, on both the pop and country levels, took on added luster this week with the pacting of the Duke Ellington ork.

In addition to its talent addition program, the diskery also moved out on the classical level with the acquisition of Cetra-Soria Records, transfer of which formally occurred Wednesday (1).

Duke Ellington's Capitol contract is for one year with options to four years. Alan Livingston, veepee in charge of the diskery's repertoire department, negotiated arrangements in acquiring the talents of the composer-leader.

In switching to Capitol, Ellington moves to the fourth major label in his career. He leaves a six-year association with Columbia, prior to which he waxed under the RCA Victor and Decca banner.

New Capitol Talent

New talent recently signed up by the firm includes thrushes Bas-Sheva and Vickie Young; warblers Bob Manning and Garry Wells, all for the pop idiom; Ferlin Huskey, a c.&w. chanter, and blues singer Timmie Rogers.

Capitol's acquisition of talent is in line with company policy over the years of always building new people and always having new artists in reserve. As a general rule, the diskery has been most successful with talent that it has built itself, and has generally steered away from names that have been with other labels.

Of the new talent, the Jackie Gleason ork has scored heavily, with the first Gleason release the best selling set of the firm's new pop albums. Also, Bob Manning's first slicing, "The Nearness of You" has also shown some substantial sales action since it was issued a few weeks ago.

Tempo Records Ships Library Of Background Music on Tape

HOLLYWOOD, April 4.—Tempo Records this week shipped its first library on tape for use with the new Ampex Tape Reproducer Model 450. The Tempotape reel contains eight hours of uninterrupted background music, representing nearly 150 different titles on a dual track whose reproduction is completely automatic.

The Tempotape has a wide range, is low in noise level, free from speed variation and has consistent modulation. Carefully selected material, without vocals, is played in four two-hour series. Compositions are popular standards.

The 14-inch reel contains 480 feet of dual track tape made on premium quality plastic base. It costs about the same for a like quantity of material on ordinary phonograph records or LP's.

The Ampex reproducer itself, only recently perfected, only plays back. It lists for approximately \$650.

Irving Fogel, Tempo prexy, says diskery has completed three subjects for a total of 24 hours of material. These represent an initial outlay of \$400,000 in production, artist, arrangement and talent costs for Tempo's library recorder during the last five years.

The pre-recorded tape runs at three and three-quarters inches per second, having been reduced from an original speed of 7 1/2 i.p.s. and in some cases 30 i.p.s. Ampex approached Tempo two

months ago to supply the extensive library required. Tempo made the selections, supplied the basic material which has been turned over to Ampex engineers for re-recording in its plant at Redwood City, Calif.

Tempo's selection by Ampex resulted from diskery's pioneering in high fidelity and wide-range recording. Quality of Tempotape is such that there is no crescendo or diminuendo.

Ampex engineers already have perfected equipment to duplicate the tapes in multiple quantity. Initial shipment of reels are going to Ampex's 90 distributors who plan to enter the commercial and home markets.

Fogel points out that markets which will be readily tapped include commercial institutions, industrial plants, supermarkets, banks, doctors' offices, in addition to cafes and cocktail lounges where background music is supplied by phonograph. He further envisions a ready acceptance in homes at a cost far below other recorded means, but with added advantage of completely automatic operation.

Tempo's deal with Ampex is non-exclusive. Tempo already has been approached by another major reproducing firm to supply it with a similar library.

Royalties are paid the Music Publishers' Protective Association, the artists and the American Federation of Musicians.

"Provided in the sales price of each subject (reel) is the same royalty which the industry pays per track for use of material on phonograph records of LP's—2 cents per selection," Fogel said.

Canadians Spend \$13 Million On Disks; Like Bach, Boogie

VANCOUVER, B. C., April 4.—The word longhair and highbrow in music don't make much sense nowadays in Canada, because most of the people who enjoy Bach and Stravinsky also enjoy good jazz and musical comedy—and hockey and hot dogs. So says Fraser Jamieson, of Montreal, one of the top executives of the Canadian phonograph industry.

General manager of the London Gramophone Corporation of Canada, Ltd., Jamieson is in Vancouver conferring with Wyn Jones, manager of Texal, Ltd., London distributors for British Columbia and Alberta.

"Canadians spent \$13 million buying records in 1952," Jamieson said. "That was twice as much as the average figure before World War II, and compares with about \$10 million in 1950. More than half the sales are in the category of so-called classical or concert music.

Recording Factors "Recordings, radio and the

spread of musical interest in the schools had helped to bring about an amazing revolution in the public's response toward music formerly considered suitable for a small minority of culture hounds." One of London's hottest-selling items in the past two years, for example, is a long-play release of Beethoven's "Emperor" concerto, featuring British pianist Clifford Curzon.

"The customers who today are budgeting for a Brahms symphony or a Debussy tone poem are also budgeting for recordings of peppy showtunes and 'cool jazz,' and they come from both sexes and all age groups from kids to grandparents." Jamieson recalled that only a few years ago "Most red-blooded men wouldn't be seen dead at a ballet." Yet his own and rival disk companies now are finding ballet scores among the most popular merchandise on their shelves—and the trend is up rather than down.

the 2 BIG Songs of 1953- "TILL I WALTZ AGAIN with YOU" and SCRAP of PAPER Village Music Company

Another BMI Pin-Up Hit! ANNA Published by Hollis Recorded by Silvana Mangano (MGM) Paul Weston (Columbia) The Three Suns (Victor) Dick Hayman (Mercury) Ray Bloch (Coral) Al Caiola (Victor) Exclusively licensed by Broadcast Music, Inc.

"SUDDENLY" Capitol—Les Baxter Mercury—Mary Small MCM—David Rose and Beryl Davis HILL and RANGE SONGS, INC. Beverly Hills, Calif.

Great Records! HOT-DOG RAG MAIN STREET ON SATURDAY NIGHT FOREVER YOURS ABC MUSIC CORP. BOURNE, INC. 799 7th Ave. N.Y. 12, N.Y.

New Record Smash! WOODY HERMAN and the New Third Herd BUCK DANCE b/w A Fool in Love MARS RECORD No. M-600 (45-600) MARS RECORDS Suite 200, 151 West 46th St. New York 36, N. Y.

JUST RELEASED! Two Great Sides by GUY MITCHELL With Mitch Miller and Chorus "WALKIN' AND WOND'RIN'" (My Heart Cries Out in Vain) and "A WISE MAN OR A FOOL" SANTLY-JOY, INC. 1619 Broadway, New York, N. Y.

COMING UP FAST! HOLD ME, THRILL ME, KISS ME RECORDED BY KAREN CHANDLER... Coral ROBERTA LEE with JERRY GRAY'S Orch... Decca MILLS MUSIC, INC. 1619 BROADWAY NEW YORK 19, N.Y.

Keep Your EYE on These! "ORCHIDS MEAN GOODBYE" CARL SMITH Columbia 21087 "A WREATH ON THE DOOR OF MY HEART" COWBOY COPAS King 1200 "DON'T YOU EVER GET TIRED" b/w "THAT'S HOW I TAKE YOU" ROD MORRIS Capitol 2424 FAIRWAY MUSIC CORP. 6365 Selma Avenue Hollywood, California

GIVE TO DAMON RUNYON CANCER FUND

3 HIT SIDES Great Artists

1 England's #1 Song

BROKEN WINGS

Elton Britt

RCA Victor #20/47 5251



2

I'M GONNA LOCK MY HEART

(And Throw Away the Key)

Eddy Arnold

RCA Victor #20/47 5193



3 LAST NIGHT ON THE BACK PORCH

(I Loved You Best of All)

Pee Wee King

RCA Victor #20/47 5260



SHAPIRO BERNSTEIN and CO. INC.

1270 Sixth Avenue • New York 20, N. Y.

The Billboard Music Popularity Charts

HONOR ROLL OF HITS



The Nation's Ten Top Tunes

... For Week Ending April 4

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

This Week	Last Week	Weeks on Chart
1. Doggie in the Window		1 10
By Bob Merrill—Published by Santly-Joy (ASCAP) BEST SELLING RECORD: Patti Page, Mercury 70070. OTHER RECORDS: R Kujawa, Dana 795		
2. Till I Waltz Again With You		2 17
By Sidney Prosen—Published by Village (BMI) BEST SELLING RECORD: T. Brewer, Coral 60873; OTHER RECORDS: Five Bells, Brunswick 84002; C. Gore-R. Wright, King 1169; K. Griffin, Col 39952; R. Morgan, Dec 28539; Jerry Murad's Harmonicats, Mercury 70069; T. Sosebee, Coral 60916; D. Travis and J. Swanson, Jubilee 6014; D. Todd, Dec 28506.		
3. I Believe		4 6
By Erwin Drake, Irvin Graham, Jimmy Shirl, Al Stillman—Published by Cromwell (ASCAP) BEST SELLING RECORDS: Frankie Laine, Col 39938; J. Froman, Cap 2332 OTHER RECORDS: E. James, Meteor 5000.		
4. Pretend		3 10
By Lew Douglas, Parmar & Le Vere—Published by Brandom (ASCAP) BEST SELLING RECORDS: Nat (King) Cole, Cap 2346; R. Marterie, Mercury 70045. OTHER RECORDS: E. Barton, Coral 60937; D. Belloc, Dot 15048; K. Griffin, Col 39915; G. Lombardo, Dec 28576; H. Rene, V 20-5119.		
5. Tell Me You're Mine		5 14
By Fredianelli-Vasin—Published by Capri Music (BMD) BEST SELLING RECORDS: Gaylords, Mercury 70067. OTHER RECORDS: Ralph and Buddy Bonds, Coral 60923, M Carson, Col 39914; R. Morgan, Dec 28569 TRANSCRIPTIONS AVAILABLE: Dolly Dawn, Thesaurus		
6. Side by Side		8 10
By Harry Woods—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: Kay Starr, Cap 2334 OTHER RECORDS AVAILABLE: E. Britt-R Allen, V 20-5178; F. Carle, V 20-4741; D. Drew, Mercury 70096; B. Garrett-L. Parks, M-G-M 10467; K. Griffin, Col 39514; D. Holyman, Rondo 207; D. Jurgens, Col 38107; F. Petty, M-G-M 30425; P. Scala, London 238; A. String Regent 126		
7. Don't Let the Stars Get in Your Eyes		6 19
By Slim Willet—Published by Four Star Sales (BMI) BEST SELLING RECORDS: P. Como, V 20-5064 OTHER RECORDS: L. Ameche, Mercury 70023; E. Barton, Cora' 60882; R. Foley, Dec 28460; H. Jerome, M-G-M 11385; M. Katz, Cap 2370; G. MacKenzie, Cap 2256; Ted Maksymowicz, V 26-9270; B. Maxwell, Mercury 70045; S. McDonald, Cap 2216; R. Price, Col 21025; S. Willet, Four Star 1614		
7. Your Cheatin' Heart		7 7
By Hank Williams—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Joni James, M-G-M 11426. OTHER RECORDS: J. Garber, Cap 2377; F. Laine, Col 39938; H. Williams, M-G-M 11416.		
9. Wild Horses		9 7
By K. C. Rogan—Published by George Simon (ASCAP) BEST SELLING RECORD: Perry Como, V 20-5152. OTHER RECORDS AVAILABLE: R. Anthony, Cap 2349		
10. Tell Me a Story		11 3
By Terry Gilkyson—Published by Montclare (BMI) BEST SELLING RECORD: Jimmie Boyd-Frankie Laine, Col 39945.		

Second Ten

11. GOMEN NASAI	12	4
Published by Disney (ASCAP)		
12. KEEP IT A SECRET	10	21
Published by Shapiro-Bernstein (ASCAP)		
13. OH, HAPPY DAY	13	14
Published by Bregman, Vocco & Conn (ASCAP)		
14. DOWNHEARTED	17	5
Published by Paxton (ASCAP)		
15. SEVEN LONELY DAYS	15	4
Published by Jefferson (ASCAP)		
16. SONG FROM MOULIN ROUGE	—	1
Published by Broadcast (BMI)		
17. NO HELP WANTED	—	1
Published by Acuff-Rose (BMI)		
18. HOT TODDY	19	6
Published by Coachella-Alamo (ASCAP)		
18. APRIL IN PORTUGAL	—	1
Published by Chappell (ASCAP)		
20. CARAVAN	18	2
Published by Mills (ASCAP)		

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Buyboard

TOP SELLERS—POPULAR

... Based on Actual Capitol Sales Reports

	Record No.
1. I'M SITTING ON TOP OF THE WORLD SLEEP	L. Paul & M. Ford 2400
2. PRETEND DON'T LET YOUR EYES GO SHOPPING	N. Cole 2346
3. BLUE GARDENIA CAN'T I	N. Cole 2389
4. YES SIR, THAT'S MY BABY YOKOHAMA MAMA	H. Kari 2392
5. SIDE BY SIDE NOAH!	K. Starr 2334
6. APRIL IN PORTUGAL SUDDENLY	L. Baxter 2374
7. GET IT WHILE YOU'RE YOUNG LIPSTICK-A-POWDER-'N'-PAINT	H. O'Connell & G. MacKenzie 2404
8. MY BABY'S COMING HOME LADY OF SPAIN	L. Paul & M. Ford 2265
9. GOMEN-NASAI I LEARNED TO LOVE YOU TOO LATE	M. Whiting & J. Wakely 2402
10. I BELIEVE THE GHOST OF A ROSE	J. Froman 2332
11. MY HEART BELONGS TO ONLY YOU I WAS A FOOL	J. Christy 2308
12. ANNIVERSARY SONG A FEW KIND WORDS	Four Knights 2403
13. BALTIMORE ORIOLE POINCIANA	Four Freshmen 2398
14. RED LIGHT BARTENDER'S BLUES	M. Moore 2386
15. BUNNY HOP BLOW, MAN, BLOW!	R. Anthony 2251
16. OH, HAPPY DAY A MILLION TEARS	Four Knights 2315
17. AND THE BULL WALKED AROUND, O-LAY! JEEPERS CREEPERS	S. Kenton 2388

TOP COUNTRY & HILLBILLY

... Based on Actual Capitol Sales Reports

	Record No.
1. HANK'S SONG I'LL NEVER HAVE YOU	F. Huskey 2397
2. SOMEBODY ELSE'S HEARTACHE THE ONE I CAN'T FORGET	S. James 2399
3. NO HELP WANTED I'D HAVE NEVER FOUND SOMEBODY NEW	H. Thompson 2376
4. WHAT WILL I DO! TIED DOWN	R. Acuff 2385
5. HILLBILLY HULA I'M A POOR LONESOME FELLOW	J. Carman 2345
6. PLAYIN' DOMINOES AND SHOOTIN' DICE MEMORIES AND HEARTACHES	J. Dolan 2367
7. PRETEND THE LAST ROUND-UP	C. Stone 2407
8. SATISFIED HIDE ME, ROCK OF AGES	M. Carson 1900
9. GOIN' STEADY JUST OUT OF REACH	F. Young 2299
10. LET ME KNOW I'M SORRY TO SAY I'M SORRY	S. McDonald 2326
11. LISTEN TO THE MOCKING BIRD WHEN THE BLOOM IS ON THE SAGE	C. Stone 2362
12. THE FAMILY WHO PRAYS LET US TRAVEL, TRAVEL ON	Louvin Bros. 2296
13. LITTLE OLD RAG DOLL PICKING SWEETHEARTS	F. Chapman 2330
14. I DON'T KNOW SWEET TEMPTATION	T. Ernie 2338
15. DON'T LET THE STARS GET IN YOUR EYES BIG FAMILY TROUBLE	S. McDonald 2216

BEST SELLING POPULAR ALBUMS

Based on Actual Capitol Sales Reports

	Alb. No.
1. LOVER'S RHAPSODY Jackie Gleason	366
2. NEW CONCEPTS OF ARTISTRY IN RHYTHM Stan Kenton	383
3. MUSIC FOR LOVERS ONLY Jackie Gleason	352
4. THE KAY STARR STYLE Kay Starr	363
5. BACCHANALIA! Billy May	374
6. THE YOUNG MAN WITH THE HORN Ray Anthony	373
7. LATE SHOW Hazel Scott	364
8. CAMPUS RUMPUS Ray Anthony	362
9. BACKGROUND MUSIC—LIGHT AND LIVELY 4 Top Artists	375
10. BACKGROUND MUSIC—SHOW TUNES 3 Top Artists	378
11. BACKGROUND MUSIC—SONGS WE REMEMBER 3 Top Artists	376
12. BACKGROUND MUSIC—BRIGHT AND BOUNCY 4 Top Artists	377
13. WITH A SONG IN MY HEART Jane Froman	309

A great new country artist . . .

FERLIN HUSKEY

---sings about Hank Williams in

'HANK'S SONG'

coupled with

"I'LL NEVER HAVE YOU"

on Record No. 2397

VIVA STAN KENTON! FOR

"The Bull Walked Around, Olay!"

and

"Jeepers Creepers" Record No. 2388

the BIG performance of

'Big Mamou'

is by



ELLA MAE MORSE

b/w

"Is It Any Wonder"

on CAPITOL RECORD No. 2441

It's April —time to reorder the great hit by

LES BAXTER

with his Chorus and Orchestra

"April in Portugal"

b/w

"SUDDENLY"

on Record No. 2374



a
Smooth
Natural

by

**SAMMY
KAYE**

**I COULDN'T
KEEP FROM
CRYING**

b/w
**SWEET SUE—
JUST YOU**
Vocal by The Kaye Choir
Columbia No. 39977 •
4-39977

Vocal by
THE KAYDETS

COLUMBIA RECORDS
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The Billboard's Music Popularity Charts
Favorite Tunes
... For Week Ending April 4

Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. DOGGIE IN THE WINDOW (R)—Santly-Joy.....	1	8
2. TILL I WALTZ AGAIN WITH YOU (R)—Village.....	2	15
3. I BELIEVE (R)—Cromwell.....	3	5
4. PRETEND (R)—Brandom.....	7	10
5. KEEP IT A SECRET (R)—Shapiro-Bernstein.....	5	17
6. DON'T LET THE STARS GET IN YOUR EYES (R)—Four Star Sales.....	4	18
7. SIDE BY SIDE (R)—Shapiro-Bernstein.....	6	5
8. YOUR CHEATIN' HEART (R)—Acuff-Rose.....	11	6
9. TELL ME YOU'RE MINE (R)—Capri Music.....	10	12
10. OH, HAPPY DAY (R)—Bregman, Vocco & Conn.....	8	15
10. TELL ME A STORY (R)—Montclare.....	—	1
12. ANYWHERE I WANDER (R) (F)—Frank Loesser....	13	9
13. WILD HORSES (R)—George Simon.....	9	4
14. PETER COTTONTAIL (R)—Hill & Range.....	—	1
15. WHY DON'T YOU BELIEVE ME? (R)—Brandom....	12	20

Tunes with Greatest Radio and Television Audiences

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

Top 29 in Radio

A Fool Such as I (R)—Robbins-B. Miller—ASCAP	Keep It a Secret (R)—Shapiro-Bernstein—ASCAP
Anywhere I Wander (R)—Frank—ASCAP	My Jealous Eyes (R)—Famous—ASCAP
April in Portugal (R)—Chappell—ASCAP	Ohio (R)—Chappell—ASCAP
Caravan (R)—American—ASCAP	Open Up Your Heart (R)—Longridge—ASCAP
Doggie in the Window (R)—Santly-Joy—ASCAP	Peter Cottontail (R)—Hill & Range—BMI
Downhearted (R)—Paxton—ASCAP	Pretend (R)—Brandom—ASCAP
Even Now (R)—Pickwick—ASCAP	Say It With Your Heart (R)—Feist—ASCAP
Golden Years (R)—Paramount—ASCAP	Say Si Si (R)—E. B. Marks—BMI
Have You Heard? (R)—Brandom—ASCAP	Side by Side (R)—Shapiro-Bernstein—ASCAP
Hold Me, Thrill Me, Kiss Me (R)—Mills—ASCAP	Tell Me You're Mine (R)—Capri—BMI
Hot Toddy (R)—Coachella-Alamo—ASCAP	Why Don't You Believe Me? (R)—Brandom—ASCAP
How Do You Speak to an Angel? (R)—Chappell—ASCAP	Wild Horses (R)—Simon—ASCAP
I Believe (R)—Cromwell—ASCAP	Will-o-the-Wisp Romance (R)—Tirangle—ASCAP
I Confess (R)—Witmark—ASCAP	Your Cheatin' Heart (R)—Acuff-Rose—BMI
Kaw-Liga (R)—Milene—ASCAP	

Top 10 in Television

Doggie in the Window (R)—Santly-Joy—ASCAP	Lady of Spain (R)—Sam Fox—ASCAP
Easter in Walkiki (R)—Duet—ASCAP	Peter Cottontail (R)—Hill & Range—BMI
How Do You Speak to an Angel? (R)—Chappell—ASCAP	Pretend (R)—Brandom—ASCAP
I Believe (R)—Cromwell—ASCAP	Side by Side (R)—Shapiro-Bernstein—ASCAP
It's Love (R)	Wish You Were Here (R)—Chappell—ASCAP

England's Top Twenty

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

1. Doggie in the Window—Connelly (Santly-Joy)	10. Because You're Mine—Robbins (Feist)
2. Broken Wings—John Fields (Shapiro-Bernstein)	11. Oh, Happy Day—Chappell (Bregman, Vocco & Conn)
3. Wonderful Copenhagen—Morris (Frank)	12. Glow Worm—La Fleur (E. B. Marks)
4. She Wears Red Feathers—Dash (Oxford)	13. Little Red Monkey—Robbins (Miller)
5. Outside of Heaven—Bradbury Wood (Bregman, Vocco & Conn)	14. Make It Soon—Connelly (Santly-Joy)
6. Don't Let the Stars Get in Your Eyes—Morris (Four Star)	15. I Talk to the Trees—Chappell (Chappell)
7. Now—Dash (Ardmore)	16. Till I Waltz Again With You—Francis Day (Village)
8. In a Golden Coach—Box & Cox (Box & Cox)	17. You Belong to Me—Chappell (Ridgeway)
9. Why Don't You Believe Me?—Francis Day (Brandom)	18. That's A-Why—Connelly (Santly-Joy)
	19. Come Along A-Love—Kassner (Shapiro-Bernstein)
	20. I'd Love to Fall Asleep—Fieldman (Southern)

Columbia Best Buys

BEST SELLING POPULAR RECORDS

Based on actual sales reports for week ending April 4

SOMEBODY STOLE MY GAL GLAD RAG DOLL	Johnnie Ray	39961 ● 4-39961
I BELIEVE YOUR CHEATIN' HEART	Frankie Laine	39938 ● 4-39938
TELL ME A STORY THE LITTLE BOY AND THE OLD MAN	Frankie Laine and Jimmie Boyd	39945 ● 4-39945
THE SONG FROM MOULIN ROUGE SWEDISH RHAPSODY	Percy Faith	39944 ● 4-39944
I'M THE KING OF BROKEN HEARTS NO ONE WILL EVER KNOW	Tony Bennett	39964 ● 4-39964
I WONDER, I WONDER, I WONDER HE WHO HAS LOVE	The Four Lads	39958 ● 4-39958
WHEN YOU WORE A TULIP LOUISIANA WALTZ	Ken Griffin	39966 ● 4-39966
SHE WEARS RED FEATHERS PRETTY LITTLE BLACK-EYED SUSIE	Guy Mitchell	39909 ● 4-39909
MISTER TAP TOE YOUR MOTHER AND MINE	Doris Day	39906 ● 4-39906
TWO EASTER SUNDAY SWEETHEARTS MY BUNNY AND MY SISTER SUE	Jimmy Boyd	39955 ● 4-39955
WITHOUT MY LOVER SMOKING MY SAD CIGARETTE	Jo Stafford	39951 ● 4-39951
WALKIN' AND WOND'RIN' WISE MAN OR FOOL	Guy Mitchell	39962 ● 4-39962
GOMEN-NASAI TOKYO BOOGIE WOOGIE	Richard Bowers	39954 ● 4-39954
ANNA DUTCH TREAT	Paul Weston	39968 ● 4-39968
KEEP IT A SECRET ONE TO EVERY HEART	Jo Stafford	39891 ● 4-39891

BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending April 4

BRING YOUR SWEET SELF BACK TO ME TIME CHANGES THINGS	Lefty Frizzell	21084 ● 4-21084
I COULDN'T KEEP FROM CRYING AFTER YOU LEAVE	Marty Robbins	21075 ● 4-21075
MEXICAN JOE YOU HAVE MY HEART NOW	Billy Walker	21085 ● 4-21085
I'LL GO ON ALONE YOU'RE BREAKING MY HEART	Marty Robbins	21022 ● 4-21022
NO SWALLERIN' PLACE JUKE BOX BLUES	June Carter	21074 ● 4-21074
THIS ORCHID MEANS GOODBYE JUST WAIT TILL I GET YOU ALONE	Carl Smith	21087 ● 4-21087
NO HELP WANTED HEARTS AND FLOWERS	The Maddox Brothers and Rose	21065 ● 4-21065
ANYBODY'S BABY THE HILLS OF KENTUCKY	Johnny Bond	21082 ● 4-21082
I'M AN OLD, OLD MAN YOU'RE JUST MINE	Lefty Frizzell	21034 ● 4-21034
BITTER TEARS REDSKIN RAG	Leon McAulliffe	21072 ● 4-21072

BEST SELLING ALBUMS

ARTHUR GODFREY'S TV CALENDAR SHOW "Lp" GL 521 ● 45 Set G 4-18 78 Set G-18	MARTYN GREEN'S GILBERT AND SULLIVAN Sixteen G & S favorites "Lp" ML 4643 ● 45 Set A-1042
SWEETHEARTS — Marion Marlowe and Frank Parker "Lp" CL 6241 ● 45 Set B-331 78 Set C-331	DEBUSSY: PRELUDE A L'APRES-MIDI D'UN FAUNE DUKAS: L'APPRENTI SORCIER The Philadelphia Orchestra, Eugene Ormandy, Conductor. "Lp" AAL 26
BROADWAY'S BEST — Jo Stafford "Lp" CL 6238 ● 45 Set B-328	BERLIOZ: ROMEO AND JULIET—DRA- MATIC SYMPHONY (Complete Or- chestral Score) Philharmonic-Symphony Orchestra of New York, Dimitri Mitropoulos, Con- ductor. "Lp" ML 4632
HOLLYWOOD'S BEST—Rosemary Clooney and Harry James "Lp" CL 6224 ● 45 Set B-319	DINU LIPATTI, piano Selections by Bach and Mozart "Lp" ML 4633
BY THE LIGHT OF THE SILVERY MOON— Doris Day "Lp" CL 6248 ● 45 Set B-334 78 Set C-334	
BERLIOZ: HAROLD IN ITALY William Primrose, viola, with Sir Thomas Beecham, Bart., conducting the Royal Philharmonic Orchestra. "Lp" ML 4542	

NEW POPULAR RELEASES

MITCH MILLER and his orchestra. Stan Freeman, Harpsichord	Ken GRIFFIN at the Organ
TIRA LIRA MADEIRA ORIENTAL POLKA	LITTLE RED MONKEY APRIL IN PORTUGAL (The Whisp'ring Serenade)
39982 ● 4-39982	39983 ● 4-39983

NEW INTERNATIONAL RELEASES

Val-Taro Musette	Norbie Baker and his Polka Boys
MASQUERADE POLKA ALPINE WALTZ	MILLION DOLLAR POLKA NIGHTINGALE WALTZ
10107 ● 4-10107	10108 ● 4-10108

Now on 45 rpm Extended Play!

SQUARE DANCES

The First Two Ladies Cross Over ● Darling Nellie Gray ● Little Brown Jug
● 'Possum in the 'Simmon Tree ● Buffalo Boy Go 'Round the Outside ●
Oh, Susanna ● Dive for the Oyster, CARSON ROBISON and his Old Timers,
Dance Calls by Lawrence V. Loy. 45 Set B-47.

NEW CHILDREN'S RELEASES

Rosemary Clooney with Tony Mottola's Orchestra
LITTLE RED MONKEY LITTLE JOE WORM (Son of Glow-Worm) Set MJV-164 ● Set MJV-4-164
Percy Faith and his Music for Children
LITTLE JUMPING JACK FUNNY FELLOW Set MJV-159 ● Set MJV 4-159

NEW FOLK MUSIC RELEASES

"Little" Jimmy Dickens SIDEMEAT AND CABBAGE TEARDROPS (Fell Like Raindrops) 21093 ● 4-21093
The Masters Family MARCHING ON TO GLORY THEY'VE MADE A NEW BIBLE 21094-S ● 4-21094-S
Sister O. M. Terrell and her Guitar I'M GOING TO THAT CITY THE GAMBLING MAN 21092-R ● 4-21092-R

The Original...
The Most Beautiful
Percy Faith and his Orchestra
**THE SONG FROM
MOULIN ROUGE**
vocal by Felicia Sanders
backed by
SWEDISH RHAPSODY
4-39944

**COLUMBIA
RECORDS**



KEEPS A-'POPPING'-



THE AMES BROTHERS

AT THE END of the RAINBOW

(with Orchestra directed by Ray Bloch)

and CANDY BAR BOOGIE

(Eight Bites to the Bar) (with Orchestra directed by Norman Leyden)

Coral 60967 (78 rpm) and 9-60967 (45 rpm)



LES BROWN and His Band of Renown

RUBY

Theme Melody from the Motion Picture "Ruby Gentry"

and

MIDNIGHT SUN

Coral 60959 (78 rpm) and 9-60959 (45 rpm)

CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

4 BIG NEW ONES!



BETTE McLAURIN

CAN'T YOU SEE

and
IN THE MIDDLE OF A KISS
(with Orchestra directed by Sy Oliver)

Coral 60961 (78 rpm) and 9-60961 (45 rpm)



DON CORNELL

MANY ARE THE TIMES *and* THERE'S NO ESCAPE

(with Orchestra directed by Norman Leyden)

Coral 60968 (78 rpm) and 9-60968 (45 rpm)

CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

THIS WEEK'S BEST BUYS

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

Popular

COQUETTE—Billy Eckstine—M-G-M 11439

This is shaping up as Mr. B's strongest disk effort in some time. Reports have been good from Philadelphia, Buffalo, parts of the South, New York and sections of the Midwest. There are no indications at this moment that it will break wide open, but reports have shown building activity. Philadelphia and Chicago also noted it as a good r.&b. seller. Flip is "A Fool in Love."

WHEN THE RED, RED ROBIN COMES BOB, BOB BOBBIN' ALONG—Doris Day—Columbia 39970

Record just released a week ago, has kicked off to a very good start. Midwest points all came in with good reports as did New York and Philadelphia. Flip is "Beautiful Music to Love By."

ALICE BLUE GOWN TWILIGHT TIME—Johnny Maddox—Dot 15062

This one is showing up particularly strong on one-stop and operator reports. Locations that can handle his type of piano work should get on this one. With the exception of Pittsburgh, the areas checked show the record to be moving at a faster clip with operators than with dealers. A previous "New Record to Watch."

THE NEARNESS OF YOU—Bob Manning—Capitol 2383

New artist with the label is moving steadily ahead with this release. Pittsburgh is especially strong on the disk. Reports have also been good from Cincinnati, Chicago, Detroit, and Buffalo. Most of the strength is on the retail side at the moment, but it appears to be meeting with growing favor with operators.

Country & Western

I'M GONNA LOCK MY HEART YOU'LL ALWAYS HURT THE ONE YOU LOVE—Eddy Arnold—RCA Victor 20-5193

Pushing ahead nicely, this disk is meeting with almost as good favor as "Missouri Waltz" and "Moonlight and Roses." Good reports from the East, Chicago, Cincinnati and Tennessee indicate this can be a profitable item for dealers and operators. A previous "New Record to Watch."

KNOTHOLE—Carlises—Mercury 70109

Record is strong at the moment in Nashville and Cincinnati with good reports also received from Chicago and Pittsburgh. Flip is "Leave That Liar Alone." A previous "New Record to Watch."

Rhythm & Blues

BEAR CAT—Rufus Jones Jr.—Sun 181

"Hound Dog" answer broke loose this week with fury. Hit a number of territorial charts and also is registering strongly in Chicago and around Nashville. A previous "New Record to Watch."

I WANNA KNOW—Du Droppers—RCA Victor 20-5224

Indications are that label may have its first big hit in some years. It's big in Detroit, Washington and Baltimore at the moment and was the top seller in Durham, N. C. Philadelphia and Cincinnati also returned favorable reports.

Show Album

WONDERFUL TOWN—Rosalind Russell—Decca DL 9010

Original cast album from the Broadway smash. Set is in big demand in New York, and a North Carolina report already lists it as a good seller.

Late Reports on Recent 'Best Buys'

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

Popular

RUBY Richard Hayman Ork—Mercury 70115

Hit the national retail chart for the first time this week.

GOMEN NASAI Harry Belafonte—RCA Victor 5210

Has followed Richard Bowers on to the national juke box chart. The earlier version by the former still has the edge.

ANNA Silvana Mangano—M-G-M 11457

Moved to the national retail chart this week and placed on the Boston, St. Louis and L. A. territorials.

RAMONA The Gaylords—Mercury 70112

With one hit high on the national juke box chart, Gaylords placed another on this week. "Ramona" also appears on three territorials.

(Continued on page 43)

Country & Western

NO HELP WANTED Hank Thompson—Capitol 2376

After building quietly over a period of about two months, Thompson hit both the national retail and juke box charts this week.

MOONLIGHT AND ROSES MISSOURI WALTZ Eddy Arnold—RCA Victor 20-5192

Early showing of this record is good, with favorable sales reports coming in from nearly all key points checked across the country.

BRING YOUR SWEET SELF BACK TO ME TIME CHANGES THINGS Lefty Frizzell—Columbia 21084

On the Nashville territorial chart this week and reported to be building strength in all areas checked.

BLUE LETTER SLAVES OF A HOPELESS LOVE AFFAIR Red Foley—Decca 28567

Early good reports on this record still coming in, giving a picture of quite a lot of action thruout the market.

Rhythm & Blues

DAUGHTER, THAT'S YOUR RED WAGON Gloria Irving—States 115

Made the national retail chart this week and came within one place of making the national juke box chart also. Strength is further indicated by its placing on six territorial charts.

MY HAT'S ON THE SIDE OF MY HEAD Four Blazes—United 146

Beginning to move on the West Coast and continuing to sell well in Nashville, Cincinnati and Chicago. East Coast reports indicate that it is still weak there generally.

YOU'RE MINE The Crickets—M-G-M 11428

Hit the New York and L. A. territorial charts this week and continues to rack up good sales in Nashville, Cincinnati and Chicago areas.

Coming Up in the Trade

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

The Dealers Pick

Popular

1. SOMEBODY STOLE MY GAL
Johnnie Ray—Columbia 39961
2. SLEEP
Les Paul—Capitol 2400
3. YOKOHAMA MAMA
Harry Kari—Capitol 2392
4. ANNA
Paul Weston—Columbia 39968
5. I'M THE KING OF BROKEN HEARTS
Tony Bennett—Columbia 39964
6. YES, SIR, THAT'S MY BABY
Harry Kari—Capitol 2392
7. RED CANARY
Vince Fiorino—Okeh 6947
8. SPINNING A WEB
The Gaylords—Mercury 70112

Country & Western

1. KNOTHOLE
The Carlises—Mercury 70109
2. BRING YOUR SWEET SELF BACK TO ME
Lefty Frizzell—Columbia 21084
3. NO HELP WANTED, NO. 2
Red Foley—Ernest Tubbs—Decca 28634
4. SLAVES OF A HOPELESS LOVE AFFAIR
Red Foley—Decca 28567
5. HANK'S SONG
Ferlin Huskey—Capitol 2397
6. BLUE LETTER
Red Foley—Decca 28567
7. TIME CHANGES THINGS
Lefty Frizzell—Columbia 21084
8. TIED DOWN
Roy Acuff—Capitol 2385

Rhythm & Blues

1. DAUGHTER, THAT'S YOUR RED WAGON
Gloria Irving—States 115
2. BEAR CAT
Rufus Thomas Jr.—Sun 181
3. PAPPY
Benny Brown—Gotham 293
4. GOING TO THE RIVER
Fats Domino—Imperial 5231

The Disk Jockeys Pick

Popular

1. ALBUQUERQUE
Ralph Flanagan—RCA Victor 20-5237
2. A LITTLE LOVE
Bob Carroll—Derby 936
3. CO-ED
Vaughn Monroe—RCA Victor 20-5236
4. WILL-O'-THE-WISP ROMANCE
Hugo Winterhalter—RCA Victor 20-5209
5. HE WHO HAS LOVE
The Four Lads—Columbia 39958
6. MAIN STREET ON SATURDAY NIGHT
Connee Boswell—Decca 28626

Country & Western

1. BRING YOUR SWEET SELF BACK TO ME
Lefty Frizzell—Columbia 21084
2. HANK'S SONG
Ferlin Huskey—Capitol 2397
3. KNOTHOLE
The Carlises—Mercury 70109
4. THAT'S ALL RIGHT
Atriy Inman—Decca 28629
5. I HAVEN'T GOT THE HEART
Webb Pierce—Decca 28594
6. NO HELP WANTED, NO. 2
Red Foley—Ernest Tubbs—Decca 28634

The Operators Pick

Popular

1. SOMEBODY STOLE MY GAL
Johnnie Ray—Columbia 39961
2. SLEEP
Les Paul—Capitol 2400
3. IF I WERE KING
The Hilltoppers—Dot 15055
4. NO ONE WILL EVER KNOW
Tony Bennett—Columbia 39964
5. I'LL BE HANGIN' AROUND
Russ Morgan—Decca 28590
6. MISIRLOU
Leon Berry—Dot 15063

Country & Western

1. I HAVEN'T GOT THE HEART
Webb Pierce—Decca 28594
2. NO HELP WANTED, NO. 2
Red Foley—Ernest Tubbs—Decca 28634
3. KNOTHOLE
The Carlises—Mercury 70109

Rhythm & Blues

1. DAUGHTER, THAT'S YOUR RED WAGON
Gloria Irving—States 115

RECORD DEALERS—

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

JUKE BOX OPERATORS—

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

RADIO-TV STATIONS—

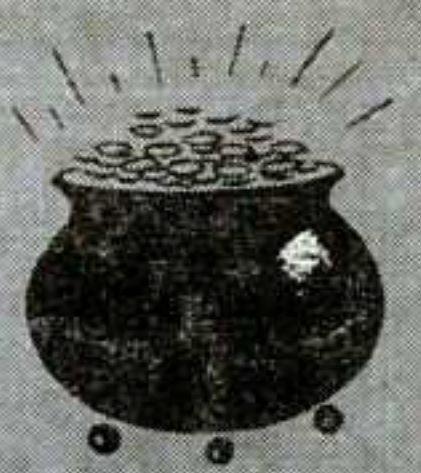
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NEWSPAPER EDITORS—

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Jackpot



*Denotes Available on 45 RPM

1. **DOGGIE IN THE WINDOW**
Jealous Eyes **PATTI PAGE**.....No. 70070*
2. **CARAVAN**
While We Dream..... **RALPH MARTERIE**.....No. 70097*
3. **SEVEN LONELY DAYS**
If You Take My Heart Away...**GEORGIA GIBBS**.....No. 70095*
4. **NO HELP WANTED**
Texarkana Baby **RUSTY DRAPER**.....No. 70077*
5. **RUBY**
Love Mood..... **RICHARD HAYMAN**.....No. 70115*
6. **TELL ME YOU'RE MINE**
Aye, Aye, Aye..... **THE GAYLORDS**.....No. 70067*
7. **RAMONA**
Spinning A Web..... **THE GAYLORDS**.....No. 70112*
8. **GOMEN NASAI**
Kiss Your Tears Away..... **EDDY HOWARD**.....No. 70107*
9. **THE BULL WALKED AROUND OLAY**
Changeable **RICHARD HAYES**.....No. 70103*
10. **POUR ME A GLASS OF TEARDROPS**
It's a Miracle..... **BILLY WILLIAMS**.....No. 70094*
11. **AFRAID**
Lovelight **VIC DAMONE**.....No. 70108*
12. **PRETEND**
After Midnight..... **RALPH MARTERIE**.....No. 70045*

4 BIG NEW RELEASES!

VIC DAMONE

FIRST VERSION WITH NEW LYRICS

"APRIL IN PORTUGAL"



AND

"I'm Walking Behind You"

MERCURY 70128*

EDDY HOWARD

"SAY YOU'RE MINE AGAIN"



AND

"BROKEN WINGS"

MERCURY 70134*

RUSTY DRAPER

"BIG MAMOU"

MERCURY 70137*



ARTIE WAYNE

"NO TIME"

AND

"THE FLIRT"

MERCURY 70133*



RHYTHM AND BLUES HITS!

"HITTING ON ME"

AND

"EGSTASY"

BUDDY JOHNSON

MERCURY 70116*

"SHE'S GOT TO GO"

AND

"COME A LITTLE BIT CLOSER"

THE RAVENS

MERCURY 70119*

COUNTRY AND WESTERN HITS!

"KNOTHOLE"

AND

"LEAVE THAT LIAR ALONE"

THE CARLISLES

MERCURY 70109*



The Billboard Music Popularity Charts

... for Week Ending April 4

TOP POPULAR RECORDS

Best Selling Singles

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed.

Table with 4 columns: Rank, Title, Weeks on Chart, Last Week. Lists top 20 best-selling singles including 'Doggie in the Window' and 'Till I Waltz Again with You'.

Most Played in Juke Boxes

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

Table with 4 columns: Rank, Title, Weeks on Chart, Last Week. Lists top 20 most played records in juke boxes, including 'Doggie in the Window' and 'Till I Waltz Again with You'.

Most Played by Jockeys

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

Table with 4 columns: Rank, Title, Weeks on Chart, Last Week. Lists top 20 most played records by jockeys, including 'Doggie in the Window' and 'Till I Waltz Again with You'.

Best Selling Popular Albums

Albums are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. Separate charts are listed for 33 1/2 r.p.m. and 45 r.p.m. records.

Table with 4 columns: Rank, Title, Weeks on Chart, Last Week. Lists top 20 best-selling popular albums, including 'Hans Christian Andersen' and 'Arthur Godfrey's TV Calendar Show'.

Best Selling Children's Records

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

Table with 4 columns: Rank, Title, Weeks on Chart, Last Week. Lists top 20 best-selling children's records, including 'Peter Pan' and 'Peter Cottontail'.

the "money songs"

ARE ON RCA VICTOR RECORDS



THE SWING TO '45'

*Thanks to Arnold Shaw, author of the new Tin Pan Alley novel, "The Money Song"

NEW RELEASES

RCA Victor—
Release #53-15

BEST SELLERS

This Week's
RCA Victor
Best Sellers

POPULAR

78 | 45



A Whale(n) of a Big Hit By
BOB WHALEN
with
Hugo Winterhalter's Orchestra
**(I Met The One I Love In)
HIGH SCHOOL**
and
IS IT ANY WONDER
20-5255 (47-5255)*

THE SONG FROM MOULIN ROUGE
(Where Is Your Heart)
(from the motion picture "Moulin Rouge")
STREETS OF SHADOWS
(from the motion picture "The Street of Shadows")
Henri Rene and his Orch.
Saxophone solo: Alvy West...20-5264 (47-5264)*



Timely, Topical and saleable
Dennis Day
with
Freddie Martin and his Orch.
MY SWEETHEART, MAMIE
and
**THERE'S PLENTY OF FISH IN
THE OCEAN**
20-5265 (47-5265)*

HE WHO HAS LOVE
MEXICO JOE
The Fontane Sisters...20-5266 (47-5266)*

WANDERLUST BLUES
SENORITA
Joe Allegro...20-5258 (47-5258)*

GRAB YOURSELF A PARTNER—Polka
(For It's Time to Play the Game)
ROSALIE
Georgie's Tavern Band
Vocal refrain: Ralph DeRosa...20-5259 (47-5259)*

COUNTRY-WESTERN



Another Smash Pop C & W Hit By
Pee Wee King
and his Band
LAST NIGHT ON THE BACK PORCH
(I Loved Her Best of All)
and
SCREWBALL
20-5260 (47-5260)*

JEALOUS LOVE
I'M TALKIN', START WALKIN'
Betty Cody and Hal "Lone" Pine
with the Mountaineers...20-5263 (47-5263)*

HOUD DOG
I COULDN'T KEEP FROM CRYING
Jack Turner and His
Granger County Gang...20-5267 (47-5267)*

RHYTHM AND BLUES

LAST STOP
I'M WITH YOU
Jo Jo Johnson...20-5262 (47-5262)*

*45 rpm cat. nos.

POPULAR

78 | 45

DON'T LET THE STARS GET IN YOUR EYES/LIES
Perry Como...20-5064 (47-5064)

WILD HORSES/I CONFESS
Perry Como...20-5152 (47-5152)

HOT TODDY/SERENADE
Ralph Flanagan...20-5095 (47-5095)

HOW DO YOU SPEAK TO AN ANGEL/DOWNHEARTED
Eddie Fisher...20-5137 (47-5137)

SWEET THING/WHY COME CRYING TO ME
Dinah Shore...20-5247 (47-5247)

APRIL IN PORTUGAL/PENNY WHISTLE BLUES
Freddy Martin...20-5052 (47-5052)

A-L-B-U-Q-U-E-R-Q-U-E/MOON
Ralph Flanagan...20-5237 (47-5237)

I HAD THE CRAZIEST DREAM/HOME IN PASADENA
The Skylarks...20-5257 (47-5257)

NOW THAT I'M IN LOVE/YANKEE DODDLETOWN
Sauter-Finegan...20-5248 (47-5248)

THE SONG FROM MOULIN ROUGE/STREET OF SHADOWS
Henri Rene...20-5264 (47-5264)

LULU HAD A BABY/THE BOYS IN THE BACK ROOM
Spike Jones...20-5239 (47-5239)

I FEEL LIKE I'M GONNA LIVE FOREVER/HOW COULD YOU
Sunny Gale...20-5216 (47-5216)

TRAIN, TRAIN, TRAIN/I CAN'T GET STARTED
Buddy Morrow...20-5212 (47-5212)

LITTLE RED MONKEY/ANNA
The Three Suns...20-5246 (47-5246)

CO-ED/DON'T BUILD YOUR DREAMS TOO HIGH
Vaughn Monroe...20-5236 (47-5236)

COUNTRY-WESTERN

MOONLIGHT AND ROSES/THE MISSOURI WALTZ
Eddy Arnold...20-5192 (47-5192)

**YOU ALWAYS HURT THE ONE YOU LOVE/
I'M GONNA LOCK MY HEART**
Eddy Arnold...20-5193 (47-5193)

THE GLORY LAND MARCH/IN DADDY'S FOOTSTEPS
Hank Snow-The Jordanaires...20-5249 (47-5249)

**DON'T LET THE STARS GET IN YOUR EYEBALLS/
UNHAPPY DAY**
Homer & Jethro...20-5214 (47-5214)

A FOOL SUCH AS I/THE GAL WHO INVENTED KISSIN'
Hank Snow...20-5034 (47-5034)

RHYTHM-BLUES

I WANNA KNOW/LAUGHING BLUES
The Du Droppers...20-5229 (47-5229)

SHE'S DYNAMITE/I'M GONNA TELL EVERYBODY
Piano Red...20-5224 (47-5224)

HE'S THE BEST IN THE BUSINESS/EVIL EYED WOMAN
Terry Timmons...20-5227 (47-5227)

3RD HIT IN A ROW
by AMERICA'S #1
MALE VOCALIST



perry como

sings

MY ONE AND ONLY HEART
and
SAY YOU'RE MINE AGAIN
20/47-5277



henri rene

and his orchestra

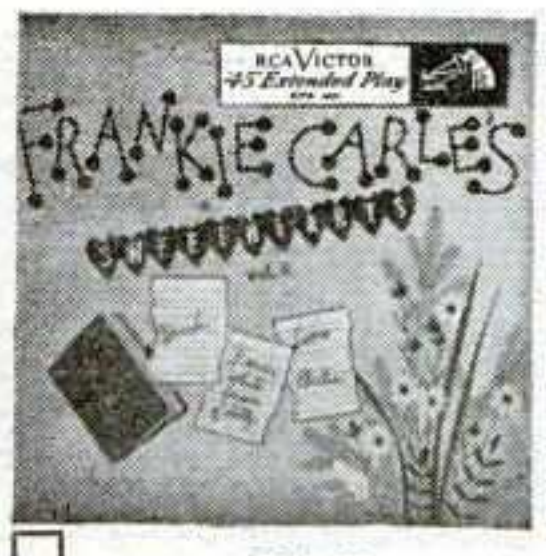
TWO SMASH BEST SELLERS
THE SONG FROM MOULIN ROUGE
and
STREET OF SHADOWS

20/47-5264

"45 EXTENDED PLAY" ALBUMS MEAN EXTRA PROFITS



EPA-443



EPA-401



EPA-430



RCA VICTOR
FIRST IN RECORDED MUSIC



Spring Tonic



For Exciting Spring Sales Order these new M-G-M Hits!

LEW DOUGLAS

Orchestra and Chorus

The Arranger-Conductor Who Provides Those Wonderful Backgrounds for Joni James

With The First Vocal Rendition Of The Haunting New Hit

RUBY

From The 20th Century-Fox Film "RUBY GENTRY"

and

MY FLAMING HEART

From The M-G-M Technicolor Musical "SMALL TOWN GIRL"

BILLY ECKSTINE

Comes through on another great standard song

Coquette

b/w A FOOL IN LOVE

M-G-M Record 11439

JACK FINA Orchestra

Plays the new instrumental novelty hit from England

LITTLE RED MONKEY

b/w WRONG NOTE RAG

M-G-M Record 11477

TOMMY EDWARDS

A FOOL SUCH AS I

b/w I CAN'T LOVE ANOTHER

M-G-M Record 11395

GOING STRONG- THESE ESTABLISHED FAVORITES

GINNY GIBSON

KISS

b/w CONDEMNED WITHOUT TRIAL

M-G-M Record 11435

GEORGE SHEARING

THERE'S A LULL IN MY LIFE

b/w MIDNIGHT BELONGS TO YOU

M-G-M Record 11425

LESLIE CARON and MEL FERRER

HI-LILI, HI-LO

from the M-G-M film, "Lili"

b/w LILI AND THE PUPPETS

M-G-M Record 30759

COMING UP FAST!

BOB ROBERTS TRIO

N. C. 4 MARCH

b/w PERSIAN LAMB RAG

M-G-M Record 11414

AND ANOTHER GREAT M-G-M SOUNDTRACK ALBUM!

from the M-G-M Technicolor Musical, "I Love Melvin"

I LOVE MELVIN

with the original cast starring Debbie Reynolds and Donald O'Connor

M-G-M Record 190 (78 rpm)
M-G-M Record K190 (45 rpm)
M-G-M Record E190 (33 rpm)

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE., NEW YORK 19, N.Y.

In the Springtime...

The DEALERS' • DISC JOCKEYS' • OPERATORS' FANCY

turns to thoughts of...

JONI JAMES'



new hit...



IS IT ANY WONDER

and

ALMOST ALWAYS

MGM 11470—78 rpm K-11470—45 rpm

NEW RECORDS TO WATCH

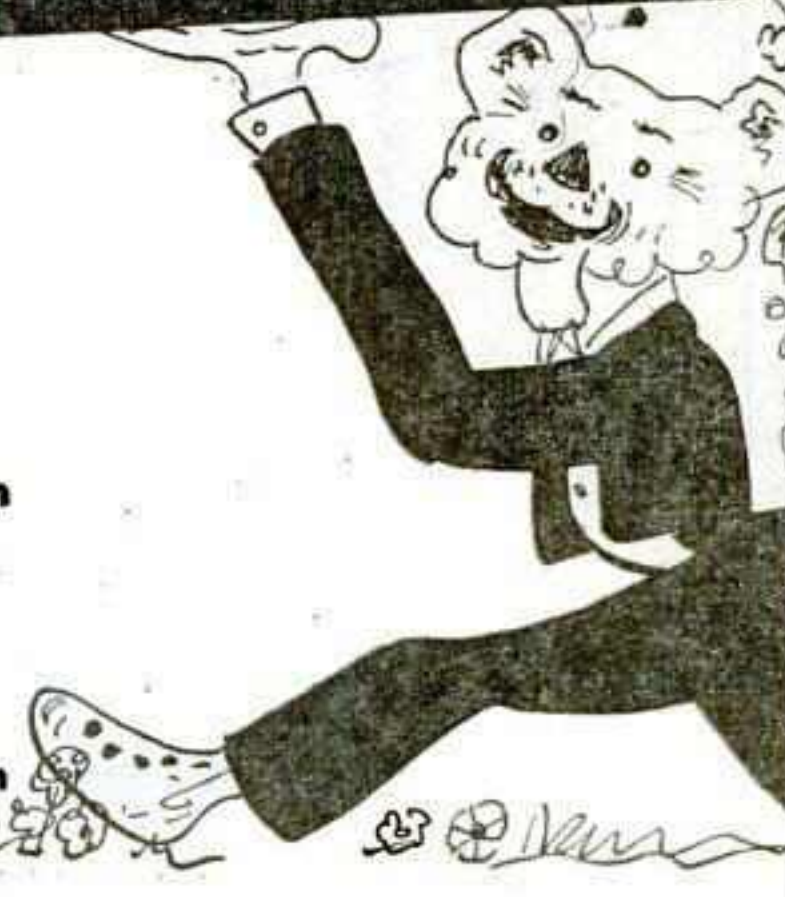
Popular

JONI JAMES
Is It Any Wonder—M.G.M. 11470—Another
wistful performance by one of the hottest
thrushes on the market today which looks
like it should continue her string of un-
broken successes. Flip is "Almost Always."

BILLBOARD, APRIL 4.

On Top

- YOUR CHEATIN' HEART and
- I'LL BE WAITING FOR YOU
MGM 11426—78 rpm K-11426—45 rpm
- HAVE YOU HEARD and
- WISHING RING
MGM 11390—78 rpm K-11390—45 rpm



M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT



The Billboard Music Popularity Charts

... for Week Ending April 4

Territorial Best Sellers (Popular)

This Week's Territorial Best Sellers to Watch

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

Detroit... APRIL IN PORTUGAL

R. Hayman, Mercury 70114

Pittsburgh... POUR ME A GLASS OF TEARDROPS

B. Williams Quartet, Mercury 70094

Territorial Best Sellers

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

New York

1. Doggie in the Window
P. Page, Mercury
2. Till I Waltz Again With You
T. Brewer, Coral
3. Song From Moulin Rouge
P. Faith, Columbia
4. I Believe
F. Laine, Columbia
5. Don't Let the Stars Get in Your Eyes
P. Como, Victor
6. Wild Horses
P. Como, Victor
7. Ruby
R. Hayman, Mercury
8. Side by Side
K. Starr, Capitol
9. I Believe
J. Froman, Capitol
10. Pretend
Nat (King) Cole, Capitol

Chicago

1. Doggie in the Window
P. Page, Mercury
2. Song From Moulin Rouge
P. Faith, Columbia

3. Tell Me a Story
J. Boyd, F. Laine, Columbia
4. Caravan
R. Marterie, Mercury
5. Till I Waltz Again With You
T. Brewer, Coral
6. Wild Horses
P. Como, Victor
7. I Believe
F. Laine, Columbia
8. Your Cheatin' Heart
J. James, M-G-M
9. Little Boy and the Old Man
J. Boyd, F. Laine, Columbia
10. Ruby
B. Hayman, Mercury

Los Angeles

1. Doggie in the Window
P. Page, Mercury
2. Song From Moulin Rouge
P. Faith, Columbia
3. Pretend
Nat (King) Cole, Capitol
4. I Believe
F. Laine, Columbia
5. Don't Let the Stars Get in Your Eyes
P. Como, Victor
6. Till I Waltz Again With You
T. Brewer, Coral

7. Tell Me You're Mine
Gaylords, Mercury
8. Anna
S. Mangano, M-G-M
9. Oh, Happy Day
L. Welk, Coral
10. Tell Me a Story
J. Boyd, F. Laine, Columbia

Philadelphia

1. Doggie in the Window
P. Page, Mercury
2. I Believe
F. Laine, Columbia
3. Tell Me a Story
F. Laine, J. Boyd, Columbia
4. Wild Horses
P. Como, Victor
5. Tell Me You're Mine
Gaylords, Mercury
6. Your Cheatin' Heart
J. James, M-G-M
7. Don't Let the Stars Get in Your Eyes
P. Como, Victor
8. Till I Waltz Again With You
T. Brewer, Coral
9. Pretend
E. Barton, Coral
10. Anywhere I Wander
J. LaRosa, Cadence

Detroit

1. Doggie in the Window
P. Page, Mercury
2. I Believe
F. Laine, Columbia
3. Less Than Tomorrow
H. Menzies, Decca
4. April in Portugal
L. Ba...r, Capitol
5. Tell Me a Story
J. Boyd-F. Laine, Columbia
6. Ramona
Gaylords, Mercury
7. Your Cheatin' Heart
J. James, M-G-M
8. Pretend
Nat (King) Cole, Capitol
9. April in Portugal
R. Hayman, Mercury
10. Song From Moulin Rouge
P. Faith, Columbia

Boston

1. Doggie in the Window
P. Page, Mercury
2. Tell Me a Story
J. Boyd-F. Laine, Columbia
3. Anna
S. Mangano, M-G-M
4. Pretend
Nat (King) Cole, Capitol
5. I Believe
F. Laine, Columbia
6. Tell Me You're Mine
Gaylords, Mercury
7. Till I Waltz Again With You
T. Brewer, Coral
8. Don't Let the Stars Get in Your Eyes
P. Como, Victor
9. Wild Horses
P. Como, Victor
10. Somebody Stole My Gal
J. Ray, Columbia

Pittsburgh

1. Doggie in the Window
P. Page, Mercury
2. Ruby
B. Hayman, Mercury
3. I Believe
F. Laine, Columbia
4. Can't I
Nat (King) Cole, Capitol
5. Tell Me a Story
F. Laine, J. Boyd, Columbia
6. No Help Wanted
R. Draper, Mercury
7. Pour Me a Glass of Teardrops
B. Williams, Mercury
8. Pretend
Nat (King) Cole, Capitol
9. Ramona
Gaylords, Mercury
10. Till I Waltz Again With You
T. Brewer, Coral

Atlanta

1. Doggie in the Window
P. Page, Mercury
2. Pretend
Nat (King) Cole, Capitol
3. Till I Waltz Again With You
T. Brewer, Coral

4. Wild Horses
P. Como, Victor
5. No Help Wanted
R. Draper, Mercury
6. Tell Me You're Mine
Gaylords, Mercury
7. Side by Side
K. Starr, Capitol
8. Your Cheatin' Heart
J. James, M-G-M
9. I Believe
J. Froman, Capitol
10. Dancin' With Someone
T. Brewer, Coral

St. Louis

1. Doggie in the Window
P. Page, Mercury
2. Tell Me a Story
J. Boyd, F. Laine, Columbia
3. I'm Sitting on Top of the World
L. Paul & M. Ford, Capitol
4. I Believe
F. Laine, Columbia
5. Dancin' With Someone
T. Brewer, Coral
6. Your Cheatin' Heart
F. Laine, Columbia
7. Hot Toddy
R. Flanagan, Victor
8. Tell Me You're Mine
Gaylords, Mercury
9. Ruby
R. Hayman, Mercury
10. Anna
S. Mangano, M-G-M

Washington-Baltimore

1. Doggie in the Window
P. Page, Mercury
2. Till I Waltz Again With You
T. Brewer, Coral
3. I Believe
J. Froman, Capitol
4. April in Portugal
L. Baxter, Capitol
5. Pretend
Nat (King) Cole, Capitol
6. Song From Moulin Rouge
P. Faith, Columbia
7. Don't Let the Stars Get in Your Eyes
P. Como, Victor
8. Caravan
R. Marterie, Mercury
9. Can't I
Nat (King) Cole, Capitol
10. Hold Me, Thrill Me, Kiss Me
K. Chandler, Coral

Seattle

1. Doggie in the Window
P. Page, Mercury
2. I Believe
F. Laine, Columbia
3. Tell Me You're Mine
Gaylords, Mercury
4. Don't Let the Stars Get in Your Eyes
P. Como, Victor
5. Till I Waltz Again With You
T. Brewer, Coral
6. Wild Horses
P. Como, Victor
7. Yokohama Mama
H. Kari, Capitol
8. Ramona
Gaylords, Mercury
9. Song From Moulin Rouge
P. Faith, Columbia
10. Tell Me a Story
J. Boyd-F. Laine, Columbia

New Orleans

1. Doggie in the Window
P. Page, Mercury
2. Pretend
Nat (King) Cole, Capitol
3. April in Portugal
L. Baxter, Capitol
4. I Believe
F. Laine, Columbia
5. Tell Me a Story
J. Boyd-F. Laine, Columbia
6. Side by Side
K. Starr, Capitol
7. Song From Moulin Rouge
P. Faith, Columbia
8. Till I Waltz Again With You
T. Brewer, Coral
9. Without My Lover
J. Stafford, Columbia
10. Your Cheatin' Heart
J. James, M-G-M

Dallas-Ft. Worth

1. Doggie in the Window
P. Page, Mercury
2. Till I Waltz Again With You
T. Brewer, Coral
3. Don't Let the Stars Get in Your Eyes
P. Como, Victor
4. Tell Me You're Mine
Gaylords, Mercury
5. Pretend
Nat (King) Cole, Capitol
6. Pretend
R. Marterie, Mercury
7. Side by Side
K. Starr, Capitol
8. Yokohama Mama
H. Kari, Capitol
9. Seven Lonely Days
G. Gibbs, Mercury
10. Gomen Nasai
R. Bowers, Columbia

Denver

1. Doggie in the Window
P. Page, Mercury
2. Pretend
Nat (King) Cole, Capitol
3. I Believe
F. Laine, Columbia
4. Till I Waltz Again With You
T. Brewer, Coral
5. Tell Me You're Mine
Gaylords, Mercury
6. Side by Side
K. Starr, Capitol
7. Your Cheatin' Heart
J. James, M-G-M

Cincinnati

1. Doggie in the Window
P. Page, Mercury
2. Your Cheatin' Heart
J. James, M-G-M
3. I Believe
J. Froman, Victor
4. Pretend
Nat (King) Cole, Capitol
5. Till I Waltz Again With You
T. Brewer, Coral
6. April in Portugal
L. Baxter, Capitol
7. I Believe
F. Laine, Columbia
8. Ruby
R. Hayman, Mercury
9. I'm Sitting on Top of the World
L. Paul & M. Ford, Capitol
10. Wild Horses
P. Como, Victor

J. E. Myers Adds Crosley Records

PHILADELPHIA, April 4. — James E. Myers, in keeping with his firm's expansion program, has added Judith Publishing Company, owned by Ralph Tomano, Russ Smith and Nick Busillo. The latter two were partners with Bill Borrelli and owned the B.B.S. (Borrelli, Busillo & Smith) and Scoop recording labels which originally recorded Al Martino with "Here in My Heart." Recently Smith and Busillo parted relations with Borrelli and organized Judith Publishing Company and their own recording label, Crosley Records, on which they have cut four lead-off tunes by vocalist Joe Valino with Don Nicholas' orchestra, two other names formerly linked with the B.B.S. label. Tunes cut were "Oh, How I Miss You," "No One," "Dear Lord" and "This Is the End."

Hall Seeks Independent Records Association

NEW YORK, April 4.—A call to owners of independent record labels, urging them to band together to exploit their products more fully, has been sent out by Don Hall, executive director of Steel City Studios, Pittsburgh. In a letter mailed to indies, Hall proposes the formation of an association of independent recording companies. This organization would be used to promote and help distribute indie wax.

going strong

SARAH VAUGHAN'S

I CONFESS

and

A LOVERS' QUARREL

Columbia #39932

— Coming Up —

"SPRING WILL BE A LITTLE LATE THIS YEAR"

coupled with

"A BLUES SERENADE"

Columbia #39963



Trade Marks "Columbia," "Masterworks," "©".
©, Reg. U. S. Pat. Off. Mar. 28, 1929

only
LONDON
has...



MOULIN ROUGE

Instrumental by

MANTOVANI

backed by
"VOLO COLUMBA"
1328 (45-1328)

"DOZEN BEST" TOP POPS

78	45		78	45
1302	WAITING FOR YOU—Vera Lynn	1290
1300	RED PETTICOATS (Tango)—Mantovani	1286
1316	LITTLE RED MONKEY— Harry Grove Trio	1241
1288	HOLD BACK THE DAWN— Anne Shelton	1237
1306	LULU HAD A BABY—Billy Cotton	1261
1295	HI LILI HI LO—Lita Roza	1277
			TWILIGHT BOOGIE—Ted Heath & Orch.
			THE FISHERMAID OF BODENSEE— Johnston Bros.
			DREAM LOVER—Robert Farnon
			SOME ENCHANTED EVENING (Instr.)— Mantovani
			YOURS—Vera Lynn
			ECSTASY TANGO—Edmundo Ros



VERA LYNN

WAITING FOR YOU

*BREAKING
NATIONALLY*

backed by I LIVED WHEN I MET YOU 1302 (45-1302)

78	45		78	45
1265	FORGET ME NOT: WHAT A DAY WE'LL HAVE	1156
1261	YOURS: LOVE OF MY LIFE	310
1227	AUF WIEDERSEH'N SWEETHEART: FROM THE TIME YOU SAY GOODBYE	275
1208	A LITTLE LOVE: MARRYIN' TIME	232
			IF YOU GO: JEALOUSY
			AGAIN: LAVENDER BLUE
			THE HYMNS MY MOTHER USED TO SING: DRIFTING AND DREAMING
			THE SILVER WEDDING WALTZ: YOU'RE THE ONE I CARE FOR

USE THIS AD TO ORDER FROM YOUR DISTRIBUTOR



LONDON

RECORDS





KING

presents to you

BONNIE LOU

AMERICA'S NEWEST SINGING SENSATION

SEVEN LONELY DAYS

b/w OUT OF REACH

King 1192 and 45-1192

SCRAP OF PAPER

b/w DANCIN' WITH SOMEONE

King 1213 and 45-1213

Operators with machines that play both sides cleaning up with these 4 Hits.



RECORDS, INC. 1540 Brewster Ave. Cincinnati 14, Ohio

The Billboard's Music Popularity Charts

Classical Records

... for Week Ending February 7

Best Selling Classics

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers throughout the country with a high sales volume in classical records. Separate charts are listed for 33 1/3 and 45 r.p.m. records.

Table with columns: This Week, Last Week, Weeks on Chart, and list of classical records including Beethoven, Rimsky-Korsakov, and Puccini.

Reviews of the Current Classical Releases

MARTYN GREEN'S GILBERT AND SULLIVAN - Martyn Green; Columbia Operetta Ork and Chorus; Lehman Engel Cond. (1-12") ... 80

HIGHLIGHTS FROM AIDA AND FAUST - New York City Opera Company; Laszlo Halasz, Cond. (1-12") ... 76

From a sales standpoint the diskery has come up with a good package here, in this double-barreled opera-highlights platter. The set consists of favorite arias from the two familiar operas, arranged chronologically so that they follow the plot.

GREIG: SYMPHONIC DANCES, OP. 64; NORWEGIAN DANCES, OP. 35-Danish National Orchestra of the State Radio; Erik Tuxen, Cond. (1-12") ... 72

At times lyrical and bright and at other moments brilliant and fiery, these eight dances make for delightful listening. Particularly intriguing are the Norwegian Dances (Opus 35), three of them being treatments of the "halling," an acrobatic Norwegian folk dance.

DOHNANYI: RURALIA HUNGARICA, OP. 32b; KODALY: HARY JANOS SUITE-Philharmonia Orchestra of London; Wilhelm Schuechter, Cond. (1-12") ... 68

The diskery has put together a pleasant package in these two works, both based in the main on Hungarian folk music. The Dohnanyi pieces have not been waxed previously for LP, and thus this half of the waxing marks a first; the "Hary Janos Suite" has been recorded a number of times by various diskeries.

RATINGS: 90-100 Tops; 80-89 Excellent; 70-79 Good; 40-69 Satisfactory; 0-39 Poor. HOW RATINGS ARE DETERMINED: Each record is reviewed and rated according to factors which affect its commercial potential.

FOR MAMIE

Aces to Sing 'Spring' at D.C. Festival

WASHINGTON, April 4. - The Four Aces, who recorded the Decca hit, "Spring Is a Wonderful Thing," will sing the tune Saturday (11) before a National Cherry Blossom Festival audience, including Mrs. Dwight D. Eisenhower.

Gloria De Haven, motion picture and television star, will share the spotlight with Mrs. Eisenhower and Mrs. Richard M. Nixon at festivities Wednesday (8) marking the official opening of the pageant. On Friday (10), Atty. Gen. Herbert Brownell will spin the wheel of fortune to select the 1953 blossom queen from among 53 competing princesses, representing the 48 States and territories.

John's Record Shop, North End Detroit store formerly operated by John Morris, has been taken over by Clarice Brown, and will be known as the C&L Record Shop.

DISTRIBUTORS WANTED LOW PRICED RECORDS 49c RETAILING AT HIT PARADE TUNES

DEL WOOD 7036 12th Street Rag

RECORD PRESSING Originators of the NON-SLIP FLEX

RECORD PRESSINGS Shellac-Vinylite-Flex 78 RPM-45-33 1/2 L.P.

CANADA'S INDEPENDENT RECORD PRESSING CO. SOLICITS ALL TYPE PRESSINGS FOR THE CANADIAN MARKET.

Billboard The Amusement Industry's Leading Newsweek! SUBSCRIPTION ORDER FORM

RECORD CO.'S * PUBBERS * ARTISTS * SONGWRITERS LOOK! We see the day-lays for you. Let US be YOUR rep. in this key area:

TEMPO The All-Time Piano Favorite BEN LIGHT More Than 100 Selections To Choose From

COMING SOON Gateway RECORDS 3930 Spring Grove Avenue CINCINNATI 23, OHIO

45-"THE THREE SHARPS TRIO"--78 Radio and Recording Artists--Big Following.

MUSIC PRINTING LEAD SHEETS-100-\$3.50; 200-\$5.00; 500-\$9.00.

when answering ads... SAY YOU SAW IT IN THE BILLBOARD!

The Billboard Music Popularity Charts

... for Week Ending April 4

TOP COUNTRY & WESTERN RECORDS

Folk Talent and Tunes

Shreveport, La.'s KWKH and Little Rock's KTHS began their sister operation March 24 under the direction of KWKH program director, Horace Logan.

April Fool's Pranks: Mercury's Smilin' Eddie Hill on his mid-night April 1 record show from

WSM, announced that the station had taken his show off the schedule and this was the last night. The switchboard was flooded with long distance calls confirming, since Hill had been second most popular country jockey in The Billboard's recent poll.

Clay Eager, of Lima, O.'s WLOK, is heading the Country Cousins shows on WLOK-TV. The group consists of Amos Place, George Bowerman and Ted Rains.

signed with Vogue Records.... Intro's Curly Wiggins is readying for a Southern tour to promote his "My Heart is Free Again".... Songwriter Lou Wayne, spending most of his time in Houston house-building with his contractor brother, returns to his San Antonio home for musical weekends.

Eddy Arnold (RCA Victor) was recently presented a gold money clip by the Houston Variety Club in appreciation of his contributions to the charity work of Houston. Presentation was made at annual Capon Dinner given by prominent restaurateur, Bill Williams, who also is known for his charity leadership.

WRVA's (Richmond, Va.) "All Night Record Roundup" recently switched to 45 r.p.m. disks exclusively.... M-G-M's Jesse Rogers was recently in Miami Beach for several weeks recuperating from surgery.... Columbia's Johnny Bond will sit on the panel of the Peter Potter TV "Juke Box Jury" in April.... WOKE's manager, Harry Weaver, of Oak Ridge, Tenn., is looking for a replacement for Ray Honaker who recently left station without a country jockey.

Please Play "DON'T PLAY THAT SONG" Recorded by Wilma Lee & Stony Cooper Dolly Long Porter Wagoner R. F. D. MUSIC PUB. CO., INC. 146 W. 54th St., N. Y. 19, N. Y.

National Best Sellers

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes records like KAW-LIGA, NO HELP WANTED, YOUR CHEATIN' HEART, LAST WALTZ, FOOL SUCH AS I, EDDY'S SONG, MEXICAN JOE, DEATH C HANK WILLIAMS, I COULDN'T KEEP FROM CRYING, NO HELP WANTED.

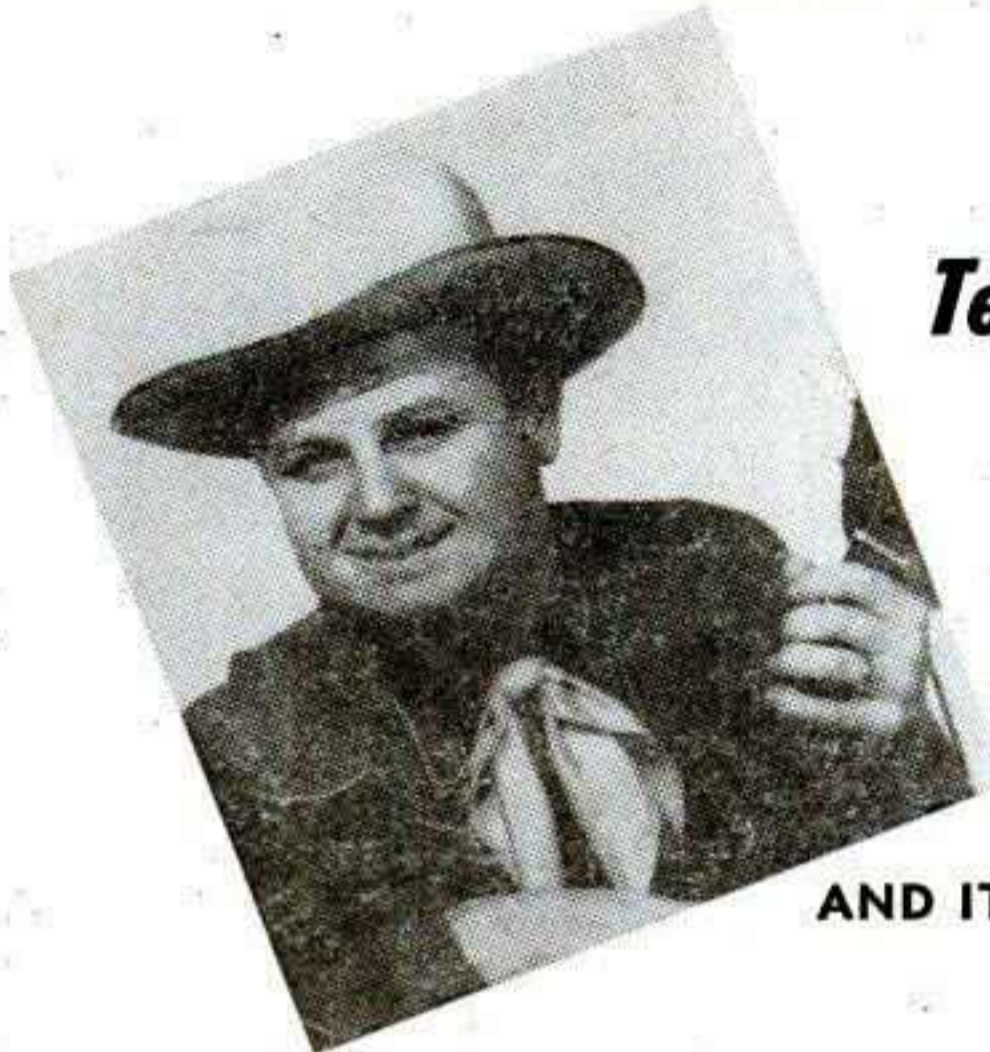
Most Played by Jockeys

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes records like KAW-LIGA, NO HELP WANTED, YOUR CHEATIN' HEART, GOIN' STEADY, MEXICAN JOE, FOOL SUCH AS I, BUMMING AROUND, I'LL GO ON ALONE, KNOTHOLE, EDDY'S SONG.

Most Played in Juke Boxes

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes records like YOUR CHEATIN' HEART, KAW-LIGA, NO HELP WANTED, FOOL SUCH AS I, I COULDN'T KEEP FROM CRYING, MEXICAN JOE, EDDY'S SONG, THAT'S ME WITHOUT YOU, NO HELP WANTED, BUMMING AROUND.

INTRODUCING JIMMY WORK



The Tennessee Border Boy

HIS FIRST RELEASE ON CAPITOL RECORDS AND IT'S SWEEPING THE COUNTRY

IF I SHOULD LOSE YOU

and

DON'T PLAY WITH MY HEART

on Capitol Record #2372—78 RPM #F-2372—45 RPM

RUSH YOUR ORDERS TODAY

TO YOUR NEAREST DISTRIBUTOR



The Billboard Music Popularity Charts

... for Week Ending April 4

TOP COUNTRY & WESTERN RECORDS

This Week's Territorial Best Sellers to Watch

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

Nashville... **BRING YOUR SWEET SELF BACK TO ME**
L. Frizzell, Columbia 21084
FAMILY WHO PRAYS
Louvin Brothers, Capitol 2296

Territorial Best Sellers

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

Nashville

1. **No Help Wanted**
Carlises, Mercury
2. **I Couldn't Keep From Crying**
M. Robbins, Columbia
3. **Knobhole**
Carlises, Mercury
4. **After You Leave**
M. Robbins, Columbia
5. **I Haven't Got The Heart**
W. Pierce, Decca
6. **Your Cheatin' Heart**
H. Williams, M-G-M
7. **Last Waltz**
W. Pierce, Decca
8. **Kaw-Liga**
H. Williams, M-G-M
9. **Bring Your Sweet Self Back to Me**
L. Frizzell, Columbia
10. **Family Who Prays**
Louvin Brothers, Capitol

New Orleans

1. **No Help Wanted**
Carlises, Mercury
2. **Kaw-Liga**
H. Williams, M-G-M
3. **Last Waltz**
W. Pierce, Decca

4. **No Help Wanted**
H. Thompson, Capitol
5. **Playing Dominoes and Shootin' Dice**
J. Dolan, Capitol
6. **Your Cheatin' Heart**
H. Williams, M-G-M
7. **Goin' Steady**
F. Young, Capitol
8. **So Long**
M. Mullican, King
9. **Death of Hank Williams**
J. Cardwell, King
10. **Paying for That Back Street Affair**
K. Wells, Decca

Dallas-Ft. Worth

1. **Kaw-Liga**
H. Williams, M-G-M
2. **Mexican Joe**
J. Reeves, Abbott
3. **No Help Wanted**
Carlises, Mercury
4. **I'll Go On Alone**
M. Robbins, Columbia
5. **Your Cheatin' Heart**
H. Williams, M-G-M
6. **Bumming Around**
J. Dean, Four Star
7. **I Haven't Got the Heart**
W. Pierce, Decca

8. **I Couldn't Keep From Crying**
M. Robbins, Columbia
9. **Last Waltz**
W. Pierce, Decca
10. **That's Me Without You**
S. James, Capitol

Houston

1. **Mexican Joe**
J. Reeves, Abbott
2. **Kaw-Liga**
H. Williams, M-G-M
3. **Bumming Around**
J. Dean, Four Star
4. **I Haven't Got the Heart**
W. Pierce, Decca
5. **I Couldn't Keep From Crying**
M. Robbins, Columbia
6. **No Help Wanted**
Carlises, Mercury
7. **Your Cheatin' Heart**
H. Williams, M-G-M
8. **Don't Let the Stars Get in Your Eyes**
S. Willet, Four Star
9. **Big Mamou**
L. Davis, Okeh
10. **Playing Dominoes and Shootin' Dice**
J. Dolan, Capitol

Cincinnati

1. **Kaw-Liga**
H. Williams, M-G-M
2. **No Help Wanted**
Carlises, Mercury
3. **Your Cheatin' Heart**
H. Williams, M-G-M
4. **Knot Hole**
Carlises, Mercury
5. **Eddy's Song**
E. Arnold, Victor
6. **Paying for That Back Street Affair**
K. Wells, Decca
7. **Fool Such As I**
H. Snow, Victor
8. **Bumming Around**
J. Dean, Four Star
9. **I Couldn't Keep From Crying**
M. Robbins, Columbia
10. **Mexican Joe**
J. Reeves, Abbott

KODA HONORS EREKE DENKE

COPENHAGEN, Denmark, April 4. — KODA, Danish counterpart of the American Society of Composers, Authors and Publishers has awarded its 1952 annual prize for the best-selling popular song hits of the year to Ereke Denke, whose "Give Me Your Heart, Maria" and "Listen to My Song" were top hits of 1952.

NEAL BURRIS



"I BET MY HEART"
Columbia 21081

RIDGEWAY MUSIC, INC.
Charlie Adams
6087 Sunset Blvd., Hollywood 28, Calif.
Sole Selling Agent, KEYS MUSIC, INC.
146 W. 54th St., New York, N. Y.

BLAZON BMI

music, inc
rm 403, 1619 B'way

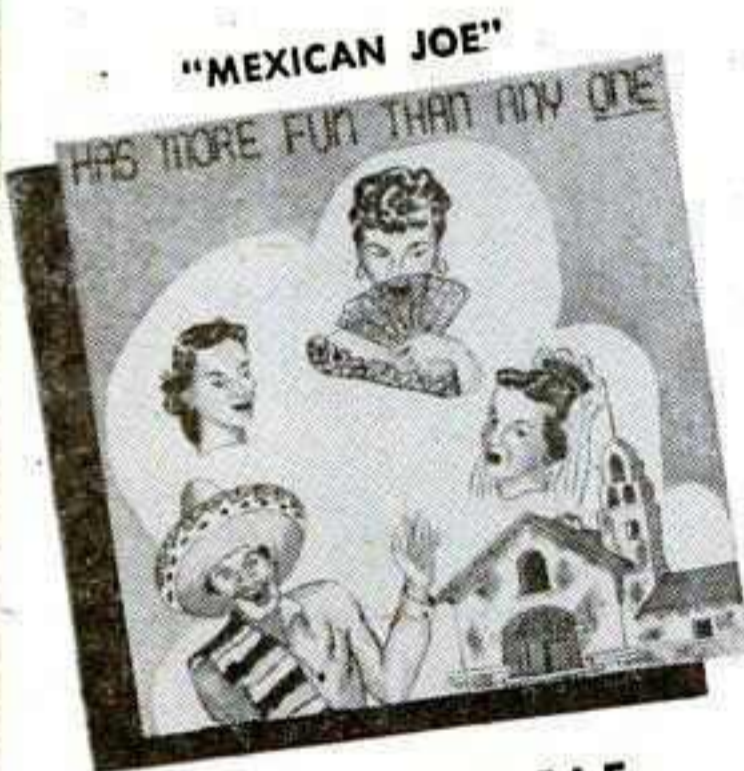
Jilla Webb—Sings
"THERE'S POISON IN YOUR HEART"
MGM #1147

Hank Penny—Sings
"I WANT TO LIVE A LITTLE"
Victor #20-5150

Owen Bradley's Sextet
"BEYOND THE BORDER"
Coral #60892

Zeke Clements—Sings
"PAYDAY SATURDAY NIGHT"
MGM #11399

TWO HITS ON ONE RECORD



A DANCABLE ARRANGEMENT WITH DEWEY GROOM'S TEXAS LONGHORNS. SUNG BY JOHNNY GIMBLE



DEWEY GROOM AND HIS TEXAS LONGHORNS



JOHNNY GIMBLE

RECORD # 352



A WESTERN BALLAD MUSICAL BACKGROUND BY THE TEXAS LONGHORNS. VOCAL BY DEWEY GROOM

Richtone

SCORES AGAIN

WITH THESE SONGS — "MEXICAN JOE" AND "TEARDROPS IN THE CHAPEL"

CALL YOUR LOCAL RADIO STATION FOR A LISTEN

DIRECT FROM MANUFACTURER TO YOU ONLY **46c** f.o.b.



Original Recording of

PLAYIN' DOMINOES AND SHOOTIN' DICE

Vocal by Red Cook

RECORD NO. 314

RICHTONE RECORDING COMPANY

Richtone
for the Unknown

ORDER DIRECT BY MAIL

P. O. BOX 6081

DALLAS, TEXAS

The Billboard's Music Popularity Charts

For Week Ending April 4

TOP RHYTHM & BLUES RECORDS

Territorial Best Sellers

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

Cincinnati

- (Mama) He Treats Your Daughter Mean
R. Brown, Atlantic
- Hound Dog
W. M. Thornton, Peacock
- Hittin' on Me
W. Johnson, Mercury
- Crawlin'
Clovers, Atlantic
- Daughter That's Your Red Wagon
S. Kari, States
- Person to Person
E. Vinson, King
- Soft
T. Bradshaw, King
- Baby, Don't Do It
Five Royales, Apollo
- She's Got to Go
Ravens, Mercury
- Going to the River
Fats Domino, Imperial

St. Louis

- (Mama) He Treats Your Daughter Mean
R. Brown, Atlantic
- Hound Dog
W. M. Thornton
- My Haf's on the Side of My Head
Four Blazes, United
- Crawlin'
Clovers, Atlantic
- Woke Up This Morning
B. B. King, RPM
- 24 Hours
E. Boyd, Chess
- Red Top
King Pleasure, Prestige
- Whoopin' and Hollerin'
E. Forrest, Duke
- Daughter That's Your Red Wagon
S. Kari, States
- Bear Cat
R. Thomas Jr., Sun

This Week's Territorial Best Sellers to Watch

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

- Cincinnati... **SHE'S GOT TO GO** Ravens, Mercury 70119
- Cincinnati
New Orleans... **GOING TO THE RIVER** Fats Domino, Imperial 5231
- New Orleans
St. Louis... **BEAR CAT** Atlanta R. Thomas Jr., Sun 181
- Philadelphia... **MOON DUST** B. Doggette, King 4605
- Charlotte
Los Angeles... **PAPPA** B. Brown, Gotham 293
- Washington, D. C.-Baltimore, Md.
Detroit... **I WANNA KNOW** Du Droppers, Victor 20-5229

New Orleans

- Hound Dog
A. Milburn, Aladdin
- Bear Cat
R. Thomas Jr., Sun
- (Mama) He Treats Your Daughter Mean
R. Brown, Atlantic
- Going to the River
Fats Domino, Imperial
- Cross My Heart
J. Ace, Duke
- Baby Don't Do It
Five Royales, Apollo
- Crawlin'
Clovers, Atlantic
- Let Me Go Home Whiskey
A. Milburn, Aladdin
- Soft
T. Bradshaw, King
- I Don't Know
W. Mabon, Chess

Los Angeles

- Hound Dog
W. M. Thornton, Peacock
- (Mama) He Treats Your Daughter Mean
R. Brown, Atlantic
- Crawlin'
Clovers, Atlantic
- Soft
T. Bradshaw, King
- You're Mine
Crickets, M-G-M
- Pappa
B. Brown, Gotham
- Baby, Don't Do It
Five Royales, Apollo
- K. C. Loving
L. W. Littlefield, Federal
- I Don't Know
M. Mabon, Chess
- Let Me Go Home Whiskey
A. Milburn, Aladdin

Chicago

- (Mama) He Treats Your Daughter Mean
R. Brown, Atlantic
- Hound Dog
W. M. Thornton, Peacock
- Crawlin'
Clovers, Atlantic
- I Don't Know
W. Mabon, Chess
- Baby, Don't Do It
Five Royales, Apollo
- Daughter, That's Your Red Wagon
S. Kari, States
- Whoopin' and Hollerin'
E. Forrest, Duke
- My Kind of Woman
E. Slay, Savoy
- Soft
T. Bradshaw, King
- Yes, I Know
L. Hayes, Recorded in Hollywood

Philadelphia

- I Believe
E. James, Meteor
- Red Top
King Pleasure, Prestige
- Crawlin'
Clovers, Atlantic
- Let Me Go Home Whiskey
A. Milburn, Aladdin
- Baby, Don't Do It
Five Royales, Apollo
- Hound Dog
W. M. Thornton, Peacock
- Daughter That's Your Red Wagon
S. Kari, States
- Moon Dust
B. Doggett, King
- Johnny Johnny
J. Moore, Modern
- Bells
Dominoes, Federal

New York

- Let Me Go Home Whiskey
A. Milburn, Aladdin
- (Mama) He Treats Your Daughter Mean
R. Brown, Atlantic
- Hound Dog
W. M. Thornton, Peacock
- Red Top
King Pleasure, Prestige
- Baby, Don't Do It
Five Royales, Apollo
- You're Mine
Crickets, M-G-M
- Dream Girl
Jesse & Marvin, Specialty
- Pretend
Nat (King) Cole, Capitol
- Soft
T. Bradshaw, King
- I Don't Know
W. Mabon, Chess

Detroit

- (Mama) He Treats Your Daughter Mean
R. Brown, Atlantic
- Hound Dog
W. M. Thornton, Peacock
- Crawlin'
Clovers, Atlantic
- Baby, Don't Do It
Five Royales, Apollo
- Soft
T. Bradshaw, King
- Let Me Go Home Whiskey
A. Milburn, Aladdin
- Red Top
King Pleasure, Prestige
- Woke Up This Morning
B. B. King, RPM
- I Don't Know
W. Mabon, Chess
- I Wanna Know
Du Droppers, Victor

THE ORIGINAL VERSION

of

"HOUND DOG"

and

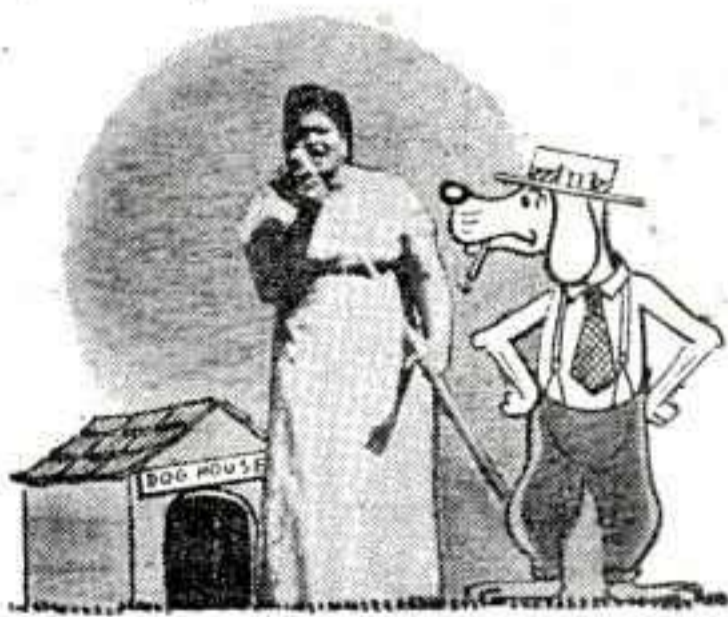
NIGHTMARE

PEACOCK #1612

(Destined To Be Year's Best R & B Seller)

BY

WILLIE MAE THORNTON



**BEWARE OF IMITATIONS
FOLLOW THE LEADER
FOR GOOD RESULTS**

The Original



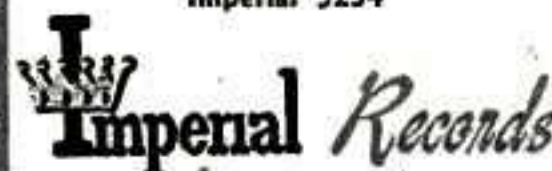
The Best

**YOUR AMERICAN RED CROSS IS ALWAYS THERE
AFTER TRAGEDY STRIKES**

A REAL BUY

SMILEY LEWIS "BIG MAMOU"

b/w
"PLAYGIRL"
Imperial 5234



WHY?

OVER 100
INDIE LABELS
DO BIZ WITH
RCA VICTOR!

Flip to "Market Place"
PAGE 43

IT'S A GOTHAM YEAR!

IT'S CLIMBING!

DORIS BROWNE'S

PLEASE BELIEVE ME

b/w

OH, BABY!



Record G 290

Watch This!

SOMETHING NEW!

BEYOND THE SUNSET

The Harmonizing Four



Record G 737

First Time on Any Label
2 Ace Spiritual Groups
Together
on One Record

CBS TRUMPETEERS and
THE HARMONIZING FOUR

singing

MOTHER'S PRAYER

b/w

THIS WICKED RACE



Record G 738

America's Hottest
Spiritual

JESUS WILL CARRY YOU THROUGH

b/w

MY LORD AND I

The Angelic
Gospel Singers



Record G 729

The Billboard Music Popularity Chart

... for Week Ending April 4

TOP RHYTHM & BLUES RECORDS

Charlotte

- 1. Let Me Go Home Whiskey A. Milburn, Aladdin
2. (Mama) He Treats Your Daughter Mean R. Brown, Atlantic
3. Hound Dog W. M. Thornton, Peacock
4. Woke Up This Morning B. B. King, RPM
5. 24 Hours E. Boyd, Chess
6. Baby, Don't Do It Five Royales, Apollo
7. Pappa B. Brown, Gotham
8. Daughter, That's Your Red Wagon S. Kari, States
9. I Don't Know W. Mabon, Chess
10. Nobody Loves Me Fats Domino, Federal

Atlanta

- 1. Hound Dog W. M. Thornton, Peacock
2. (Mama) He Treats Your Daughter Mean R. Brown, Atlantic
3. Let Me Go Home Whiskey A. Milburn, Aladdin
4. Woke Up This Morning B. B. King, RPM

- 5. Crawlin' Clovers, Atlantic
6. Baby, Don't Do It Five Royales, Apollo
7. Daughter, That's Your Red Wagon S. Kari, States
8. 24 Hours E. Boyd, Chess
9. I Believe E. James, Meteor
10. Bear Cat R. Thomas Jr., Sun

Washington-Baltimore

- 1. Hound Dog W. M. Thornton, Peacock
2. (Mama) He Treats Your Daughter Mean R. Brown, Atlantic
3. Baby, Don't Do It Five Royales, Apollo
4. Red Top King Pleasure, Prestige
5. I Wanna Know Du Droppers, Victor
6. Crawlin' Clovers, Atlantic
7. Woke Up This Morning B. B. King, RPM
8. Let Me Go Home Whiskey A. Milburn, Aladdin
9. Dream Girl Jesse & Marvin, Specialty
10. Papa Scat Man Crothers, Recorded in Hollywood

National Best Sellers

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes records like (MAMA) HE TREATS YOUR DAUGHTER MEAN, HOUND DOG, CRAWLIN', LET ME GO HOME WHISKEY, BABY, DON'T DO IT, RED TOP, WOKE UP THIS MORNING, DAUGHTER THAT'S YOUR RED WAGON, SOFT, 24 HOURS.

Most Played in Juke Boxes

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes records like (MAMA) HE TREATS YOUR DAUGHTER MEAN, BABY, DON'T DO IT, 24 HOURS, HOUND DOG, CRAWLIN', WOKE UP THIS MORNING, I DON'T KNOW, WHOOPIN' AND HOLLERIN', LET ME GO HOME WHISKEY, CROSS MY HEART.

Rhythm & Blues Record Reviews

Continued from page 27

HOT LIPS PAGE ORK... What Shall I Do? KING 4616 - A bluesy performance by Hot Lips Page and ork. The vocal is done with sincerity by Henry Mance. Deejays will spin. The Jungle King...70

LITTLE ESTHER... Sweet Lips...73 FEDERAL 12126-Thrush's vibrating voice makes the decibel needle oscillate with her vibrant reading of this slow ballad. Everyone behind her is playing something different, but it all works out nicely. Hound Dog...72

RED SAUNDERS ORK... Mambo in Trumpet...71 OKEH 6953-The Mexican mambo is performed well by the Saunders ork, which turns in some crisp ensemble work on the platter over a wild beat. Side should interest the mambo fans. Probably...66

STOMP GORDON... Devil's Daughter...70 DECCA 48290 - Flavorful blues, shouted by Stomp Gordon. Horn and piano passages are featured and come

thru strongly in the backing. Hide the Bottle...69 Strongly-marked rhythm and a recurrent riff on this blues by Stomp Gordon. Fair vocal performance and backing.

LOIS HINDS... That's Alright for You...69 OKEH 6951-Lois Hinds comes thru in okay style on this swiny riff effort with the ork's supplying a big beat. Okay side, the echo is overdone. It Must Have Been (Two Other People)...65 The thrush is capable on this new ballad, clipping out the words to the opus with dispatch. Backing is pretty. The side is danceable, but material holds little meaning for the market.

LARRY DARNELL... Crazy She Calls Me...65 OKEH 6954 - Slow ballad is sung moodily by Darnell with a quiet ork backing him. It's next-door to after hours stuff. I'll Be Sittin', I'll Be Rockin'...62 Routine side is given a nice reading by Darnell, but there's not too much else to recommend it.

WYNONIE HARRIS... Mama, Your Daughter's Done Lied to Me...75 KING 4620-Wynonie Harris shouts an answer to the original "Mama." Backing of this version has a rumba beat. Lyrics have a salty appeal. Should share the action, even tho late. Wasn't That Good?...74 Rollicking novelty chanted in lusty style by Wynonie Harris. Backing is full of gimmicked sounds tying in with the lyric. Good for boxes.

Specialty records advertisement for 'SO LONG' by Lloyd Price. Includes 'Hitting the Hit Charts!' and 'Specialty records' logo.

PICKED AS A 'NEW RECORD TO WATCH' The Orioles advertisement. Includes 'Dem Days-Jubilee 5115-Group switches their style to a more straight-forward presentation. There's a lot or punch in this one and it could break out. Flip is "Bad Little Girl." The Billboard April 4, 1953 ORDER NOW! JUBILEE RECORD CO., Inc. 315 W. 47th St., N. Y., N. Y.

DEALERS! MORE PROFITS ON NEW RECORDS advertisement for VEDEX COMPANY. Includes 'Write for 12-page FREE CATALOGUE' and 'Over 1,000 Satisfied Customers'.

Watch This One Climb! 'OFF THE WALL' and 'TELL ME MAMA' advertisement for LITTLE WALTER. Includes 'Checker #770' and 'CHECKER RECORD CO. 4858 Cottage Grove Ave., Chicago, Illinois'.

RHYTHM & BLUES NOTES

By BOB ROLONTZ

The answers to r.&b. tunes, which have become prolific with the many replies to such smash hits as "I Don't Know," "Mama," and "Hound Dog," are being given a serious scrutiny by the original copyright holders of the tunes on the original hit waxings. It appears that they do not think too highly of writing an answer to a hit unless a license is obtained and permission to write a parody is given by the publisher.

Specialty Records has purchased the Champion label, Southern-based r.&b. diskery... Peacock Records has pacted, to a long-term, jazz pianist Phineas Newborn. The label has also signed the Spirit of Memphis Quartet, for its spiritual division. The group was formerly on the King label.

Laverne Baker plays the Palace, Harrisburg, Pa., opening April 6... Philadelphiaans will be able to see thrush Bette McLaurin at Powelton's, beginning April 6.

Erskine Hawkins and his ork open at the Farm Dell, Dayton, O., April 13... The Freddy Mitchell ork, now waxing for Mercury, has signed with the Gale Agency... The Orioles pulled \$1,000 above percentage at a one-night stand Friday (21) at The Audubon Ballroom, New York... Floyd Dixon heads back to the Coast to cut some records for Aladdin next week... Margie Day joins the Paul Williams one-nighter unit, May 1... Amos Milburn will be at the Howard Theater, Washington, from May 15 to 21... Eddie Boyd is now heading out for his first swing thru the East. He will play one-nighters with thrush Linda Hayes, starting in Boston, April 3, and continuing in the territory thru April 26... The Blenders have been signed by Joe Davis for M-G-M r.&b. waxings. First releases will be rushed out in two weeks.

Jimmy Nuzzo's ork is back in Chicago... Irv Marcus, of Peacock Records, back in New York this week... M-G-M Records will release platters next week by thrush Paula Watson, warbler Lem Johnson and the Birmingham Boogie Boys

combo. Buddy Beason is handling an r.&b. show over KFOX, Long Beach, Calif.

Lenny Sloan is launching a name policy at his Emerson's Show Bar, Philadelphia, with a package including Jackie Davis Trio, Johnny Hartman and Connie Carroll.

Meridian Acquires 'Mine Again' Rights

HOLLYWOOD, April 4.-Blue River Music Company, publisher of the new tune, "Say You're Mine Again," has turned over the selling rights for the sheet music to Meridian Music, E. H. Morris subsidiary. The tune, which was originally waxed by the Allied label, a subsidiary of Allied Record Manufacturing Company, with the Three Dons and Ginny Greer, has caused a flurry in the trade and has been grooved by three of the majors.

Recordings of the ditty have been cut by Perry Como on RCA Victor, Dolores Gray on Decca, June Hutton and Axel Stordahl on Capitol, and the Modernaires on Coral.

"Say You're Mine Again" was penned by Nathan and Heisler, and the deal with E. H. Morris was set by Harry Bluestone, of Blue River. Allied Records' version of the tune was its first waxing for the pop field, tho the diskery has released records for both the kiddie and classical market.

A SURE FIRE HIT! FATS DOMINO 'MARDI GRAS IN NEW ORLEANS' advertisement for Imperial Records. Includes 'b/w "GOING TO THE RIVER" Imperial 5231' and 'Imperial Records' logo.

NEW ATLANTIC RELEASES advertisement. Includes 'EUNICE "ROCK LITTLE DADDY" DAVIS "GO TO WORK PRETTY DADDY"'

"LET'S MEET ON 125th STREET" Atlantic #992 advertisement. Includes 'the ROCKETS' logo.

"OPEN THE DOOR" "BIG LEG MAMA" Atlantic #993 advertisement. Includes 'TINY GRIMES and his Rocking Highlanders'.

"BEGIN THE BEGUINE" and "THE MAN I LOVE" Atlantic #990 advertisement. Includes 'STICK McGHEE' logo.

"NEW FOUND LOVE" and "MEET ME IN THE MORNING" Atlantic #991 advertisement. Includes 'A NEW ATLANTIC GOSPEL HIT'.

THE ROSETTES "SOMEWHERE" and "WHEN IT'S TIME FOR ME TO GO" Atlantic #3003 advertisement. Includes 'ATLANTIC RECORDING CORP. 234 WEST 56th St. NEW YORK 19, N. Y.'

Strong on All Lists! #886 advertisement. Includes 'EMMETT SLAY TRIO'.

"MY KIND OF WOMAN" advertisement. Includes 'EMMETT SLAY TRIO #891'.

"I WANNA KNOW" advertisement. Includes 'DOLLY COOPER with Hal Singer Orchestra'.

SAVOY RECORD CO., INC. advertisement. Includes '58 Market St., Newark, N. J.'

PROMOTERS advertisement. Includes 'Get on our Mailing List. Each week The Billboard receives inquiries from individuals who inquire about promoting their attractions at auditoriums and arenas. We can refer inquiries from your territory to you. Please state the date and type of event at least one event which you have planned in the past. Specify whether or not you wish to be financially responsible or secured, respectively. Write Arena-Auditor Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.'

Record Reviews

Country & Western

Continued from page 27
TOMMY WARREN
That's for Sure...76
COLUMBIA 21083 - This pretty effort receives a warm reading from warbler Tommy Warren who sings it with charm and feeling.

BILL TUTT
Talking Blues No. 2...70
GILD EDGE 5083 - Tutt engages in a Rapid-fire discourse about what he has been up to of late.

Jazz
Continued from page 27
with joyous haste. Flip's tenor work is exciting, and Rich's drums pound all the way.

THE SWINGIN' SWEDS
Summertime...75
BLUE NOTE 1605 - Personnel on this waxing consists of Sweden's top jazzmen, winners of the poll last year in the Swedish jazz magazine Estrad.

Sacred
Continued from page 27
MIECZYSLAW FOGO
Przy Kominku...69
DANA 626 - Bary Fogo turns in an emotional European-style performance on a lovely ballad.

WALLICHS ATTENDS BOYD DISTRIB DEBUT...
Glenn Wallichs, prexy of Capitol Records, flies to Denver Monday (6) to attend grand opening festivities of the Boyd Distributing Company's new block-long building.

SHURA-TONE INTROS LOW-COST PHONOS...
Shura-Tone Products, Brooklyn phonograph manufacturer, has introduced two new low-cost models for immediate delivery.

HAYDEN SOCIETY'S NEW CATALOG...
The Haydn Society has concluded a deal with the French diskery, L'Anthologie Sonore, to issue here the latter's catalog of rarely-heard classical music written prior to the 18th century.

LORBER TO AID COL. COUNSEL...
Alfred Lorber has been appointed as assistant to Norman Adler, the general attorney for Columbia Records.

NEW RECRUIT WINS CONTEST...
Pvt. Faron Young, Capitol country warbler who recently joined the Armed Forces, was the prize-winning contestant on the ABC network show, "Talent Patrol," this week.

Late Reports on Recent 'Best Buys' Popular
Continued from page 28

DANCIN' WITH SOMEONE
Teresa Brewer - Coral 60953
Brewer, another solid favorite with ops, comes on the national juke box chart this week with her latest.

LESS THAN TOMORROW
Hamish Menzies - Decca 28601
Making an early appearance high on the Detroit territorial chart and getting good reports in Chicago, Pittsburgh, Buffalo and the Carolinas.

YOKOHAMA MAMA
YES, SIR, THAT'S MY BABY
Harry Kari - Capitol 2392
Continued sales strength on West Coast and Southwest.

HE WHO HAS LOVE I WONDER, I WONDER. I WONDER
The Four Lads - Columbia 39958
In general holding the areas in which it appeared strong last week.

CHARLES GREVER OFF TO MEXICO...
Charles Grever prexy of Grever Music, has planned to Mexico City to serve as musical adviser for a film to be made there depicting the life of his mother, Maria Grever.

GABLER SIGNS LEON MERRITT...
Milt Gabler, Coral a.&r. chief, has signed Leon Merritt to a term pact. The folk chanter, who writes his own material, cut his first sides for the label recently in Nashville.

New York
Deejays Willie Bryant and Ray Carroll are now broadcasting from Birdland every night over Station WHOM, here, from 10 p.m. to 1 o'clock.

Thrush Dolores Parker, a Joe Louis protege, has been pacted by GAC.

THE MARKET PLACE for the MUSIC-RECORD INDUSTRY
CLASSIFIED ADVERTISING

Business Opportunities
CUSTOM RECORD PRESSINGS
Specialists in Long Play Microgroove, 45 and 78 RPM pressings.

Distributors Agents-Dealers
ALLENTOWN RECORD CO., INC.
Distributors wanted for sensational new pop label.

ADVERTISING RATES
REGULAR-CLASSIFIED
Usual want-ad style, one paragraph, no display.

Ovens, Capitol Records promotion manager, is now working out of the New York distributing branch.
Debbie Surkin has joined Rainbow Records as promotion chief.

HERE'S WHY Over 100 HEP INDIE LABELS
Do Biz with RCA Victor
THEY GET TOP QUALITY! QUICK DELIVERY! COMPETITIVE PRICES!

THE RECORD EXCHANGE
NUMBER #1 POLKA LINE TOP ARTISTS AND TUNES
Biggest Selections on all Speeds.

DANA RECORDS
Want to Buy - Used old-time Records, 1900 through 1926, following labels: Victor, Columbia, Pathe, Brunswick, etc.

ADVERTISING RATES
DISPLAY-CLASSIFIED
Any advertisement using display make up or white space.

RINKS & SKATERS

APRIL 11, 1953

Communications to 2160 Patterson St., Cincinnati 22, O.

THE BILLBOARD

47

Coliseum Club Benefit Shows

TOLEDO, April 4. — A benefit roller skating show, with a cast of 90, will be held in the Coliseum Skating Club Rink here April 13 and 15.

Proceeds from one performance will be donated to the National Foundation for Infantile Paralysis. The other performance will provide funds to send Toledo contestants to State, regional and national figure skating contests of the Roller Skating Rink Operators' Association.

Heading the cast will be Eugene Harless, Ohio juvenile figure skating champion; Sherry Schroeder, State junior champion, and Elaine Potrzebowski, State dance champion. Alden Sibley is show director. Use of the Coliseum has been donated by Al W. Kish, operator of the rink.

RSROA Office Moves

DETROIT, April 4.—Headquarters of the Roller Skating Rink Operators' Association, which have been in Arena Gardens since the formation of the organization, have been moved to new quarters at 17314 Wyoming Avenue, under the direction of Secretary-Treasurer Robert D. Martin.

CURVECREST RINK-COTE

The skating surface for wood and masonite floors. The ultimate in clean lines and traction.

PERRY B. GILES, Pres.
Curvecrest, Inc. Muskegon, Michigan
We invite you to bring your skates to Curvecrest and see for yourself

FOR SALE
Complete Portable Rink
40'x80'. Good condition,
Flameproof Tent.
C. L. LAMBERT
ROUTE 1 BRIGHTON, COLO.

Whirlaway Biz Tops '52 Pace

JOLIET, Ill., April 4. — Business at Whirlaway Rink here is well above last year's figures, according to owner Al Spiers. In his seventh year of operation, the skatery is maintaining a gratifying box-office pace, Spiers reports, in spite of the lack of big promotional events. Concession volume is holding up well, too, altho skate sales have fallen to a negligible amount.

Skating classes were discontinued several seasons back. "What brings business to me is the large number of church and organizational parties I keep setting up," said Spiers, who also reports a continuous repeat of bookings among Scout organizations.

Advertising in the local weekly newspaper has brought Spiers excellent results in contacting groups in search of a way to earn a few dollars for their treasuries.

Aronson, Brown For Trek Abroad

PITTSBURGH, April 4.—Milton Aronson, president of the Johnny Jones Jr. Company, rink accessory supply firm here, and Victor J. Brown, operator of New Dreamland Arena, Newark, N. J., leave April 9 aboard the S.S. United States for an eight-week jaunt thru Europe.

The trip will take Brown and Aronson to the factories of three major European skate manufacturers and to rinks in France, Italy, Spain, Denmark, Switzerland and England. They expect to bring back valuable information on rink and skating activities on the Continent.

Houston Rainbow Show Pulls Turnaway Crowds

HOUSTON, April 4.—The 1953 annual Roller Skating Revue at Rainbow Rink, March 23-25, was marked by turnaway crowds at all three performances. The show was produced by Mr. and Mrs. J. S. Pruett, owners of Rainbow, with Johnnie Fragale, pro instructor, as director and costume designer.

A cast of 56 youngsters, several of them State champs, went thru 31 acts with professional precision, enlivening them with jumps and spins. The show lasted two hours.

Fragale said that due to lack of seating capacity and expense of

costumes and scenery, the revue cost money at the moment. It will pay off in the long run, he said, because it was a practical demonstration of the rink's ability to train skaters. Last year the rink placed 11 skaters first in the State meet. This May, at San Antonio, they expect to do better.

New Skatery For Hartford

HARTFORD, Conn., April 4.—A \$10,000,000 shopping center, to include a department store, roller rink and bowling alleys, is planned for a 107-acre site in Newington, Conn., Hartford suburb, by Sol G. Atlas, creator of shopping centers.

Atlas has obtained an option from Elmer Mortensen, Newington dairyman, with zoning of the area for business already approved at a town hearing. Shopping center agents are Joseph P. Vetrano, Bristol, Conn., and Otto Kempf, New York.

Anniversary Fete Big at Deuback Spot

DALLAS, April 4.—Deuback Skating Rink here, operated by J. Ed and Victor Deuback, held its 16th anniversary celebration March 21-28 with many special features and prize awards as highlights of the event.

Among special events offered were a 45-minute floorshow the last three nights, nightly games, and a rink sweetheart, anniversary point and "name the object" contest for which prizes valued at \$200 were offered.

In the sweetheart contest patrons were permitted one vote for the girl of their choice for each 10 cents they spent at the rink. Winner received a pass good for four months of skating at the rink. Second-place winner received a three-month pass, third-place winner a two-month pass and fourth-place winner a one-month pass. Other entries received skating tickets.

The "name the object" contest offered a variety of prizes. In its monthly publication the rink listed 15 riddles giving clues about some object common to the rink. Winners were given a choice of the merchandise prizes in the order of their finish.

The anniversary point contest was designed to keep patrons returning during celebration week. Everyone was given a card in advance of the celebration or during the first five nights. Patrons attending the first night received credit for one point, two points the second night, etc., so that if they attended all eight nights they received eight points the final night. The five patrons with the most points received their choice of prizes offered.

The Deubacks opened their rink in 1937, the first one in Dallas County. Since then the operators have maintained a continuous improvement program. This has embraced an increase in size of the skating floor twice, installation of a large parking area, addition of a lobby, skate room, lunchroom and salesroom; installation of air conditioning and heating equipment, addition of a party room, etc.

WE BUY and SELL

 NEW and USED RINK ROLLER SKATES
lowest prices
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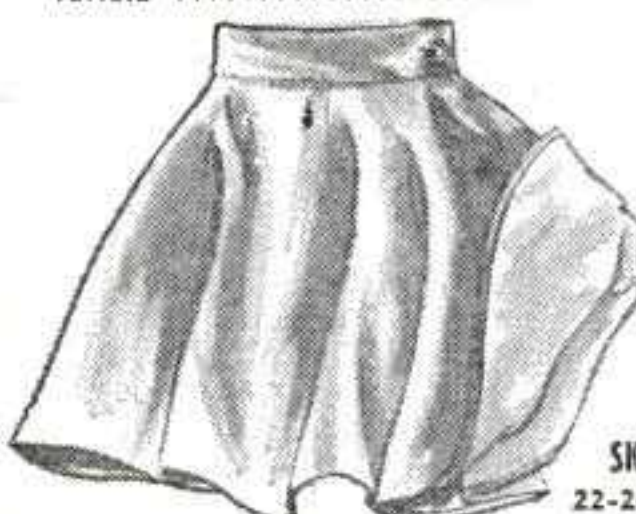
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The Final Curtain

Roadshow Rep

BAILEY—Bert, 81, Australia's most successful single producer, artists' manager, actor, director and playwright for over 50 years, March 30 in Sydney.

LIMBACK—Clarence A., 40, outdoor showman, March 28 in Richmond, Va., of a heart attack.

SKELTON—Horace W., 79, associate of William H. Rowe in the inventing and development of the cigarette vending machine, March 26 in Glendale, Calif.

BEETSON—Frederick W., 76, motion picture industry leader March 31 in St. John's Hospital, Santa Monica, Calif.

McHUGH—Frances, 40, former stage actress and wife of film actor Tom Tully, March 30 in St. John Hospital, Santa Monica, Calif.

SMITH—Philip W., 69, formerly a member of the Temple Quartet, popular singing group in the 1920's, March 28 in Brooklyn.

MOSES—Alan L., 71, at Grand Manan Island, N. B., March 23, after a brief illness.

THURY—MRS. ILONA, 77, once a leading actress in Hungarian and German language plays in this country, March 31 in St. Barnabas Hospital, New York, after a long illness.

BERNSTEIN—Ruth H., 39, conductor of the Philadelphia School of the Theater, March 30 at her home in Philadelphia.

NASTFOGEL—Stephen, scenic artist, March 27 in Detroit. He had been an artist for the former Bonsteel Playhouse, Players Theater, Shubert-Layette Theater and the old Federal Theater project.

TURNER—Maurice Clark, 74, president of the Dixie Lecture and Concert Management Bureau, March 22 in Dallas.

IN LOVING MEMORY OF MY WIFE and best friend Elsie Murphy Brown

PARSON—E. S., 60, president of the Athabasca, Alta., Agricultural Society, March 22, at his home in Athabasca, Alta.

Von HAMMERSTEIN—Maximilian, 68, pianist, March 31 at his home in Philadelphia. He was a member of the Olney Symphony Orchestra and other musical organizations in Philadelphia.

FROHLICH—Louis D., 68, copyright lawyer and counsel for the entertainment industry, March 31 in New York.

PORTER—Lee W., 61, concessionaire with the Douglas Greater Shows, March 25 in Tacoma, Wash. Survived by his widow.

ZIMMERMAN—George Edmund, 61, prominent radio executive of the Southwest and one-time member of the National Broadcasting Company public relations department staff, March 29 in Little Rock.

GOLDING—Walter R., 58, operator of the Community Theater, West St. John, N. B., and sports promoter, in St. John, N. B., March 21 of a heart attack.

REICHAERT—Horace E., 64, retired manager of the Theodore Presser Music Company, Philadelphia, March 24 at his home in that city.

GRESS—Kai, 77, Danish pyrotechnical expert, March 22 in Copenhagen. For 30 years he was in charge of illuminations and fireworks displays in Tivoli Park.

SCHUTZ—Ed, 32, owner of Harry Burke Shows, March 30 in Baton Rouge, La. (Details in Carnival section.)

IN MEMORY Of My Dearly Beloved Husband FRED N. GARNEAU

SHUTZ—Eddie, 33, owner and manager of Harry Burke Shows, in our Lady of the Lake Hospital, Baton Rouge, La. March 30.

Drivin' 'Round the Drive-Ins

W. BROCK WHITLOCK, of Olden, N. J., has acquired 16 acres of land near Robbinsville, N. J., for the construction of a 1,000-car open-air to be named the Trenton Drive-In.

issue permits for new drive-in theaters in the State. A similar bill is on the House calendar. The measure actually takes away the authority to issue licenses for drive-ins from local township boards of trustees.

DUFFIELD—A daughter, Colleen Patricia, to Mr. and Mrs. Gene Duffield, in Detroit March 4.

THE Senate of Iowa's State Legislature has passed, by a vote of 43 to 0, a bill giving the County Boards of Supervisors the right to

HARRY HUGO, whose Players open their 44th season April 15 in Kearney, Neb., comes thru with the following from his home base: "I agree with Neil Schaffner that the people who repeatedly mention that the old rep show is passe should get out of their shells and look around.

HORACE E. GOULD, who is recuperating from a serious illness at his home, 65 Ballou Street, Woonsocket, R. I., started his show business career as a program boy back in the early '80s at the old Music Hall (now the Olympic Theater) there.

THE Sugarfoot Green Minstrels are in Cleveland, Miss., quarters prepping for the 1953 tour. Rehearsals get under way April 15, with Bill Cornell doing the producing.

GEORGE CALKINS writes from Alexandria, La., that he worked a few schools in that area to fair returns. He's now on his way to Texas to take on his summer store show and museum operation. He says that the small units that he has seen in Louisiana seemed to be doing okay.

HI-BROWN BOBBY BURNS, circus and minstrel man and former lighting technician with Bill Bailey's Minstrel Show, returned to his home in Lake Helen, Fla., in time to act as a replacement with the Daytona Beach, Fla., Lions Club Minstrel Show.

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SUGAR FOOT GREEN MINSTREL All Colored Minstrel "Sugar Foot Green Minstrel" starts rehearsing April 15th.

WESTERN'S For Sale, 16mm. sound New prints of such titles as "In Old Montana" and "Melody of the Plains" only \$37.50 net.

Births

DUFFIELD—A daughter, Colleen Patricia, to Mr. and Mrs. Gene Duffield, in Detroit March 4.

FORREST—A son to Mr. and Mrs. Ted Forrest March 24 in Philadelphia.

SHAVER—A daughter, Janet Ann, to Mr. and Mrs. Ralph Grant Shaver Jr., March 15, at Albany, N. Y.

Communications to 188 W. Randolph St., Chicago 1, Ill.

APRIL 11, 1953

Hamid Sees Success '53 Forecast Looms Bright In Excise Tax Battle For Outdoor Show Business

NAAPPB Names Hawkins D. C. Rep; Membership Urged to All-Out Fight

NEW YORK, April 4.—A cut in admission taxes was predicted this week by George A. Hamid, president of the National Association of Amusement Parks, Pools and Beaches, but, he added, it would take the concerted efforts of association members to achieve the desired gains.

Hamid also announced that the association had hired Paul Hawkins, a Washington attorney and member of a law firm in that city, as a representative in the capital. His job will be to sift all information of interest to the association

from the deluge of bills submitted in Congress and, in general, keep his eye on the political scene. He will not function as a lobbyist.

Taking the membership at large to task for its failure to get solidly behind the effort to secure tax relief, Hamid said that there was real danger in a lackadaisical approach. By way of example, he pointed to the strong, united effort being made by the motion picture industry which, he said, was seeking tax relief only for its industry.

United Effort Asked

Hamid said that the tax relief efforts of the park association and all other outdoor show groups was not designed to be discriminatory. The only feasible and fair approach to the whole problem, he said, is a general reduction of all admission taxes.

Hamid, who returned to his New York offices this week from a West Indies cruise, said that he has been devoting virtually all of his time to tax matters. He said that only last-minute efforts on the part of several association members succeeded in forestalling a bill, HR157, introduced by Congressman Mason, of Illinois, which would provide tax relief for motion picture theaters only. Excluded were theaters which presented stagshows, as well as all other segments of the amusement industry.

A meeting on this bill will be held the week of April 20 and members of the association will be present to state their objections, he said.

close second. Personnelwise, both carnivals and circuses tightened up the last few years, using fewer people, paying them more, and, as a result, getting more for their money. This stepped-up efficiency has in part offset the labor headache.

Touring shows which played the industrial areas last year were jolted hard by strikes, particularly those in the steel industry. But threats of strikes this year are few.

Indoor circuses have felt the impact of better conditions in the industrial areas. One recently in Detroit, for instance, experienced thumping business, a sharp contrast to last year when the Motor City was wracked by strikes.

Last year touring shows underwent a sharp upswing in

business when they shifted from industrial areas to farm territories. This year, however, there should be a reversal with industrial area business sharply up and farm grosses about even — or, at worst, slightly off from last year.

Generally, amusement parks face better business than last year, inasmuch as most of them are situated in industrialized areas that should be strike-free this year. Picnics will play an increasingly important role, not only because parks have heightened their drive to book them but also because major businesses have realized increasing awareness of their value in maintaining good labor relations.

Fairs enjoyed a big year in '52 and are due to repeat. Last year

for the first time in more than a decade they operated without a 20 per cent federal gate tax, the repeal of which proved a boon to many.

On the whole, conditions of the average person in the farm areas, from which most fairs draw, are substantially as good as in '52. There has, of course, been a softening in farm prices but on the whole they are sufficient for profitable operation. Moreover, the average person in the farm sections, it is figured, is well fixed financially and therefore could be inclined to spend as freely as last year.

Keen Competition

Keen competition has set in among manufacturers of consumer products and the fairs will benefit from this, for more national firms, as well as local outlets, are seeking exhibits at fairs than ever before. This would serve to upgrade the commercial exhibit end of fairs and at the same time increase the income from that source.

The more alert fairs are prepared to make a strong publicity — advertising pitch in order to build or maintain attendance. Evidence of this was given by the strong turnout for the Publicity — Advertising — Promotion Clinic for Fairs, sponsored by The Billboard in February. Topflight press chiefs from 90 per cent of the leading fairs of the U. S. and Canada were represented at the workshop and aired many ways in which fairs could make their advertising-publicity campaigns more effective.

Good as the prospects are for the outdoor business in the U. S., prospects in booming Canada are even brighter. There are indications that more U. S. circuses will go over the border this year than for some years, even tho a recently revised tariff has increased the expenses of shows going into that country.

Canadian Boom

The Canadian boom is at its lustiest in the oil provinces of Alberta and Saskatchewan. On top of the boom, Canadians also benefit this year from lowered income taxes — and this, too, should have a beneficial effect upon outdoor show business.

Canadian show operators do not labor under a 20 per cent federal tax as in this country. Since the lush years of '46 and '47, showmen in the U. S. have seen grosses level to where there isn't a comfortable spread between their break-even point and revenue. The gate tax is seen as a contributing factor. Owner-operators are striving to obtain relief from the tax, which, even tho paid directly by the patrons, cuts deeply into possible income.

Ex-Detroit Fair Exec Guilty Of Bribe-Taking

15-Year Maximum Prison Sentence Faced by Phillips

DETROIT, April 4.—Sidney J. Phillips, former president of the Michigan State Fair's board of managers, Thursday (2) was convicted of accepting a \$300 bribe from Harry Bernstein, known in show business as Al Wagner, owner-manager of the Cavalcade of Amusements. As a result, Phillips faces a prison term of up to 15 years.

The former State fair exec was found guilty on two counts by a jury of 11 women and one man. Recorder Judge Joseph A. Gillis, in setting sentence for April 15, pointed out the first count provides a 10-year maximum term and the second, a maximum of five years.

Indicted during the one-man grand jury probe conducted by Circuit Judge Chester P. O'Hara into the 1950 State fair operation, Phillips was charged specifically with violating his trust as both a public official and education official.

According to the testimony, Phillips accepted the bribe September 3, 1950, from Bernstein (Wagner) to give a Side Show a more favorable position in the fair's concession line-up. Bernstein (Wagner) testified in the case.

Toledo Budgets 106G, Frames Sesqui Program

TOLEDO, April 4.—The Toledo city council has adopted a \$106,900 budget for the observance of Ohio's sesquicentennial this summer. Use of the Toledo Zoo grounds and amphitheater and Walbridge Park, which adjoins Walbridge Amusement Park, has been okayed.

Sesqui Center at the city park will include midway, an exhibit of 150 years of progress in Northwestern Ohio, and 12 performances of a pageant depicting history of the Toledo area. Major events will be scheduled in a two-week period, climaxed by fireworks and a water show in the Maumee River, off Walbridge Park, on July 4.

Charles H. Blake Productions of Hollywood and Louisville have been signed to produce the historical pageant. County sesqui commission has okayed expenditure of up to \$40,000.

Blake has been in the city to gather pageant material, and he said the show would be staged in the tempo of a Broadway musical. Engagement in the zoo amphitheater will be extended beyond 12 days if warranted.

Hearings on Admission Levy Set for April 20

Continued from page 1

(The Billboard, February 21) that rival interests seeking tax relief for themselves alone may cancel out chances of ending all excise cuts. Dingell, sponsor of a bill to reduce excise levels to their 1939 status, said: "If you try to get

New Easement By State Dept. On Circus Acts

Continued from page 1

nations, and his birthplace merely happens to be the country in which his mother was at the time."

An example of the new understanding by immigration authorities is the green light given to entry of a British act for the King Bros-Cristiani Circus. Also a number of new acts from abroad have received an okay from Ringling Bros. and Barnum & Bailey Circus and for the Clyde Beatty show.

Further recognition of the effectiveness of Hildreth's voluntary efforts came this week from George A. Hamid Sr., of George A. Hamid & Sons, and Hans Lederer, of Lew and Leslie Grade, Ltd., Inc. Hamid, in his letter to Hildreth, stated: "I think thru your efforts and that of our sensible congressmen and representatives in Washington, the McCarran Act is causing fewer difficulties than we had anticipated." "I personally want to thank you for your interest in this matter, and I believe the entire circus world owes you a vote of thanks." Lederer similarly voiced thanks and stated "It now seems as if the Immigration Office is making fewer difficulties than they did previously. I am sure that within a short time the authorities will understand the problem of the circus trade, and if something should be accomplished it will definitely be due to your help."

A number of lawmakers in both houses are continuing in their ef-

piecemeal exemptions for one special group without seeking relief for others, it's liable to wreck the whole thing."

The House Ways and Means Committee's upcoming hearing will center on a bill by Rep. Noah M. Mason (R., Ill.), which is identical with more than a score of others introduced in the House and a half dozen more introduced in the Senate seeking exemption exclusively from the federal admissions tax for movie houses. The Mason Bill was singled out for the hearing inasmuch as Mason is a Republican and a member of the committee. The line-up of witnesses: king to be heard on the measure is so great that the committee announced that it is asking theater owners from the 48 States to designate spokesmen so that the hearing can be limited to a single day.

The committee has received several thousand letters from movie people urging admissions tax exemption for movie houses. A member of the committee's clerical staff who had read all of the letters, said, "Some are honest enough to admit that TV is hurting them." All of the letters have stressed that the movie exhibit business has slumped in the last few years, this has been the period of TV's rise.

In one recent move, as part of the nationwide drive by theater owners to get exemption from the 20 per cent Federal Admissions Tax, the Independent Theater Owners' Association, Inc., urged Rep. Emanuel Celler (D., N. Y.) to support "emergency" legislation. Theater owners have been putting special stress on this "emergency" aspect in order to get special attention. Harry Brandt, president of ITOA, which represents 300

orts to revise the law itself. Some of the lawmakers have asked for outright repeal, but it seems unlikely that the law will be wiped off the books. There is some chance for at least mild revision. Modification of the law would probably be a boon to professional talent in all fields of entertainment.

HENRY TREFFLICH

Siam-Bound to Swap Gorilla for Jumbos

NEW YORK, April 4.—Henry Trefflich, one of the world's leading animal importers and head of the firm bearing his name, is now arranging a trip to Bangkok, Siam, which will find him in that country by April 10.

The purpose of the trip is to effect an exchange of a gorilla for two four-foot baby elephants

which he will have flown back to the U. S. Trefflich's travels, which take him to the four corners of the globe, have enabled him to keep abreast of the varied regulations and controls which currently beset the animal importing business.

While 75 per cent of his business is the supplying of animals for research purposes, Trefflich is also a leading supplier for circuses, zoos, parks and carnivals. The importation of monkeys for research organizations is the backbone of his business, he said, and pointed out one of the major problems that he now faces in just this one type of animal.

The regulations on monkeys in India, from which he obtains a healthy share of simians and which is the leading source of rhesus monkeys, do not permit the exporting of monkeys from March 31 thru August 31 because of the heat, according to Trefflich. Naturally, this hits hard at anyone who would be supplying monkeys to amusement parks, carnivals, zoos and circuses, whose season begins during this period. Trefflich therefore has to get shipments started from India prior to the March 31 deadline. He currently has 1,800 rhesus monkeys on their way to take care of normal demands during the next five months.

Gorillas are unobtainable, at a fair price, except from Portuguese West Africa. Gorillas from there have to be taken to Spain for re-loading. This hikes the cost. An easier method would be to handle the trans-shipment at West African ports, but Belgium and French colonies prohibit the pass-

(Continued on page 59)

Bus Service Is Set for Camden Expo

NEW YORK, April 4.—Camden, N. J., Exposition of Progress, to be held June 1-6, stands to profit by arrangements which have been made to provide bus service to the event.

The location, across Merlton Pike from the Garden State Race Track, has not previously had good bus transportation. Special buses which ran to the track did not benefit the across-the-road events, but the situation has been remedied by the providing of bus service from Camden at 10-minute intervals direct to the show grounds.

The exposition will help raise funds for Camden County Community Center, and Christian Weber, Camden's mayor, heads the committee. Harry G. Grafton is secretary-treasurer.

A special day for underprivileged children will be held at the spot when James E. Strates Shows play a date there.

Paramount Adds 2 Bldgs.

TULSA, April 4.—Activity at the Paramount Fireworks Company here, is hitting its peak and two new buildings are being erected to better handle July 4 business, F. Herrin Jr., general manager announced.

Herrin also said a new set piece called the "Las Vegas Atomic Test," was being framed and would replace the "Bikin Bomb Test," a feature of '52 shows.

A partial list of fairs signed by Paramount includes Trenton Hastings and Clay Center, Neb.; Norton and Stockton, Kan.; Tulsa Watonga, Chandler, Cordell and Idabel, Okla.; Texarkana, Fredricksburg and Tyler, Tex.; Minden, Verda, Abbeville and Livingston, La., and Platte City, Mo.

Henry DuBose Killed In Auto Race Crash

PORTLAND, Ore., April 4.—Henry DuBose, 27, auto race driver, was killed in a race crash here Sunday (29) before an estimated 10,000 fans at the opening program of the Portland Speedway. His car left the track and rolled over. DuBose is survived by his widow and three children.

CONEY ISLAND

Then and Now

• By UNO



Coney Island, now as for more than 80 years, is synonymous with "fun." Gotham's teeming millions, aided by low-cost transportation and easy access by automobile, throng to its beaches, its boardwalk and its amusements. In its early days, Coney was a resort for the relatively few—the well-heeled gourmants, the horse racing enthusiasts and the sports fans. Always, however, its lure has been to the fun-seeker. And now nowhere else in the world is there a greater concentration of amusements with mass appeal. Picture above shows a typical week-end throng.

CONEY ISLAND of yesterday was many things. Its beaches were the hiding places for pirates' loot in the 1830's, its salt-bearing air sparked the development of the first major amusement area in the New York area, and easy access enabled it to grow into a sports mecca for Gotham's millions.

Keen real estate developers transformed it into a low-priced resort. The smartest brains in the amusement business turned it into the world's biggest playground. And brilliant restaurateurs made its name synonymous with not only the hot dog but with the best in a wide range of food.

Coney Island has known many deals. One of the first gave the area to the white men in exchange for 15 fathoms of shell money, two guns and three pounds of powder. That deal, historians record, was swung in 1654, with the Indians, of course, picking up the money, guns and powder.

Historians differ, however, on the origin of the name, some maintaining it stemmed from the cone-shaped sand dunes, others that it came from the Dutch who called the island Konijn Island or Rabbit Island).

Stagecoach Days
The initial developer built Hell Road, the first road to Coney in 1734 and visitors came by stagecoach and boats to search for clams. At the end of the evolution, however, there was but one person on the island. It was in the early 1800's the population grew, and the first hotel, Coney Island House, was erected in 1829.

Five years later, pirates used Coney's beaches as a hiding place for their swag. Biggest hidden treasure uncovered was \$28,000 Mexican dollars, which four pirates had seized from a big ship they wrecked after killing the Captain.

Coney began its real upsurge

in the 1840's, when a bridge over a narrow creek that made it an island was opened. Known then as Plank Road, it now is Coney Island Avenue. Its completion brought out a stream of horses and carriages in the summer.

Coney Island Pavilion went up in 1844, with the Wycoff House following. Bathhouses were thrown up in steadily mounting numbers. Then, in 1847, the Oceanic Hotel was built and Raven Hall was constructed in 1863. By then Coney was definitely established as a resort.

Feltman's Hot Dogs

Charles Feltman entered the picture in 1874 to open his pavilion and give the hot dog to Coney and the world. Shortly after, Ocean Parkway, one of the main thoroughfares leading to the island, became a reality in 1876.

Two years later the first train of the Brooklyn, Flatbush and Coney Island reached the island and the Iron Steamboat began regular service between Manhattan and Coney. The Coney Island boom was on!

That same year George C. Tilyou opened his first playhouse, the Surf Theater. There were no paved streets along the beach then, but Tilyou improvised. Using old planks, he built a boardwalk at the edge of the ocean and he named it the Bowery, now Coney's noted midway.

Coney shifted into the gay capital of the turf world with the opening in 1879 of the Coney Island Jockey Club, the success of which spurred the building of three other tracks, Sheepshead Bay, Brighton Beach and Gravesend Bay. And, at these were inaugurated the historic Suburban, Futurity and Brooklyn Handicaps.

Coney Flourishes

Thru the '80's Coney flourished, with the well-heeled spending lavishly at race tracks, theaters, hotels, restaurants and at special events. One of the latter was the world's championship heavyweight fight in 1899 in which Bob Fitzsimmons lost his title to James J. Jeffries.

The word "fun" became synonymous with Coney. The famous wooden elephant, towering 122 feet six inches to the top which was used as an observatory, was erected in 1884, and the huge pachyderm, with eyes made of glass four feet in diameter, became a landmark. The imaginative Tilyou, who built the resort's first theater, pushed his idea that Coney was destined to become the amusement center of the world. He spent his entire bankroll to bring the Ferris Wheel from Chicago's Columbian Exposition to Coney Island.

Starts Park

In 1895, he started a small park and then added rides and other amusement devices. One of them the Up Hill and Down Dale Wooden Horse on Track Rails simulated the steeplechase riding. This led to the park being named Steeplechase.

At the turn of the century, Coney underwent a transition caused by real estate developers and those opposed to open betting. The former sought to develop housing, hotels, etc., the latter wanted an end to racing. Both groups succeeded, and, with the shift, more accent was placed on Coney as a huge playground or park. L. A. Thompson built the largest ride, the Roller Coaster. William F. Mangels invented the Whip. And the Loop-the-Loop went up in 1901.

Tilyou's Steeplechase was given stiff opposition, starting in 1903 when Fred Thompson and Skip Dundy built Luna Park and installed Capt. Paul Boynton and his "Shoot the Chutes," with sea lions diving in and out of the pool.

Added competition came from Dreamland Park, built by William H. Reynolds in 1904. Sam Gumpertz managed that operation, with Wells Hawks, who invented the slogan, "Everything New Except the Ocean," as press agent.

Park Rivalry

In their rivalry, Luna, Dreamland and Steeplechase

turned Coney into a fairyland of tinsel and incandescents. Dreamland featured its gigantic white jeweled tower, a picturesque ride called "The Canals of Venice" and a fast scenic railway known as "The Great Divide," plus "Creation," Bostock's Wild Animals, and "Fighting the Flames." Luna had the famous "Dragon's Gorge," "The Virginia Reel," a boat trip thru the "Red Mill," a donkey ride under the "Coal Mine," the Mile Sky Chaser and a dance hall besides the "Shoot the Chutes."

Outdoor attractions on Surf Avenue and the Bowery were many. Among the first restaurants were Feltman's and its renowned clambake; Henderson's, an annex to Henderson's Music Hall, a vaude palace; Ravenhall's; Joe's on the Bowery, and Wilson's clam chowder boat on Steeplechase Walk. All have vanished. The one big eatery left is the Clam Bar on Surf Avenue, patronized by celebs.

Scores of famous name stars in the entertainment world got their start at Coney, either in such concert halls as Koster's, Wilson and Kojan's, Inman's Casino, Connors', Count Vaccas', Perry's Glass Pavilion or Gruenwald's, or, in such cabarets as that of Hattie Davis, Diamond Toni's, Scotty Morgan's, Foley's and Joe O'Brien's. To list a few who started at Coney, Weber and Fields began at the age of 11 at the St. Nicholas Hotel, Jimmie Durante and Eddie Cantor were singing waiters and Marie Dressler was a peanut vender in Dreamland.

Fires Take Toll

Over the years, fire took a big toll at Coney. Dreamland Park was devastated by flames in 1911 and never rebuilt. The original Steeplechase Park was destroyed by fire in 1907. Immediately after Tilyou built the current Steeplechase Park, now operated by George Tilyou Jr. and his brother, Frank, with Jimmie Onerato. Called "The Funny Place," Steeplechase now has 35 rides and attractions, most of the former the inventions of the

founder. The 15-acre park is a large pavilion of glass and steel and has a 250-foot parachute jump, built for the New York World's Fair in 1939, towering over it.

Luna Park, which had a 13-acre site, was hit by three fires,



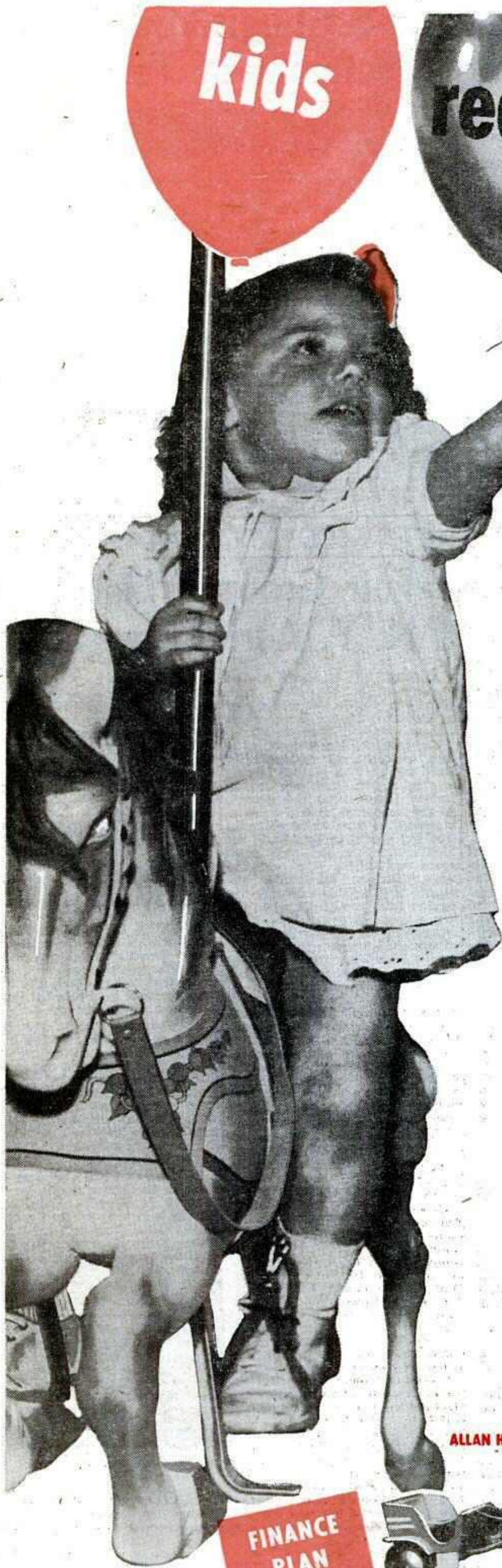
GEORGE TILYOU SR.

the last of which, in 1946, reduced it to a desolate area. The land now is used as a parking lot and a golf-driving range.

At the turn of the century, not only did race tracks cease to operate, but concert halls were closed and a move was launched to widen and lengthen some of the Boardwalk and otherwise convert Coney into another Atlantic City. The changes in geography were made. The great \$3,000,000 three-mile-long Boardwalk was completed in 1923. Large bathhouses and pools were opened. The subways were extended to Coney, making it easily accessible to Manhattan's millions.

Huge Fun Spot

With all the changes, it remained a huge "fun area." Now (Continued on page 138)



reach for their money when they see allan herschell rides!

Soon, in Kiddielands all over the country, youngsters will find their way to Allan Herschell rides! For wherever there are children, these popular kiddie rides always bring them back again and again.

Today's kids love the extra action and realistic sounds of Allan Herschell's high flying jet planes . . . rumbling army tanks . . . bouncing jeeps . . . flashy autos . . . thrilling roller coasters and water-borne boats. And, as ever, they love the colorful merry-go-rounds that cash in on an age-old appeal in a bright new way!

You'll be top man with the kids . . . and top operator with the profits . . . for this season and seasons to come . . . when you push the starter-button on Allan Herschell Kiddie Rides.

nearly 75 years of experience in designing and building amusement devices goes into allan herschell kiddie rides. that's why they're first with successful park and carnival men . . . and right for your operation!

quiet and smooth-running, allan herschell kiddie rides are easy to operate and require a minimum of maintenance. many feature the trouble free fluid-drive. every ride assembled and tested before it leaves the factory. they have maximum portability and are shipped complete with no "extras" to buy, unless ordered in the lower-cost a-b-c models, available in most rides. wire, write or phone today!

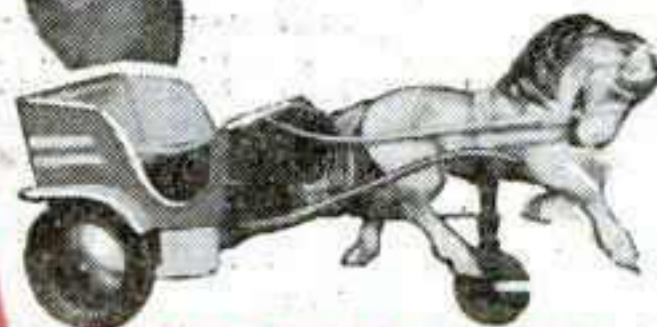
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ALLAN HERSCHELL
COMPANY, INC.

"world's largest manufacturer of amusement rides"
NORTH TONAWANDA, NEW YORK

ALLAN HERSCHELL RIDES ALWAYS HAVE TOP RESALE VALUE!

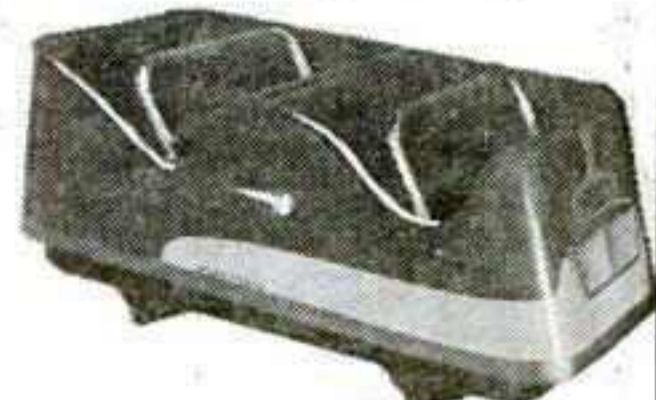
FINANCE PLAN AVAILABLE



KIDDIE BUGGY RIDE



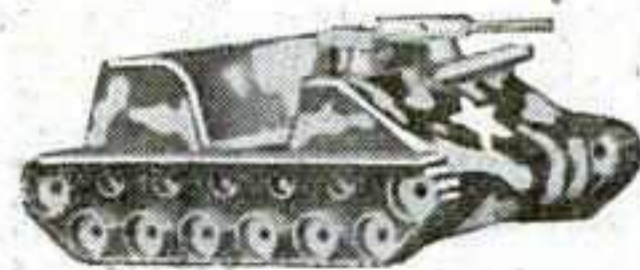
KIDDIE BOAT RIDE



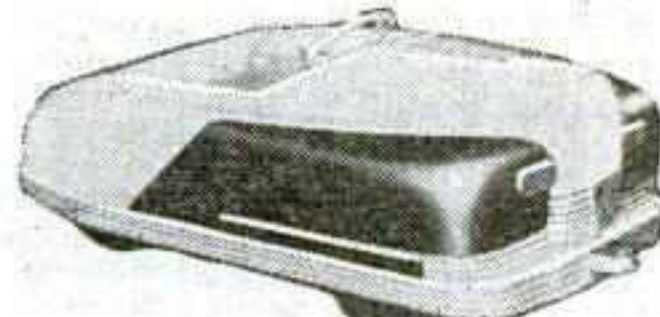
LITTLE DIPPER



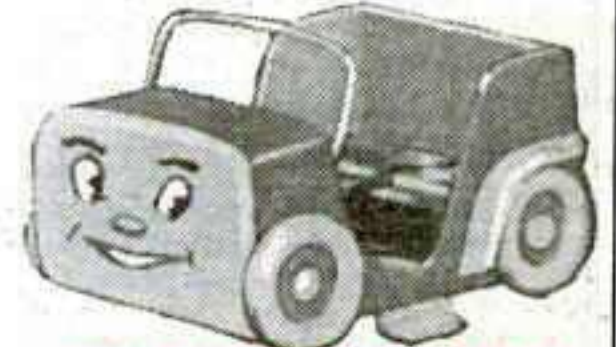
SKY FIGHTER



KIDDIE TANK RIDE



KIDDIE AUTO RIDE



KIDDIE JEEP RIDE



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FLAMEFOIL tents meet all state and national safety regulations; meet government specification MIL-D-10860.

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FLAMEPROOFING ON RISE

More States Enact Legislation Regulating Treatment of Tintage

CHICAGO, April 4.—Flameproofing of canvas is being required by an ever-increasing number of States.

A survey by States of existing regulations follows:

ALABAMA—All canvas, curtains, cloth, rope, netting and decorative material shall be rendered flameproof, a test being made of the tent by the fire department prior to such erection and on the decorative and other materials before they are attached or placed therein. In lieu of such tests, the fire department may accept a certificate from the manufacturer that the material has been tested by Underwriters' Laboratories, Inc., or some other recognized laboratory, and found to be permanently flameproofed provided the material has proper identification markings and is not more than three years old or has not been waterproofed subsequently by a process which increases its flammability.

ARIZONA—No State law but all cities have local ordinances requiring that all tentage must be flame resistant.

ARKANSAS—No State or local regulations.

CALIFORNIA—It is unlawful for any person, firm or corporation to establish, maintain or operate any circus Side Show, carnival, tent show, theater, skating rink, dance hall, or a similar exhibition, production, engagement or offering at other place of assembly in or under which 10 or more persons may gather for any lawful purpose, in any tent, awning or other fabric enclosure unless such tent, awning or other fabric enclosure and all auxiliary tents, curtains, drops, awnings, and all decorative materials, are made from a nonflammable material or are treated and maintained in a flame-retardant condition. "Flame-retardant" is specified as a treatment by solution or process approved by the State Fire Marshal that will render the fabric or material resistant to flame or fire to the extent that it will successfully withstand standard fire-resistive tests promulgated by the State Fire Marshal.

COLORADO—State statutes do not prescribe the use of flame-resistant tentage materials, but by Chapter 163, Section 10, 1935 Colorado Statutes, annotated, towns and cities are given authority to regulate such use.

CONNECTICUT—Amusement tents, including top, side walls and canopies and

all decorative material affixed therein except safety nets, shall be rendered and maintained flame resistant.

DELAWARE—No State regulations; usually covered by local ordinances.

DISTRICT OF COLUMBIA—No tent in which more than 200 members of the public may assemble shall be used unless the fabrics of such tent and all tents within 50 feet thereof have been tested and approved by the fire marshal of the District of Columbia or his deputy or inspectors as having been made of flameproof material or as having been satisfactorily treated or saturated with a flameproofing solution.

FLORIDA—No State regulations. Some local ordinances.

GEORGIA—Every tent in which the general public is invited shall be flameproofed and a certificate substantiating such flameproofing shall accompany the application for a license to operate within the State of Georgia.

IDAHO—No State regulations; no known local ordinances.

ILLINOIS—All tents occupied for assembly, or in which animals are stabled, or those located within that portion of the premises used by the public; and all tents in places of outdoor assembly in or about which any devices using fuels are operated, and all tarpaulins and decorative materials in connection with any of these, shall meet the requirements for resistance to fire prescribed in the Federal Specification for Fire, Water and Weather Resistant Cotton Duck, CCC-D-746, except that decorative materials for indoor use need not be subjected to accelerated weathering. Safety nets shall be exempt from the

fire. . . . The administrative official shall (1) make field tests in accordance with methods recommended by the National Fire Protection Association "Flameproofing of Textiles" . . . or (2) require a certificate or other evidence of approval by a laboratory of recognized standing, or (3) he may accept the report of tests made by other administrative officials or a recognized testing laboratory as evidence that the tents, tarpaulins and decorations have the required resistance to fire.

INDIANA—In order to qualify for a Class C show permit, which embraces, among other amusements, those given under tents or canvas, the State Fire Marshal requires that the tents or canvas be labeled as being resistant to fire or be subjected to a test.

IOWA—No regulations. Large number of cities and towns have regulations.

KANSAS—No State law. A number of cities do have local ordinances.

KENTUCKY—All canvas, curtains, cloth, ropes and decorative material shall be rendered flameproof. Before erection a certificate shall be furnished from the manufacturer stating that the tent materials have been tested by a recognized laboratory and found to be permanently flameproofed or that these materials have been flameproofed in accordance with Federal Specifications CCC-D-746. Proper identification markings shall be provided. Tents shall not be used more than three years after flameproofing and shall not be waterproofed subsequent to flameproofing by any process which increases its flammability. A flame test of the tent and of decorative and other materials (Continued on page 134)

ACT'S RECORDS COUNT

Fair Group Wins Plea; N. Y. Aerial Law Eased

ALBANY, N. Y., April 4.—An amendment to the New York aerial safety code law was signed by Governor Dewey March 28, it was announced Thursday (2).

The amended law is designed to ease the criminal responsibility faced by persons selling, buying or staging thrill acts working 20 feet or more above the ground. At the same time, it will serve to increase the number of potential working weeks in this State for high acts. Fair and park managers and others who normally use thrill-type attractions displayed considerable reluctance in buying this type of act when the law passed last year held them responsible for the physical safety of any and all performers appearing at their events and working 20 feet or more above the ground.

Under the amendment, the thrill act with bookings in New York can now submit to the Department of Labor, Board of Standards and Appeals, a report of their performing experience, together with a description of the safety precautions taken. The acts should also state how long they have worked without an accident.

Fairmen Lead Fight

The fairmen were able to explain to Governor Dewey's counsel several months ago the problem they faced in booking suitable attractions as a result of the law. The meeting was arranged thru the efforts of Chester DuMond, commissioner of agriculture; James A. Carey, the department's supervisor of fairs; George A. Hamid, New York talent booker, and the State Association of Fairs, headed by Ray Converse. Phil Caird, Schaghticoke, attended the meeting.

Hamid is circularizing all of the acts under contract to him and likely to play New York, suggesting that they have prepared reports in triplicate, forwarding the original copy to the Department of

Labor, a second copy to his office and retaining the third for use in case of possible spot checks.

If the fair group had been unsuccessful in achieving the amendment, it is known that many of the State's 50 events would have excluded the aerial thrillers from this year's programs.

Bill Holland for Bill Reed Thriller

DAYTON, O., April 4.—Bill V. Reed, who will have the Jimmie Lynch Death Dodgers out on his own this season, announced here today that he has signed Bill Holland, national auto race driver, as a feature of his attraction.

Holland, who holds the best record of any driver at the Indianapolis Speedway, where he started four times and never finished worse than second, will be featured in the ramp drives and other events, Reed said. Holland won the Indianapolis 500-mile auto race in 1949 and will have the mount in a Slick Air-Freight in the 1953 event.

Reed says he will play over 110 dates in the Midwest this season, opening at Wichita, Kan., May 12. He is already set for the Utah State Fair. The unit will this season carry 18 people, with four on the advance. An extra feature this season, Reed reports, will be three fairs billed as the Death Dodgerettes.

Leo D. Powers signed another season with Ray Kneeland, Buffalo booker, with his dog act. Has a duplicate of the original Gentry Dog Show of which he was equestrian director and trainer for a number of years.

Craner Heads Tracy, Calif., Celebration

TRACY, Calif., April 4.—Art Craner, veteran showman and coordinator of the Los Banos May Day festival, will serve as general manager of the Tracy Diamond Jubilee here September 4-7. The event will mark the establishment of the Southern Pacific Railroad junction here and be combined with the welcoming to the city of the new Deuel Vocational School, a homecoming and Labor Day observance.

The celebration, historical in its basic nature, will have as a theme, 75 years of progress, which began when the SP opened its division here in 1878.

The construction of the Deuel Vocational School, the latest and most modern of penological institutions, cost \$20,000,000.

More than 75 organizations are to be associated with the festival to be directed by a 13-man board of directors, chosen from the Chamber of Commerce, Harvest Days Association and the city council.

The four-day program will include a queen contest, parades, dances, carnival midway, banquets, Whiskerino contests, Western and old-time dress contests, junior horse show, and rodeo.

Pete Roos, Harvest Days Association president, also heads the Diamond Jubilee group; Ray Centoni, is vice-president, and George Sawyer, of the Chamber of Commerce, secretary.

Craner was general manager of the Tracy Central Valley Project dedication celebration in 1951. He has served as co-ordinator of the Los Banos May Day festival and Merced County Spring Fair and Livestock Show in Los Banos for 15 years. He moves here May 15 following the Los Banos event, April 25-May 3.

Stock Cars Set For Bridgeport

BRIDGEPORT, Conn., April 4.—The stock car racing season gets under way Monday night (6) at Candlelight Stadium here, it was announced by Carl J. Brunetto, president of the Bridgeport Sportsmen's Club, which owns and operates the stadium.

Plans have been completed with the United Stock Car Racing Club to provide some of the top drivers in the East for the weekly competition. Auto racing is planned for every Monday night.

Fastest Money-Making KIDDY-RIDES

SEE PAGE 166 THIS ISSUE

CANDY FLOSS OPERATORS ATTENTION!!

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 1 RIBBON \$2.75 2 RIBBONS \$5.00 4 RIBBONS \$10.00
 Outside U. S. & Canada, .50 additional shipping charge for one, and 25c for each one thereafter.
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NEW RIDES

FOR THE KIDDIE PARK

Contact us on your requirements in rides for the coming season. We are specializing in the following rides, quality built to last, with an unusual eye appeal.
 Merry-Go-Round—Kiddie model and larger.
 Large Train—powered with G.E. electric motor.
 Small Train—powered with G.E. electric motor.
 Covered Wagon—Street Car—Speed Boat—Auto Ride—Pony and Cart.
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OWOSSO CHEMICAL PRODUCTS CO., INC.
OWOSSO, MICHIGAN

Canvas Experts Kayo Tent Foes

**Treatment Retards Flames, Water;
Extends Fabric's Life Expectancy**

THANKS to Uncle Sam, canvas-users now can get more for their money than ever. Not only can they obtain flame-resistant canvas but they can get as much as 100 per cent more life out of the fabric as a result of research sparked by the needs of the Armed Services. A comparatively new industry, finishing of canvas was virtually unknown before 1935. It received its biggest impetus during World War II when military specifications called for canvas that was truly resistant to the inroads of nature and upwards of a billion yards was processed for federal use. And its importance is increasing with the postwar trend toward more stringent State and municipal fire standards directed at carnivals, circuses and other amusements using temporary or removable fabric structures.

Two processes of treatment are currently used. The first and newer method is to have the canvas chemically impregnated before it is cut and sewed into a shelter. The other is to treat the canvas by brushing, spraying or knifing the compound into the canvas or onto the finished tent.

One Operation

In the first method, the canvas rolls are shipped direct from the mills to a processing plant where, in a single operation, the duck or twill is treated against flames, water and mold and at the same time dyed to the specified color. The cloth, in seemingly endless rolls, is fed into a tank where it is completely immersed in a chemical compound of antimony oxide, chlorinated resins and waxes, fungicides and dyes. While in the dip the cotton fibers completely absorb the compound and are thus impregnated but unchanged so far as physical characteristics are concerned.

After complete absorption, the canvas fibers will not support combustion. And if brought into direct contact with a flame, a chemical reaction takes place that releases a flame-smothering gas. The fabric will glow momentarily and will char, but does not burst into flames as would untreated canvas.

In rendering tents more waterproof each type of fabric is handled according to its composition. Loosely woven cotton cloth is treated to fill the gaps in the weave, while close-woven material is treated to saturate the fibers. Both processes are designed to leave the duck supple and workable.

The immersion system of processing does two other things to the canvas. Fungicides are added to the dip, which makes the cloth more resistant to the ravages of mildew, and dyes are used to color the canvas to the desired hue.

The next step is drying and two methods are used. One is by means of rollers, which squeeze the surplus liquid from the fabric. The canvas is then exposed to heat to set the finish firmly and at the same time dry out the material.

A second system of drying is called festooning. After leaving the immersion tank, the long strips of canvas are draped symmetrically on long ceiling-height racks where they are allowed to dry for almost a day. In order to augment the natural drying by air, blowers and exhaust fans are brought into play to insure complete periodic changes of air. Some of these drying towers are able to accommodate over 25,000 square yards of cloth at one time.

While exponents of the immersion treatment admit that the process adds from 25 to 40 per cent to the weight of the finished tent, they point out that lighter weight canvas can be used due to the increased durability it gains thru being processed. Further, they claim that the increased cost of the tent, approximately 10 per cent, is easily made up by the longer life of the tent.

Testing

Most processors using this method have laboratories equipped to run continuous tests on the canvas under process. Pieces of the material are subjected to fire or char tests, undergo tests that determine their resistance to water and are also put in contact with mold-producing agents to determine their reaction. In addition, some firms have machines in which the elements—sun and rain—are simulated to further test the fabric.

Most laboratories base these tests on government specifications, which, over the years, have proved most exacting. In testing for fire resistance, a swatch of canvas is hung vertically in a rack with a hot gas flame held against its bottom edge for 12 seconds.

Under federal specifications, which are more or less standard in the industry, the acceptable average maximum length of the char produced cannot exceed 4.5 inches on grey weight canvas, weighing under 10 ounces per square yard. Maximum char length for 10-20 ounce material is 3.5 inches while canvas weigh-

ing over 20 ounces is allowed a char of only 2.5 inches.

Water Test

To test the material for its resistance to water, a Suter water tester is used. A sample of the treated canvas is subjected to water under pressure and must show no leakage greater than one-third of an ounce under various pressures dependent on the weight of the duck. Aging of the duck and further testing usually follows to insure that the treated material will react favorably under continuous use.

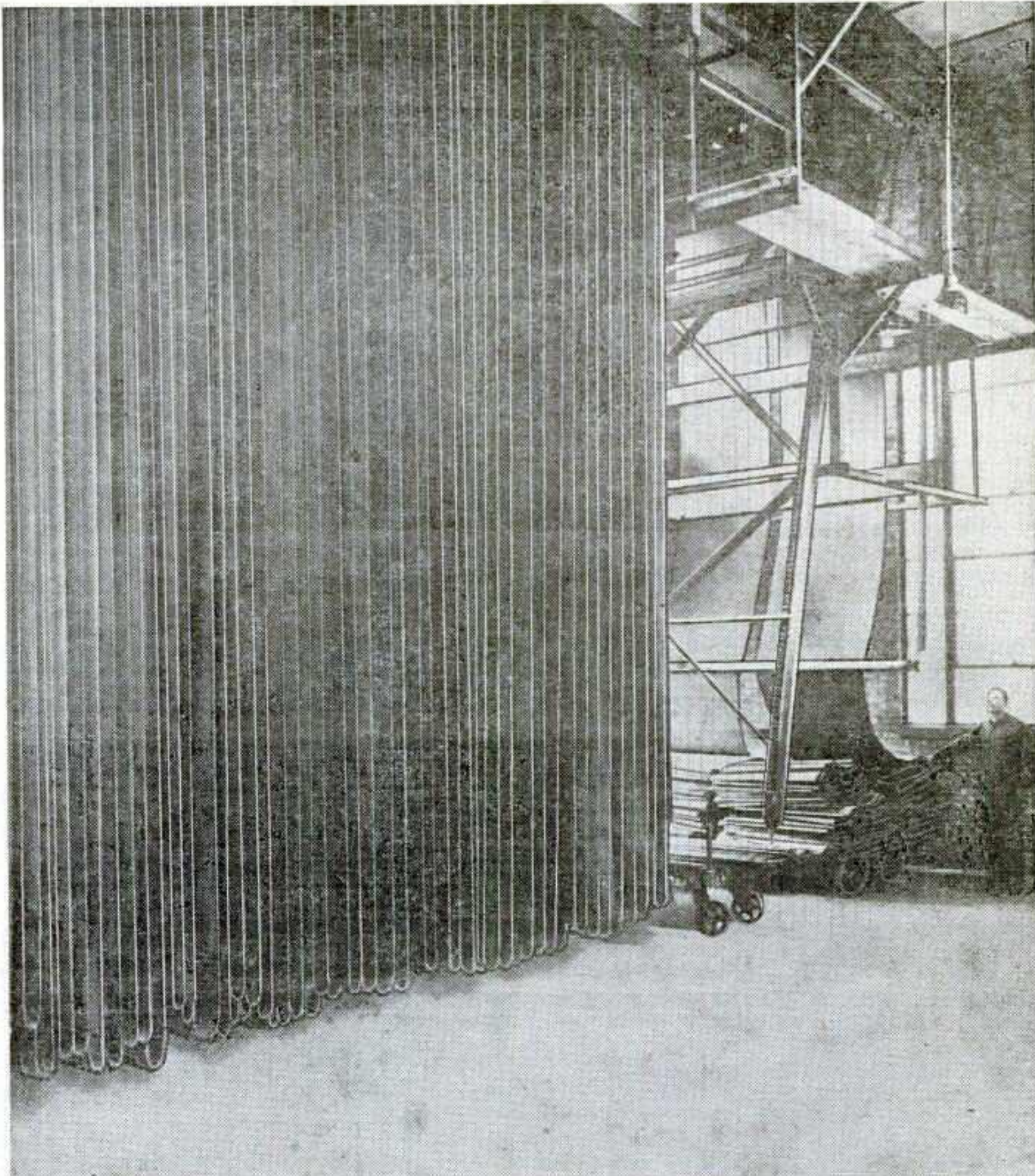
Various tests are made to measure the reaction to mold, an enemy of canvas particularly active in the Southern United States and in tropical countries. One trial entails burial of a piece of material for a specific time in soil that is highly conducive to mold production. Another test is thru direct treatment of the canvas with mold from vegetable matter. Both these tests, as well as others, have proven beyond a doubt that treatment of canvas with fungicides will make it more impervious to mildew.

Adds Strength

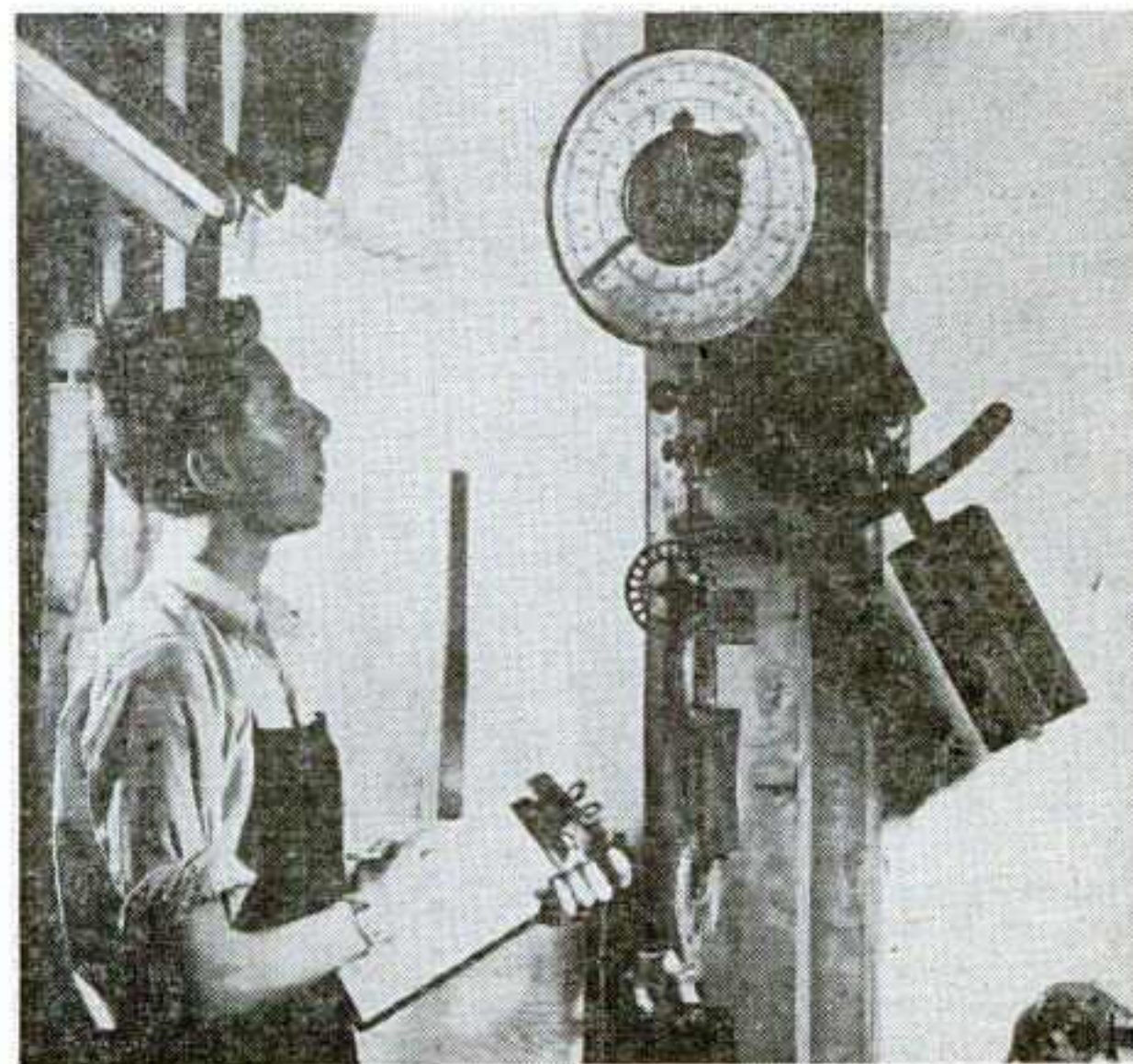
Greater tensile strength is another advantage of processed canvas, an important characteristic in extending the life of show business tents. Treated canvas, when subjected to a tensile strength tester, a machine that tears it apart, withstands considerable more pressure than canvas that has not been processed.

Altho these tests, plus continuous research, have brought along canvas-treatment in a relatively short time, practical operators recommend that a good grade of canvas be specified to get maximum benefits from the process. They point out that a good grade of duck will lend itself better to the treatment, and will produce a better tent, than a cheap grade of drill with a poor thread count.

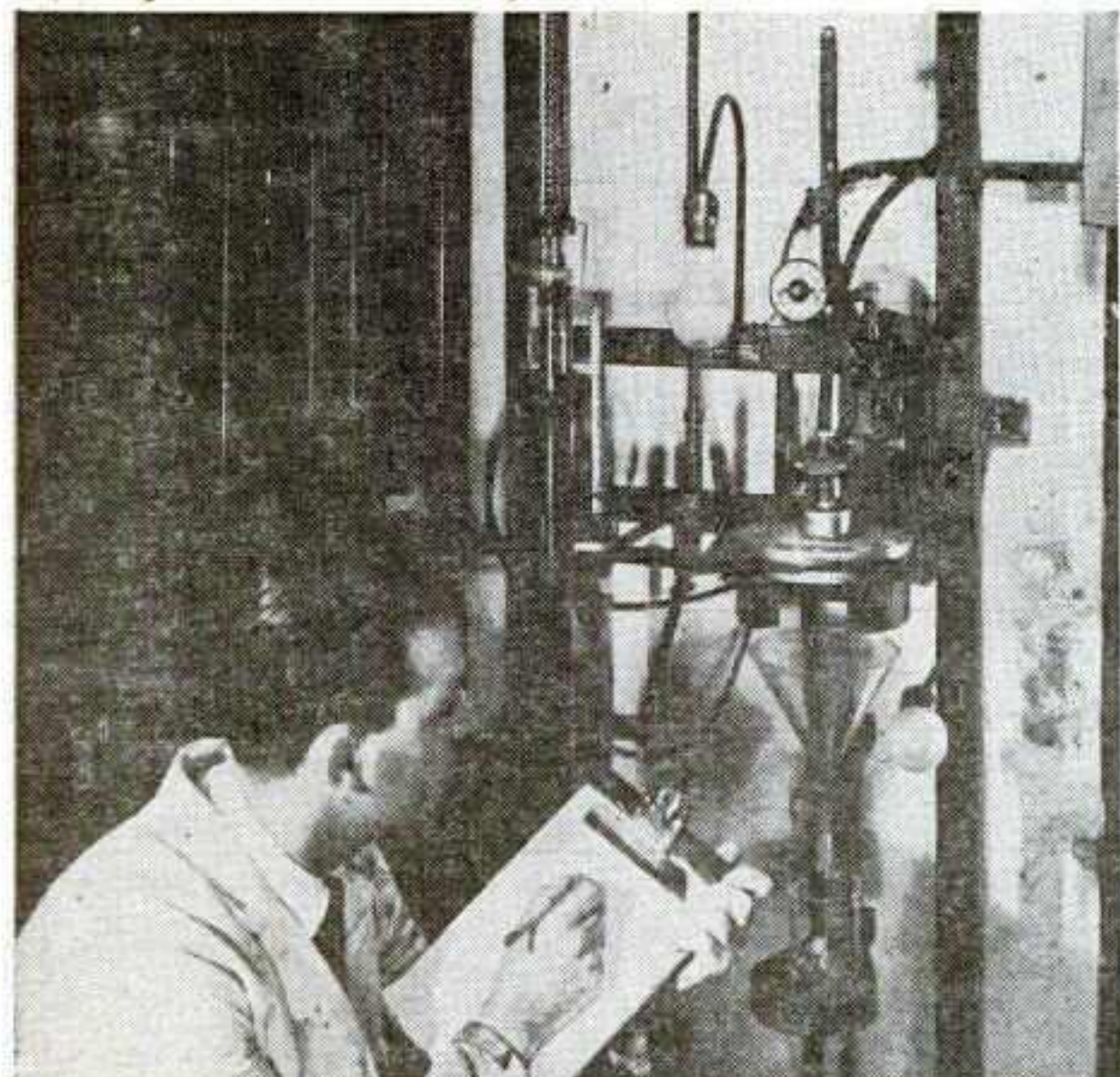
As an off-shoot of the research into the processing of canvas, it was recently discovered by science that color also plays a role in its durability. According to the United States Department of Agriculture, exhaustive tests indicate that blue and green cotton canvas fiber will outlast undyed fabric when exposed to outdoor elements, and will far outlast orange and yellow materials.



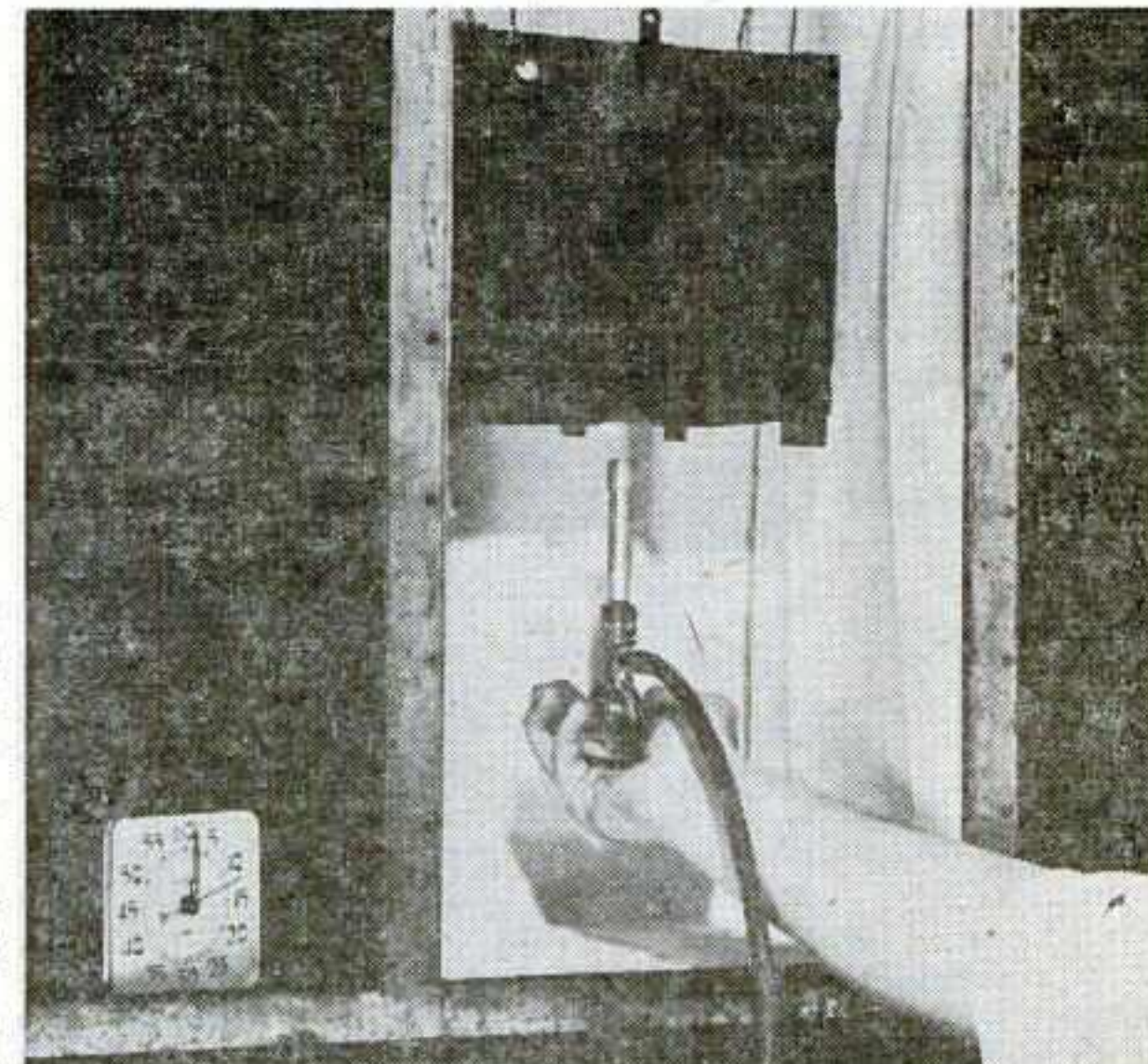
After treatment against flames, water and mold thru immersion, the canvas must be dried. The long strips of canvas above are being dried by "festooning," a natural air process.



This strength-testing device, which tears canvas samples apart, furnishes conclusive evidence that treatment strengthens fabrics.



Laboratory technicians keep a close watch on the rain resistant qualities of the canvas with this water tester.



Fire-resistant qualities of canvas are scientifically measured above by direct contact with a hot gas flame.

Makers Lack New Major Ride

Survey Points to Void in Adult Device Class;
Kiddielands Pace Market; Little Coin Effect

• By JIM McHUGH

RIDE manufacturers responding to the 1953 Survey conducted by The Billboard were unanimous in commenting on three important needs or developments confronting the industry.

First, and most important, was the unanimous acknowledgment of the need for one or more major riding devices to stimulate new interest and buying. Secondly, they reported the continuing growth of kiddielands, based on inquiries and sales, and only one or two reported that the pace in this field was falling off. They also agreed, almost without exception, that the mushroom growth of coin-operated rides, which today are found in supermarkets and other retail outlets from coast to coast, is having little or no effect on the continuing popularity of the multiple rider units.

For the first time in the postwar era there is an absolute lack in the development of entirely new major riding devices. The intermediate coaster, built by Overland Amusements, the Allan Herschell Company and others, in addition to having been custom built at one or more spots, perhaps comes closest to being new and in the major category altho its patronage, percentage-wise, will almost always show a much bigger percentage of juvenile trade.

Concentrate on Kid Units

In the immediate postwar years new major devices were being offered by nearly every manufacturer of big units. The experimenting and manufacturing of the adult units slowed down and then stopped when it became evident that almost anything that would run and transmit some element of thrill could be readily sold. After that the kiddielands began sprouting in almost unbelievable fashion and manufacturers, faced with tight restrictions on needed materials, soon found out that the parts and work needed for the construction of one major unit were all that was needed to formulate as many as 10 or more kiddie units. Cumulatively the kiddie rides served to double the gross. Their sales price was only a fraction of the cost of the big units and the latter, of necessity, were priced out of the market in some instances, even in the plush 1947 season. In addition, with a kiddie unit priced from \$1,000 to \$3,000, a buyer could either get it on the line or he couldn't, and in the latter case there was no need to tussle over long with the problems of financing since, the chances are, another buyer was waiting in line.

All manufacturers reported a continuing strong demand for their units and as long as this highly satisfactory situation prevails, there is small chance that dollars, time and effort will be invested in the designing, testing and marketing of new major units. The process of originating today is more costly than ever and the assurance of discharging these costs and making a profit thru sales apparently is a fleeting one, insofar as the manufacturer is concerned.

New Major Rides Needed

It does seem, however, that a new, appealing unit today could sweep the field. It would do best initially in the carnival world since that business is more competitive than parks, for instance, and the owner of a unit cannot be caught without a feature ride when his competitor is dangling it in front of a committee or fair board as concrete evidence of his progress, vision and desire to bring the

"mostest of the bestest" to an event.

The boom in kiddielands apparently is nowhere near an end. Word of new units arrives nearly every week and, most important to the manufacturer, many are being planned and launched by persons entirely new to the outdoor amusement field and their efforts are building a truly new market. On Long Island alone the kiddieland count is now about 20 and at least two new costly enterprises are planned. The fact that kid spots are even now being offered for sale is evidence enough that all cannot succeed in whole or in part and the mortality rate will ever be present, in whatever percentage, as in any other new business.

The growth of coin-operated rides, which even exceeds the vitamin-like expansion of kiddielands, is not regarded as a threat to the multiple-rider, manually operated mechanical units. The unconcerned attitude expressed by the builders of the major units is understandable since a competitive element would be difficult to imagine. However, those builders who concentrate on units designed for children and for use outdoors rather than indoors showed a like disregard for the possible encroachment of the coin units. A couple of manufacturers who build both multiple-rider and coin-operated units also indicated that competition between the two was lacking.

Coin Units Supplemental

The coin-operated units apparently are regarded, and welcomed, as supplemental units. The amusement rides in outdoor show business have long been built for peak business and their 20-100 capacity is needed for the big events or days when the tremendous grosses they earn would otherwise be lost. The coin units have their place in outdoor show business. On big days there are never enough seats on enough rides for everyone so that the operators can be sure that no patronage, or money, was missed. On dull days and during curtailed operation the mechanical wonders can help to fill in nicely, being available at all times without adding to pay rolls.

The spurt in buying by amusement parks evidenced a year ago when the funspots generally were reveling in a fine season while the carnivals were breathing easy only because they were able to wind up in the clear, rather than in heavy debt, seems to have leveled off. The traveling organizations, according to this survey, are buying rides on a par with the parks. The kiddielands, however, continue most important, accounting for at least one-third, and very likely more of the total volume.

The parks last year mostly had a good season and many carnivals went into quarters with comfortable winnings despite a rocky start. Accordingly, it can be assumed, the lack of new, enticing major units is largely accountable for the continued usurpation of the No. 1 buying role by the moppet spots. Parks have fewer maintenance and replacement problems than carnivals, usually, because of the static nature of their business and, consequently, the buying binge that industry went on in the last couple of years was traceable, in large part, to the replacement of worn and antiquated equipment.

While the elimination of government materials controls was welcomed by all manufacturers, the greater supply of needed commodities was not translated into terms of any great meaning for the industry. Some few ride builders predicted that higher costs and resultant higher prices might result, but others said that it might work in reverse with greater production and sales bringing about lower costs.

Only a few of the manufacturers today are involved in government work. And, furthermore, there doesn't seem to be a great desire on the part of any to increase their participation.

1953 RIDE MANUFACTURERS' SURVEY

FIRM NAME	UNIT	CAPACITY	PRICE
Allan Herschell Co., Inc. 104 Oliver St. North Tonawanda, N. Y.	36-foot Carrousel (2-abreast)	28
	36-foot Carrousel (3-abreast)	38
	40-foot Carrousel (3-abreast)	44
	45-foot Carrousel (3-4-abreast)	50-58
	Kiddie Carrousel	24
	Sky Fighter	16
	Buggy Ride	20
	Auto Ride	20
	Little Dipper	16
	Boat Ride	24
	Jeep Ride	20
	Tank Ride	16
	Caterpillar	36 adults 54 children
	Moon Rocket	110
Looper	20	
Whiz Bang	40 adults 60 children	
Bisch-Rocco P. O. Box 311 Argo, Ill.	Kiddie Jet	15	\$ 2,600
	Kiddie Street Car	20	2,600
	Flying Scooter (8 cars)	16-24	12,000
	Flying Scooter (10 cars)	20-30	17,000
A. K. Brill P. O. Box 875 Peoria, Ill.	Sells plans only for different rides		
Custer Specialty Company 139 Bradford St., Dayton 10, Ohio	Bubble Bounce	32 adults	\$15,000-\$18,000
	Swing-A-Way	16 adults	7,000- 10,000
Dodgem Corporation Lawrence, Mass.	Dodgem		
Eli Bridge Co. Jacksonville, Ill.	Baby Eli Wheel	12	\$ 3,335
	No. 5 Big Eli Wheel	24 adults	8,300
	No. 12 Big Eli Wheel	24 adults	8,700
	No. 16 Big Eli Wheel	32 adults	11,171
H. E. Ewart Co. 707 E. Greenleaf Street Compton, Calif.	38-ft. Merry-Go-Round (3-abreast)		\$14,000
	34-ft. Merry-Go-Round		12,450
	Flying Horses	10	1,969
	Ferris Wheel (kiddie)	24	2,154
	Auto Ride		2,154
	Airplane Ride	10	1,894
	Rocket Ride	10	1,722
	Chairplane	10	1,371
	Street Car	14	1,537
	Pony Cart		2,661
	Excelda-Ohio Co. Div. of Replac Corp. 21830 St. Clair Ave. Cleveland 17, O.	Auto Ride	
Carrousel		20	2,795
Boat Ride		20	1,895
Eyerly Aircraft Co. P. O. Box 670 Salem, Ore.	Octopus	16-32	\$ 9,950-\$12,419
	Rock-o-Plane	16 adults	10,945
	Fly-o-Plane	8 adults	12,650
	Rolloplane	8 adults	6,830- 7,249
	Midge-o-Racer	9	4,600
	Bulgy	16	4,165
Orbit Manufacturing Co. 422 Radio Bldg. Wichita Falls, Tex.	Orbit	16-24	\$12,500-\$15,000
King Amusement Co. 82 Orchard St. Mount Clemens, Mich.	Miniature Train		\$ 1,595
	Kiddie Airplane	10	1,490
	Kiddie Rocket	20	1,810
	Kiddie Elephant	20	1,210
	Kiddie Racing Car		2,050
	Kiddie Fire Chief Auto	16	2,995
	Kiddie Tractor		1,995
	Kiddie Pony and Cart	16	2,960
	Kiddie Army Tank	16	2,985
	Kiddie Little Choo Choo	16	3,050
	Kiddie Combination Auto	18	2,568
	Kiddie Speedboat	25	1,495
	Rodeo Merry-Go-Round		5,795
	Midget Racing Car		595
W. F. Mangels Co. Coney Island 24, N. Y.	Roto-Whip	16 children	\$ 2,300
	Speedboats	16	2,200
	Pony Cart	16	2,500
	Carrousel	30	4,500
	Whip	16-24
Miniature Train Co. Rensselaer, Ind.	G-16 Limited	48	\$14,200- 14,750
	G-16 Suburban	36	9,125
	G-12 Streamliner	14	3,285
Murdock Manufacturing Co. 4056 DelRay Ave. Venice, Calif.	Airplane Ride	15	\$ 1,894
	Auto Ride	10	2,154
	Space Ship	15	1,656
	Flying Horses	10	1,894
	Chair Swing	10	1,595
Overland Amusements Lexington, Mass.	Kiddie Fire Engine	20-28	\$ 2,900
	Roller Coaster (intermediate)	12 adults 18 children	17,500
Ottaway Amusement Co. 224 W. Douglas St. Wichita, Kan.	Steam Train	18-100	\$ 5,250-\$ 7,000
Philadelphia Toboggan Co. 130 E. Duval Street Philadelphia 44, Pa.	Junior Coasters		\$20,000-\$25,000
	Large Coasters		75,000 up
	Mill Chutes and Old Mills		30,000 up
C. W. Parker Company Leavenworth, Kan.	Teen Ager Baby "Q"	32 adults and children	\$ 5,342-\$ 7,342
	Kiddie Ferris Wheel	24 children	2,700
	Kiddie Fairy Swing	8 children	700
	Kiddie Aeroplane	8 children	700
	Kiddie Zeplinger	10 children	2,575
	32-foot Baby "Q" 2 abreast	32 adults	8,875- 10,125
36-foot Baby "Q" 3 abreast	42 adults	9,725- 11,725	

(Continued on page 64)

SOME DECLINES REPORTED

Most Show Equipment Lines Halt Upward Price Trends

OVER-ALL picture for general show equipment this season is that prices, which have been on a steady upswing for years, are leveling off. The Billboard's annual spring survey revealed that in almost all phases of show equipment, 1953 prices would be no higher than last year.

Some increases were noted in the rates for show printing. But such items as canvas and generators were reported at or below the 1952 levels. Most shows supplies it was also found were unchanged in price.

W. M. Temple, manager of Central Show Printing Company, Mason City, Ia., reported that constantly increasing wages and tax levels were forcing prices up as much as 15 per cent. He's expecting a good season with costs other than wages starting to show a downward trend during the next several months. Meanwhile, to his line of posters, window cards and bumper strips, has been added a new line of posters and cards printed with luminous ink and selling at a higher price.

Ticket Uncertainty

The Barnhart - Van Trump Company, Rochester, Ind., also reported an increase in prices of printing for circuses, carnivals and theaters, and again the increased costs of labor and

materials were blamed. Hugh A. Barnhart, president, said his products would be about 5 per cent higher, and he expects a slight increase in general business this season.

Ticket printers are facing a period of some uncertainty because of the possibility that the present 20 per cent federal tax on admissions will be changed. H. E. Doolittle, manager of the Kansas City Ticket Company, Kansas City, Mo., however, was among those who reported that prices for various types of tickets remain generally unchanged.

Shooting gallery supplies still are plagued by shortages brought to their business by government demand for ammunition and small arms. H. W. Terpening, gallery maker and supplier, of Ocean Park, Calif., said his business could not be good until the international situation improves. His prices were raised last year because of the shortages; however, he said no further increase was anticipated this season.

Concession Prices Level

Russell G. Jones, sales manager of the William B. Perry Company, Boston, Mass., said his company was able to absorb increased labor and material costs of the past year and that no price increases were contemplated. The company, makers of refreshment stand equipment, this season is offering new Kid-

dieland refreshment stands complete with kiddie motifs, and the firm is optimistic about the season's outlook.

Typical of those suppliers which see little change in their price and supply picture is the Pellegrini Bros. Statuary Company, of Old Forge, Pa. Siro Pellegrini, whose company manufactures plaster for concession use, predicts only a fair season. The firm is offering a large new selection and nationwide delivery service.

Robert M. Hammer Amusement Devices, Louisville, are not adding any new games to their catalog, which includes Kentucky Derby and Balloon Racer group games, but it foresees generally good business for the season. Sno-Master Manufacturing Company, Baltimore, makers of ice-shaving machines, observed no business decline and does not anticipate one. Its prices are unchanged.

Business outlook for 1953 is in doubt from the viewpoint of Joseph Ledoux & Son, Brooklyn. Prices and varieties of astrology charts, graphology charts, fortune-telling cards, palm charts and future mate photographs will continue the same as last year, he stated.

Cotton Duck Down

According to A. Mamaux & Son, Pittsburgh, tent and canvas house, prices for canvas products

will be down by from 7 to 10 per cent this season. L. M. Sweeney, partner, said that a reduction in cotton duck prices made the reduction possible. He said he expected business to be fair and perhaps slightly under the 1952 level. His company is making a pitch this season for unusual tent construction jobs.

William C. Todt, special lighting director of the Otto K. Olesen Company, Hollywood, stated that prices for lighting equipment were expected to be about the same, with a few items showing a 5 per cent hike because of labor and material costs. The Olesen company this year is offering custom built auto-transformer switchboards as a new item. It also deals in floodlights, spotlights, searchlights, black light equipment, generators, dimmers and other lighting equipment.

New Microphone

Electro-Voice, Inc., of Buchanan, Mich., offers microphones, high-fidelity speakers, broadband television boosters and other similar equipment. Its prediction is for increasing business, with unchanged prices.

A new item offered by Electro-Voice is a palm-size public-address microphone which may be suspended about the speaker's neck and clipped to the shirt-front. The makers point out that its use leaves both hands free.

Charles J. Gaffney, vice-president of the Universal Motor Company, Oshkosh, Wis., reported his company, builders of light plants and engine-driven generators, anticipated equaling or bettering its record-setting 1952 business.

This year, Universal is offering all-new generators in 1,000, 5,000 and 10,000-watt models at lower prices than types formerly

offered. Gaffney stated that the new models not only cost less, but also weigh less. Generally, the company's products are priced the same as, or lower than, last year, with savings resulting from improved production processes, he said.

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CASH IN ON COLORS!

Paint Experts Give Tips on How To Lure and Delight Fun-Seekers

EVERY successful outdoor showman knows by experience that paint and color, rightfully used, are his foremost tools of showmanship. He knows that color is the key to the form of enchantment he has to sell—the magnet that draws crowds whether his interest lies in bringing new life and drama to a carnival, amusement park, circus or fairground. He knows, too, that he must keep abreast of the new trends of color usage just as he must keep informed regarding new developments in the production of paints and finishes if he is to gain maximum benefits.

Today's approach is a far cry from the time when outdoor amusement structures were usually painted in red, white and blue. So says John C. (Jack) Ray—and Ray is a man who should know. One of the foremost builders of park and carnival structures, his studios at Toronto are known all over the Continent.

Two other men who agree with him heartily are also leaders in the color-and-paint revolution in the outdoor amusement field. They are Herman Huseby, of Rockaway Beach, N. Y., and Dr. J. S. Dorton, of Shelby, N. C.

Beauty, Enchantment

Huseby, a recent graduate of the New York Art Students League, has turned Rockaways' Playland into a place of "beauty and enchantment." Dr. Dorton, whose role is that of fair manager, has been hailed for his work in planning unusual effects for the grounds at Shelby, Charlotte, and Raleigh, N. C.

Just what are these three men planning this year to create dramatic atmosphere? What types of paint are they using and why? How do they employ paint to promote safety and preserve equipment? We asked them in a series of interviews and here's what they had to say:

"We're using all the new colors manufacturers are bringing out—chartreuse, lemon, purplish maroon—combining them with the old standard shades for modern effect," Ray said.

"We use the bold approach emphasizing architectural forms by painting them in one flat brilliant color, with contrasting areas in the background."

Striping and bordering are becoming a thing of the past, Ray believes. Instead, he often uses the same color in increasingly lighter tints to give dramatic contrast and direct the eyes of the crowd.

Color Lures

"We can actually pull people into out-of-the-way zones thru the use of color," he says. "On the side of a building we apply horizontal let-downs, in three or four tones of one color. This carries the eye along to the spot we want to emphasize."

Ray favors warm colors because "they naturally excite and give off a feeling of gaiety and warmth." He warns, however, against writing off cool colors when painting to attract people.

"Their effect of cleanliness and freshness is dynamic," he points out. "Combine any brilliant color with white and you will keep it from seeming harsh and bold. One way to do it is to break down one color into successively lighter tints by adding more and more white in each side-by-side application."

Huseby likes cool colors, too—so much in fact that he's painted the Carousel at Rockaway's Playland so that it looks like a huge wedding cake. The horses are snow white and so is the Merry-Go-Round itself. Bright color points up the effect.

Brilliant Trappings

Trappings on the horses are brilliant green and blue, with plenty of gold leaf too. The deck is "country-turf green." As a safety measure, the whirling edge of the deck is painted sunshine yellow as an eye-catching warning.

"Amusement parks are getting closer to the theater in planning their settings," believes Huseby, who strives to make Playland a real fairyland that will capture the imagination of young and old alike.

For displays designed for children, he says he sticks with

the primary colors. "A child's eye cannot absorb subtle colors," he explains. He uses simplicity for dramatic effect, emphasizing line. Spectacles that leave youngsters wide-eyed with wonder are his specialty. One is a group of huge painted cut-outs of story-book characters such as "Alice in Wonderland," "Bambi" and "Old King Cole."

A man who believes that warm colors win in attracting crowds is Dr. Dorton, the North Carolina fair genius. He uses "practically any combination of such colors that will blend without clashing."

Prefer Lighter Tints

"However, we prefer the lighter tints," he says. "We use the heavier colors near the base of whatever we are painting and the lighter ones at the top. We feel pastel colors have more variety for decorative purposes."

"We firmly believe," he continued, "that buildings, entrance gates, flag standards and light columns—all beautifully painted and illuminated, 'shout a welcome.' They create an atmosphere of hospitality and friendship that nothing else short of personal and individual contact—which is impossible—can do. They act as 'lifter-uppers,' bringing color and life to people's spirits."

Hundreds of flags contribute greatly to Dr. Dorton's fairground magic. He has, incidentally, found a way to make flag-poles that "look as tho they cost 10 times what we spend on them." "We use pine or poplar trees," he explains, "painting them with aluminum paint. They are five or six inches at the base, two to two and one-half inches at the top, and 20 to 30 feet high. Sometimes we alternate the aluminum with a five-foot band of black or blue or deep orange. On top of each pole we fasten a ball—the copper kind ordinarily used in bathroom tanks. These are cheap, can be attached with a six-inch rod screwed into the pole, and painted gold or silver. They help make a fine-looking flag pole."

Paints Waterfall

For the North Carolina State Fair, Dr. Dorton even paints a waterfall. It's a man-made wonder, 30 feet tall, constructed of galvanized iron. Thousands of gallons of water tumble over it every day into a concrete pool below, stocked with fish and waterfowl.

"We use Nile green paint on the corrugated iron over which the water flows," he says. "Columns at each side are aqua and white, capped by sunshine yellow towers. At night, we flood the cascading water with colored lights."

The waterfall is an extremely popular feature, a sort of symbol and meeting place for everyone, Dr. Dorton pointed out. "We capitalize on the idea by constantly reminding children and others separated from family and friends to go to the waterfall to meet them," he said.

The durability of paint—a subject of keen interest to every park, carnival, and circus decorator—is well illustrated at this waterfall. Dr. Dorton says he uses a good gloss paint and it takes the water well. Concrete paint is used for the pool.

Durability Cited

Speaking of durability, Huseby has adopted a method of painting at Rockaway which he believes will make it unnecessary to repaint any oftener than every two or three years. They have a serious moisture problem there, because of the beach location, and have found it necessary in the past to repaint yearly. Some equipment, in fact, has been getting a fresh coat twice a year.

The new method is to spray heated enamel onto the surfaces to be coated. He says this provides what is practically a baked-on finish. The paint is heated on an electric plate with a thermostat control which keeps it at even temperature. Then it's poured into a spraying device for application. When the weather is cold, the paint is heated to a higher temperature to counteract the cooling effect of the air as it hits the surface.

On places that must take extra hard wear, Huseby sprays on hot deck enamel—the kind that's

meant to be walked on. The bucket seats on the rides and the Merry-Go-Round horses, among others, get this treatment.

Bulletin Colors

Bulletin colors are strongly recommended by both Ray and Huseby for use on building fronts, panels, and other places where beautiful, clear durable hues are wanted. These are not ground-in-oil colors, points out Ray, but the new synthetic base bulletin colors. They have brilliance and body, he says, and require no varnishing.

"A paint job with these will last outdoors two or three years without fading, requiring only a one-coat repaint," he declares. "Remember tho, that a good undercoater should be used first."

New woodwork, including plywood, always gets a good coat of slow-drying, oil-penetrating primer when Ray's outfit is preparing equipment. For Roller Coasters, footings, and unpainted woods, he uses wood-penetrating preservatives. On metal parts of ride equipment, he first applies rust-preventing metal primers then lacquer or fast-drying, hard-finish enamel. For masonry, he first uses a masonry sealer, then the synthetic rosin bulletin color.

Fluorescent paints, activated by black light, are also used by Ray, in connection with "dark rides." All stunts on such rides are painted with fluorescents, he says, noting remarkable improvement in the color brilliance of such paints.

Fluorescents Useful

Ray also finds fluorescents useful as safety aids on these rides, which brings up another point—paint as an accident preventive. Danger points in equipment built by Ray are spotlighted by painting them bright yellow, orange, or red—colors which stand out against a neutral gray background. Ramps are generally used instead of steps and are clearly indicated with light colors, as are handrails.

At Playland, Huseby draws attention to stairways by painting alternate steps in red and white. He also has bright painted signs of warning at any danger points about the park.

Paint to "hold the show together" is of keen interest to every amusement park and fairground manager, as well as to carnival and circus proprietors. Consider, for instance, the traveling shows. If ever paint had a maintenance job to do, it's with them. No wonder that at Ringling Bros. and Barnum & Bailey winter quarters they use annually around 1,160 gallons of aluminum paint, 810 gallons of steel car primer-surfacer, 300 gallons of asphaltum, 1,000 gallons of white paint and 500 gallons of turpentine.

Rough Treatment

What with one-night stands, rough treatment from roustabouts, broiling sun on hot, dusty lots, rain, hail, wind and mud, all that paint is terrifically important as a preservative. It's as vital there as it is in producing the atmosphere of glitter that is essential to the big top's charm.

In painting for beauty and durability, one must build from the ground up, as all the men interviewed emphasized. A few specific suggestions from the National Paint, Varnish and Lacquer Association on how to prepare surfaces should therefore be helpful to anybody with a paint job for a show or park on his hands. Here's a summing-up:

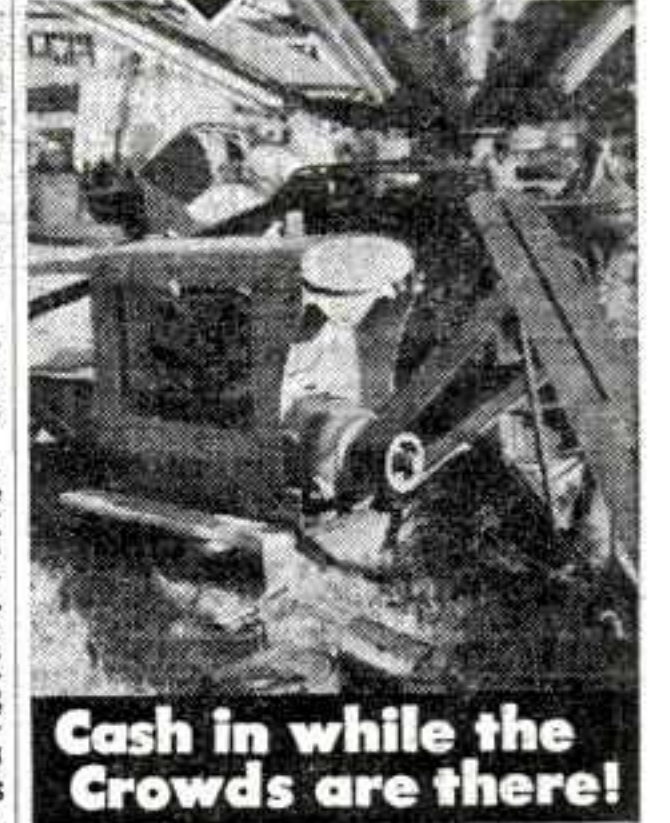
NEW WOOD: All knots and sappy places on new wood should be coated with a knot sealer after the priming coat has been applied and becomes dry. In case of two coat work, apply sealer before the priming coat.

METALS SURFACES: All greasy or oily metal surfaces to be painted should be cleaned with benzine or mineral spirits before any paint is applied. All new galvanized metal surfaces should be treated with a solution made by adding eight ounces of either copper acetate or copper sulphate to one gallon of warm water in an earthenware or glass vessel, or with a proprietary etching liquid. The solution should be applied with a brush.

(Continued on page 59)

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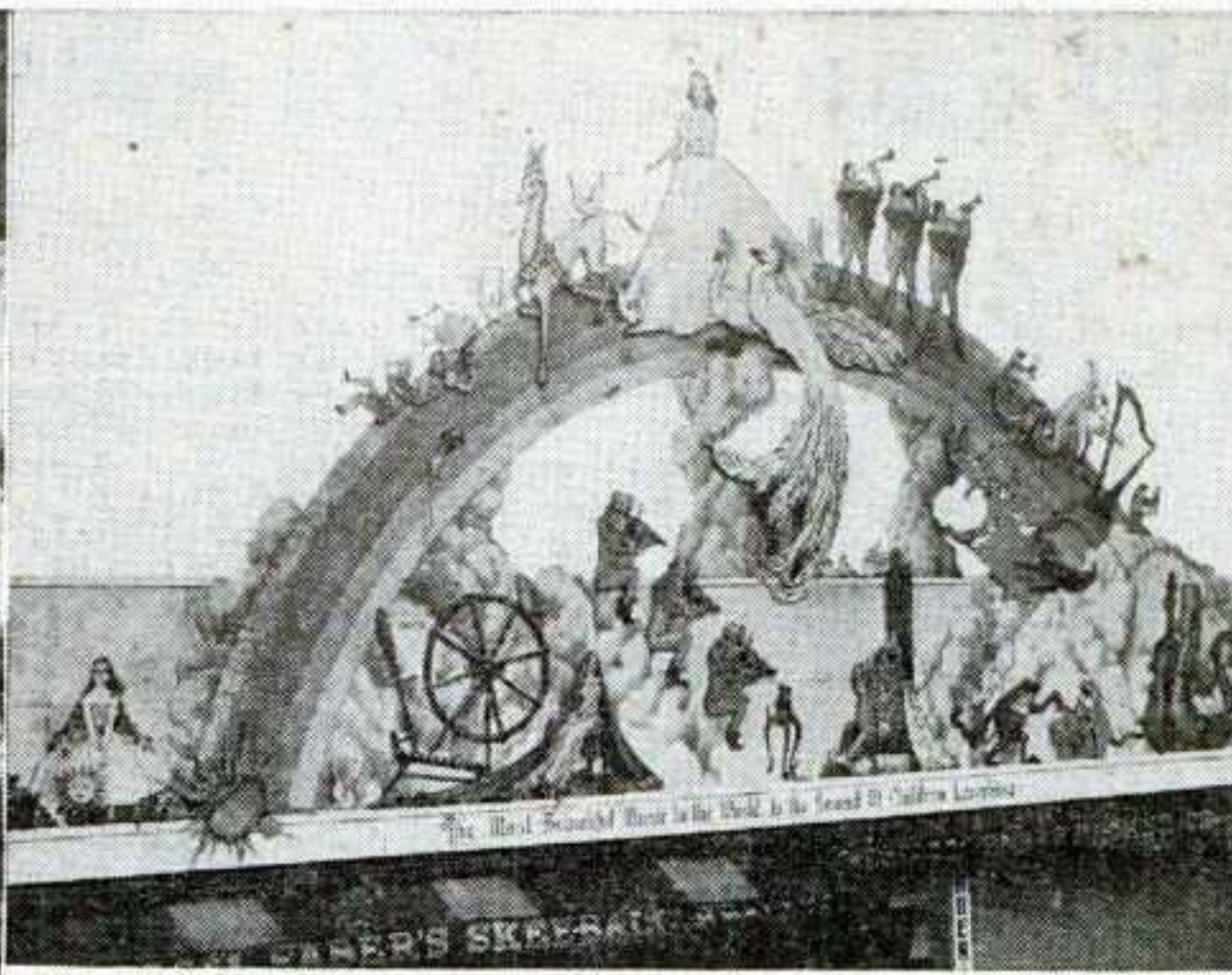
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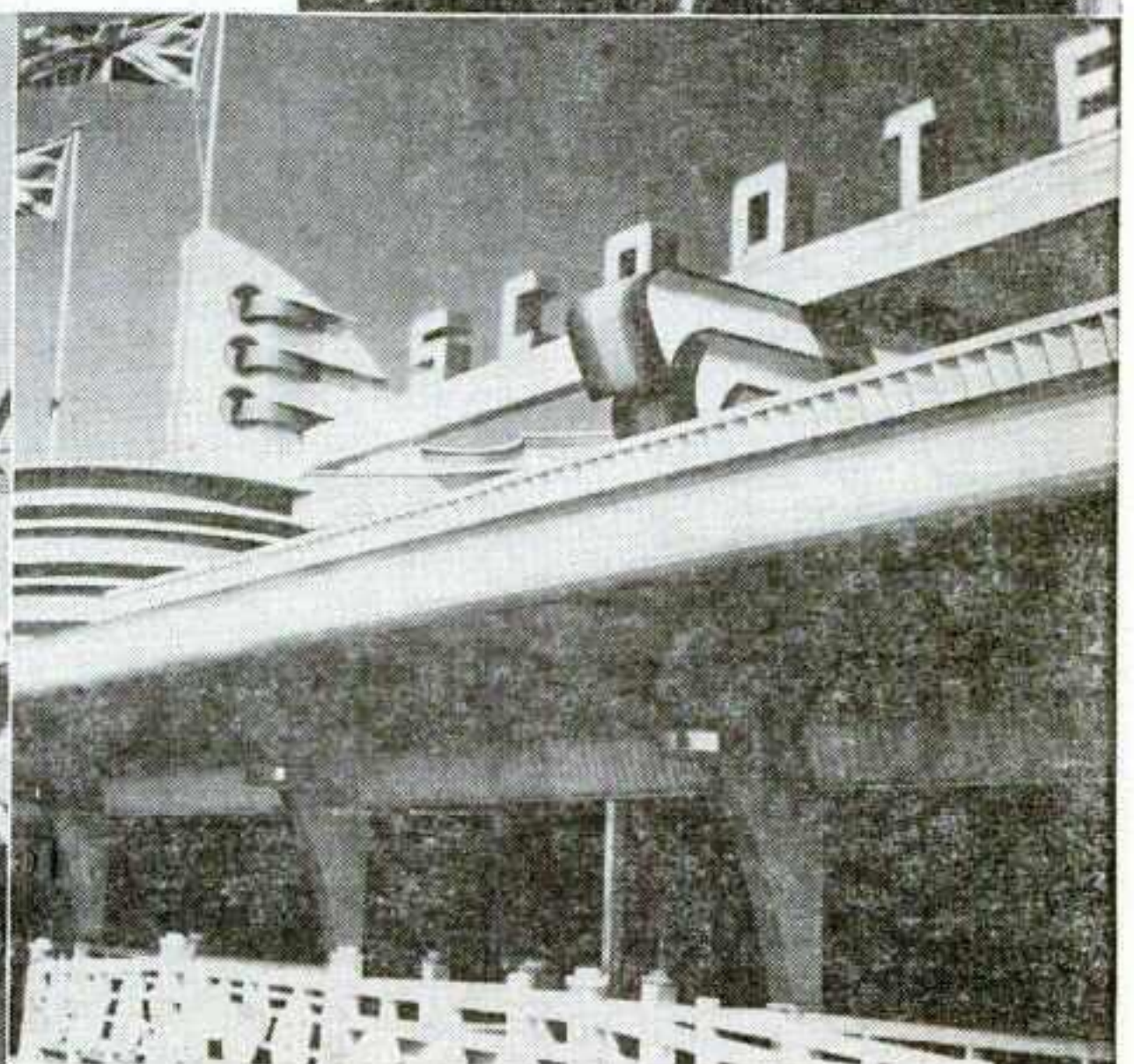
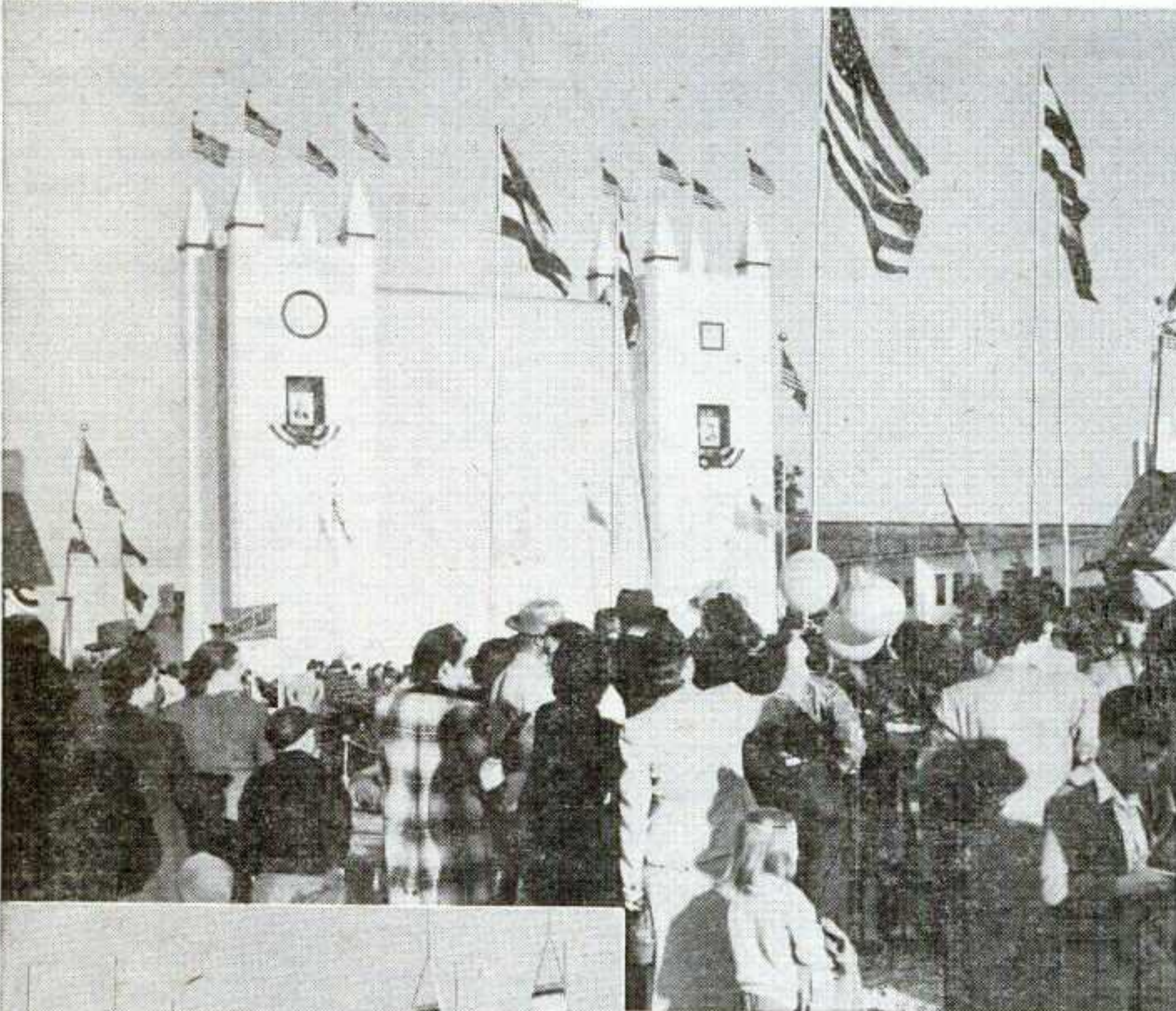
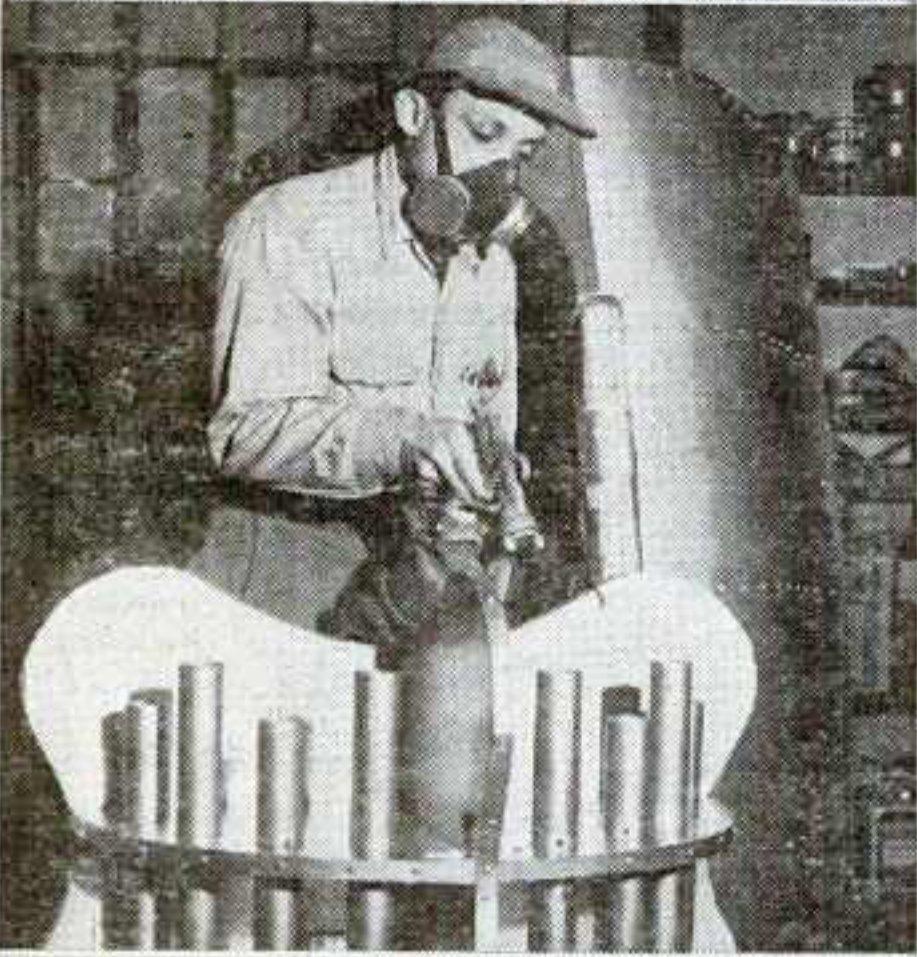
Bulgy the Whale

Midge-O-Racer

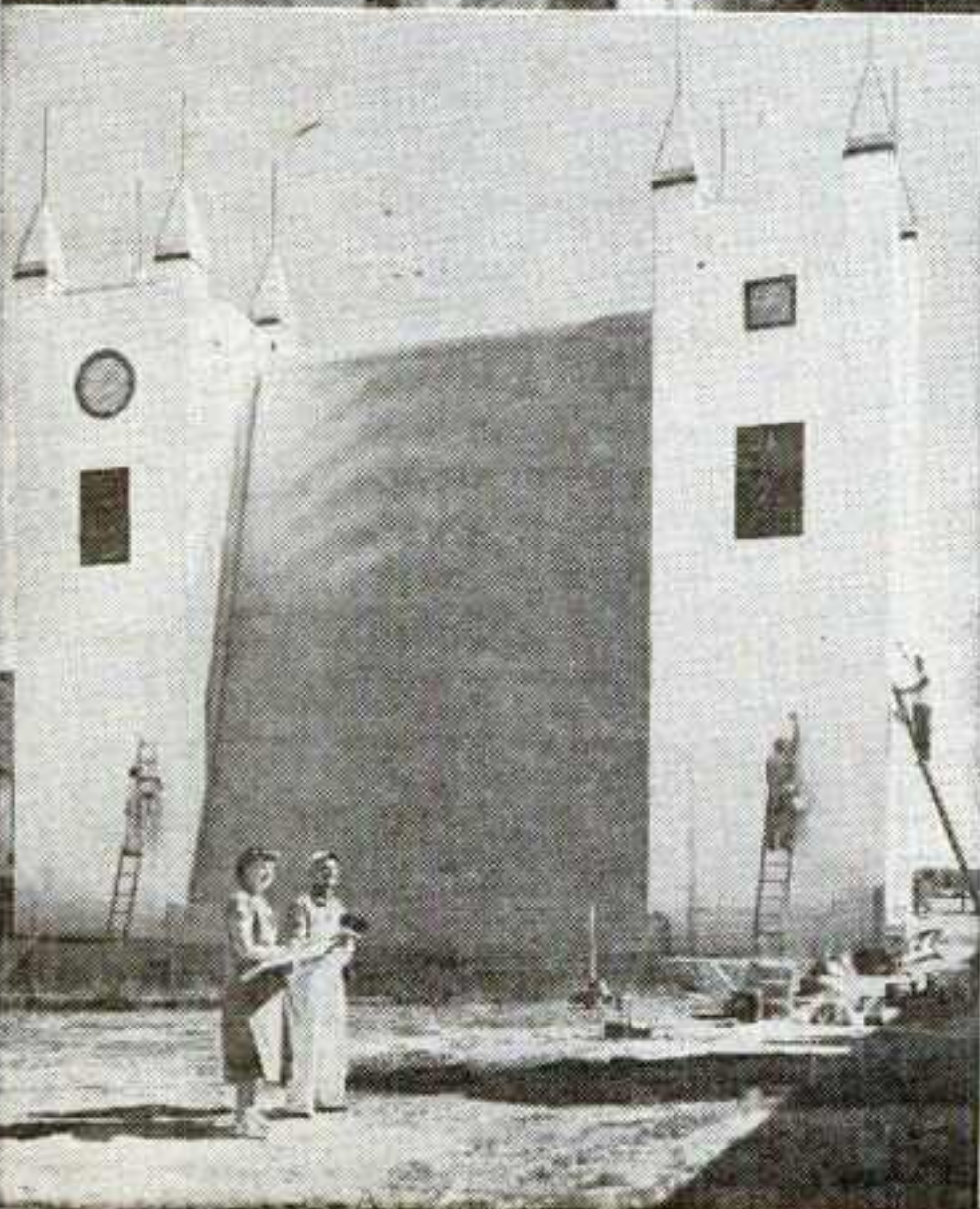


PAINT-COLOR... THE BEST BALLYHOO

Rockaways' Playland provides an outstanding example of the manner in which paint-color, wisely chosen and skillfully applied, can bring tremendous benefit to the outdoor amusement business. Here at Rockaway Beach, N. Y., Herman Huseby, director of arts, is applying the principles of fine art to the color-styling and decorating of this popular park. Upper left, Huseby adds a touch of color to the trappings of one of the horses on the nation's first all-white Merry-Go-Round. Lower left, Harold Alexander, looking himself like a man from Mars, applies heated enamel to the tail of a rocket at Rockaway. Above, the Rainbow at Rockaways' Kiddie Park is done mainly in primary colors because, says Huseby, "A child's eye cannot absorb subtle colors." Huseby, a graduate of the New York Art Students' League, has sold canvasses for as high as \$1,000. Right, the popular Roller Coaster at Rockaway, seen in Cinerama, is carefully paint-protected at all times to safeguard it against wear and weather. (Photos: Rockaways' Playland.)



Warm colors lead the crowds into attractions designed by John C. Ray, of Toronto, noted builder of park and carnival structures. The Scooter building (above), at the Canadian National Exposition, has edges painted in ever-lightening shades of orange. The deepest shade is repeated in vertical columns which direct the eye down to the entrance. Below, a Penny Arcade built by Ray, a former theatrical designer, has pennies in heaven to attract the crowds at the Toronto fair. (Photos by the John C. Ray Studios.)



"Meet me at the Waterfall" has become a by-word at the Cleveland County Fair, Shelby, N. C., where Dr. J. C. Dorton is the guiding genius and able director. The man-made cascade (above) is 30 feet high and constructed of galvanized iron. Thousands of gallons of water tumble over it every day into the painted concrete pool below, where fish and waterfowl swim about. Below, Nile green paint is being used on the corrugated iron over which the water flows. The columns at each side are being painted aqua and white, capped by sunshine yellow towers. At night the waterfall is flooded with colored lights. (Upper photo: Willis Photo Studio, Shelby, N. C. Lower photo: Lewis P. Watson, Raleigh, N. C.)



Shrine Shines

157 Temples Put Sponsored Indoor Circuses Into Class Vacated by Big Traditional Shows

By TOM PARKINSON

ONE hundred fifty-seven sponsors form the nucleus around which the huge indoor business has been built. That's how many Shrine Temples there are in the United States and Canada, and showmen recognize the Shrine in general as the best auspices one can get.

The big indoor circuses play many other dates, and cases are cited in which non-Shrine auspices do better than certain temples. But the Shrine is the life-beat of indoor sponsored show business, and it can be credited with boosting such outfits as Polack Bros., Hamid-Morton, Orrin Davenport and Tom Packs into the same relative positions that Sells Floto, Hagenbeck-Wallace, and Al C. Barnes once held in the circus world.

Who wins contracts with the cream of the temples—the sure-fire sponsors among the 157 possibilities—is of primary importance to everyone in circus business. Changes in plans or policies of a big Shrine Temple constitute a major event, directly affecting not only top indoor producers and promoters, but also every employee on their shows, including acts, and the management of all other circuses.

Loss of a Shrine contract to some shows can mean loss of a week's wages to their acts. Gain of a new contract may mean shuffling financially important assignments for dollar-wise promoters. Independent and competing auspices shows make their routing plans with an eye cocked to the changes in Shrine circus schedules. Dickerings for temple contracts is roughly akin to the campaigns by carnivals to sign State fairs.

Thus, the question of who holds key Shrine contracts is highly significant. It has been that way for 10 or 15 years; it's likely to be that way for a long time to come.

Clubs Are Sponsors

The existence of 157 temples is not the entire picture. Among them are several which have sponsored the same show for decades, and each usually is considered firmly in the pocket of that circus. There are temples which will not or can not sponsor a show, and they are effectively removed from the market. In between are the great bulk of Shrines, and their circus shifts and shuffles provide some of the trade's liveliest action.

Highly important, too, are the Shrine Clubs, which are branches of the all-important temples. Usually, clubs are in smaller towns near big-city temples. It's not certain how many clubs there are, but the office of the Shrine's Imperial Recorder sets the number between 2,000 and 3,000. Some clubs assist with a temple-sponsored show some clubs sponsor their own shows and these dates are vital to all indoor and outdoor auspices circuses.

Basic Idea Isn't New

There's nothing new in the basic facts that circuses play indoors or under auspices, even Shrine auspices. America's first circuses were indoor affairs and tented troupings came later. Frequently, early showmen framed indoor shows for winter work. Shipp & Feltus Circus was a pioneer in both indoor and auspice work 25 to 50 years ago. Starting about the turn of the century, standard one-day stand shows contracted occasional auspices, usually for opening days. All kinds of organizations were used for these dates, but fraternal groups soon came to the fore. The Van Amburgh Wild Animal Circus started its 1906 season with the auspices of the Atlanta (Ga.) Shrine Temple.

Davenport to Detroit

That's also the year in which the Ancient Arabic Order of Nobles of the Mystic Shrine for North America got into the kind of circus business it sparks today. Orrin Davenport, then a leading bareback rider with Ringling Bros.' Circus, was asked by the Detroit Shrine Temple to frame a winter circus package in 1906.

Table with columns: City, Temple, Circus, Approximate Date. Lists 157 entries of Shrine temples and their associated circuses.

He has been doing it ever since. In January, 1907, A. G. Gilligham, of Grand Rapids, Mich., produced A Yankee Circus in Egypt for that city's Shrine temple. The Billboard said then that he probably had opened a new field for circus performers, offering winter engagements more desirable than vaudeville.

The inspiration is a first-class one and it is probable that the idea will be taken up by promoters and societies and that before long our big circus acts will be engaged in profit winter work," it said. "The possibilities of the winter circus are immense."

Davenport soon paired the Grand Rapids date with his Detroit stand, and it's another he still has. The 1907 season also found Oscar Lowande, a riding cohort of Davenport, operating an indoor show in the East. Rhoda Royal, equestrian director and show owner, operated an indoor show under Shrine, Elks and Eagles auspices in 1907, and in 1910 he was associated with Frank Spellman and John Robinson in producing similar shows. Spellman had an indoor production for the Newark, N. J., Shrine in 1910.

Morton, Polack Start

While with Gentry Bros. Circus in 1922, Robert H. Morton struck upon the idea of taking that show's equipment and acts to indoor stands, and he successfully produced an indoor circus

for the Shrine at Dallas. From that start came today's Hamid-Morton Circus. John Robinson produced shows for the Columbus, O., temple from 1918 thru 1923.

Irving Polack got into the growing indoor circus game in 1922 with his Eastern States Circus, which became the Western States Circus before closing in 1924. Milt Holland had an indoor circus in which Polack bought half interest in 1929, and two years later Polack and Louis Stern joined forces in what became Polack Bros.' Circus.

More Temples Sign

Altho circuses have been available to Shrine temples for 50 years and show agents have stalked Shrine committees constantly for 10 or 15 seasons, not all temples have gotten into the field and each season brings some newcomers.

Mirza Temple, Pittsburg, Kan., will back its first circus when Polack Bros. comes in May. Gil Gray produced the St. Joseph, Mo., temple's first circus in March. Howard Suesz will take his Hagen Bros. Circus to Leavenworth, Kan., in May as the first show to be sponsored by Abdallah Temple.

Later this month, Davenport will stage the first circus Kew Temple at Grand Forks, N. D., has had in many years. The Polack stand of 1952 was the first show sponsored by Omar Temple, Charleston, S. C., while

at Toledo last year Polack re-activated the Zenobia Temple circus, which had not been produced in about 30 years.

Bagdad Temple, Butte, Mont. got into show business with both feet last year. It sponsored Polack Bros. as its first circus venture and "Holiday on Ice" as its initial experience in non-circus lines. Both attractions are to repeat this season.

K.C., St. Paul Are Veterans

Some of the oldest Shrine circuses, in addition to Davenport's Detroit and Grand Rapids dates, are at Kansas City, Mo., and St. Paul. Ararat Temple, Kansas City, began about 1919, booking its own show thru such producers as Davenport, Frank Wirth and Ernie Young. Davenport has had it continuously since 1944.

Osman Temple, St. Paul, began producing circuses about 1924, and in all but a couple of years, Davenport's package has supplied the performance. Another marathon run is that of Tangier Temple in Omaha. Its current run is the 24th. Bob Morton held the contract for the first two years, and since then Rink Wright has produced the show.

At Hastings, Neb., Tehama Temple began sponsoring circuses in 1932, with Polack Bros. holding forth for 11 years and with Gil Gray in business there from 1943 thru 1953, for a total of 22 annuals. Hartford, Conn., counts its approaching produc-

tion as the 21st under Sphinx Temple auspices. These were started in 1930, but they were suspended for three seasons following the 1944 circus fire at Hartford. Acts have been booked thru Frank Wirth for all but one of the Hartford shows.

Gray Starts Aberdeen

Aberdeen, S. D., is another veteran Shrine sponsor. There Gil Gray began with a tent show in 1934. He has continued with Yelduz Temple annually except for 1936, when Polack intervened.

A long-term exclusive run for Polack Bros. is with Ben Ali Temple, Sacramento, where the first annual was staged 19 years ago. The Davenport, Ia., temple will put on its 16th production this fall, and it also sponsors a stand by the Royal American Shows. Polack began the Davenport show with an eight-year run, and since then it has been produced and promoted by Kaaba Temple except during a three-year hiatus. Arabia Temple at Houston also will have 16 shows to its credit this year. John Andrews produced them for several recent seasons, and last fall Orrin Davenport again had the date.

Polack Bros. will play its 15th consecutive engagement for Nile Temple, Seattle, Wash., this summer. Its run in Peoria, Ill., will be the 14th with Mohammed Temple, where the annual was started in 1939 but omitted in 1946 and 1950. Scimitar Temple

(Continued on page 98)

SHRINE TEMPLE SHOWS: WHO HAS THEM

here is a compilation showing which circus producer hold Shrine Temple contracts and where those temples are located. Listings are by city. Included are the name of each temple, name of the show producer, if any, and the approximate time of the annual circuses. In almost all cases the chart show producers for 1953 dates.

CASH IN ON COLORS!

Tips on Effective Paint Usage Cited by Experts

Continued from page 56

and allowed to dry well before proceeding with the priming coat.

An alternate treatment that may be used instead of the preceding is this: Wash all galvanized surfaces with benzine or mineral spirits to remove film of oil or other foreign matter, then apply a coat of zinc dust—zinc oxide, or other standard prepared galvanized primer, red, or blue lead made especially for this purpose.

(Never apply paint to a metal surface in temperatures below 40 degrees).

NAIL HOLES, CRACKS, AND JOINTS: Putty up all defects after the priming or first coat is dry and before the second coat is applied. Use a pure linseed oil-white lead-whiting putty, colored to match the finish coat.

OLD WOODWORK, EXTERIOR: Remove all loose or scaling paint, using sandpaper and scrapers, before applying any new coats. If desired, all "alligatored" paint can be removed by burning

off or using paint remover. Prime all bare wood and putty all nail holes and other irregularities.

OLD WOODWORK, INTERIOR: Wash all glossy paint surfaces with a mild alkaline such as sal soda, trisodium phosphate, or sodium silicate, and rinse thoroly. Remove all loose and blistered paint. Putty, glaze, or spackle all cracks and other minor irregularities. Sand thoroly and prime all bare wood.

PLASTER SURFACES: Wash all glossy surfaces with a mild alkaline such as sal soda, trisodium phosphate, or sodium silicate, and rinse thoroly. Remove all loose and blistered paint, and smooth edges by sanding. Cut out and properly fill all plaster cracks with patching plaster, spackle, or Swedish putty. Prime all bare plaster.

METAL SURFACES: Remove all rust and loose paint film and touch up bare surfaces with an approved metal primer. Thoroly clean all metal surfaces such as

downspouts, gutters, flashings, roof decks, etc., of all accumulated dirt before proceeding with painting.

So much for the preparation of the surface, that all-important first step. It's essential to the proper use of paint—and remember that paint, properly used at parks, carnivals, circuses, and fairgrounds, has almost magic powers to lift the spirits of the crowds that come in search of gaiety and fun. This is one case where a good beginning means a good ending, too!

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- ENCANTO PARK, Phoenix, Ariz.
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Henry Trefflich to Siam

Continued from page 49

ing of gorillas into or thru their territory. This seems to be a move to enable them to garner the market for their own gain.

Trefflich is bringing a rhino in during June for the Central Park Zoo here, and has zebras arriving shortly for the Colorado Springs (Colo.) Zoo. He also has a pair of tigers coming from Siam for the San Diego (Calif.) Zoo.

Animal Stations

Two animal stations are kept manned the year-round for the acquisition and shipping of animals. The African station, in Free-town, employs two whites and seven natives. Another station is maintained in India. Collectors are also stationed in the Philippine Islands to obtain monkeys, but the necessity of shipping them to the U. S. by air makes the cost per animal rise. The result is a selling price equal to that of the Indian monkeys which arrive by ship, altho the Philippine cost per animal is less.

Foreign animal dealers have invaded the U. S. market, according to Trefflich, but their threat is diminishing. He said that they do not guarantee the condition or health of animals upon Stateside arrival, and his standing unconditional guarantee policy on animals he sells has proven its merit.

Labor costs have increased thruout the world, as has the cost of transportation. Thus, the animal importer said, he has to pay as much for an animal in Africa, for instance, as the amount for which he sold a like animal a few years ago.

An interesting phase of the Trefflich firm's business is the leasing of monkeys to parks and other amusement spots. The practice of leasing monkeys is on the upswing especially among drive-in theater operators. Trefflich expects to have 1,000 to 1,500 monkeys out this season on lease. Each monkey leased brings in \$35, with the lessee paying freight costs each way. However, upon the return of the monkey in good condition, Trefflich refunds half the original deposit. Thus, the park or drive-in owner pays only \$17.50 for the use of a monkey for the season.

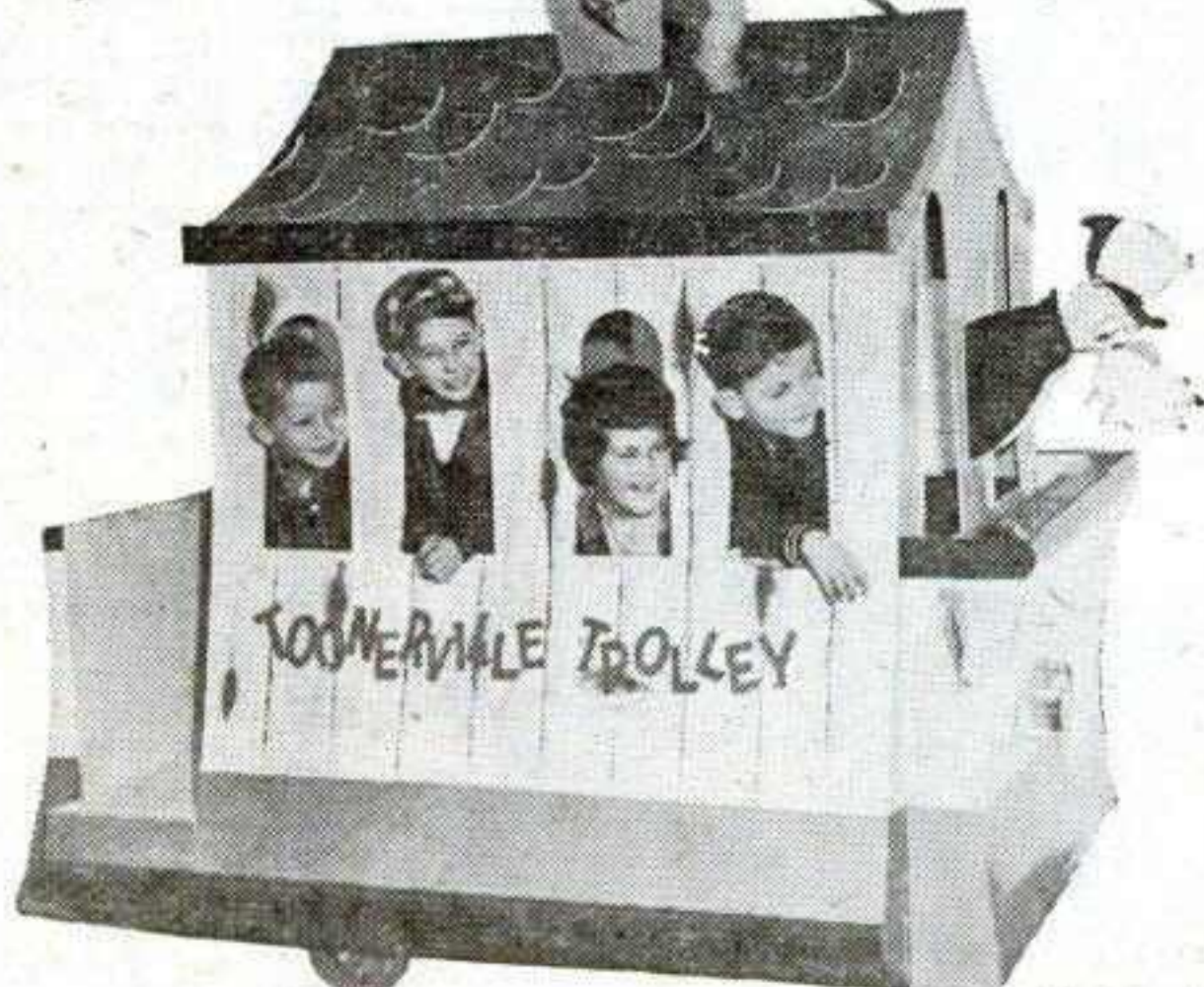
Trefflich's experiences of 25 years in the animal business will be the subject of a book, "They Never Talk Back," which is in the hands of a publisher. Being readied for fall release, the book will have a 20,000 first printing. In the book, Trefflich pays tribute to the show-business industry, which has never in any instance let him down.

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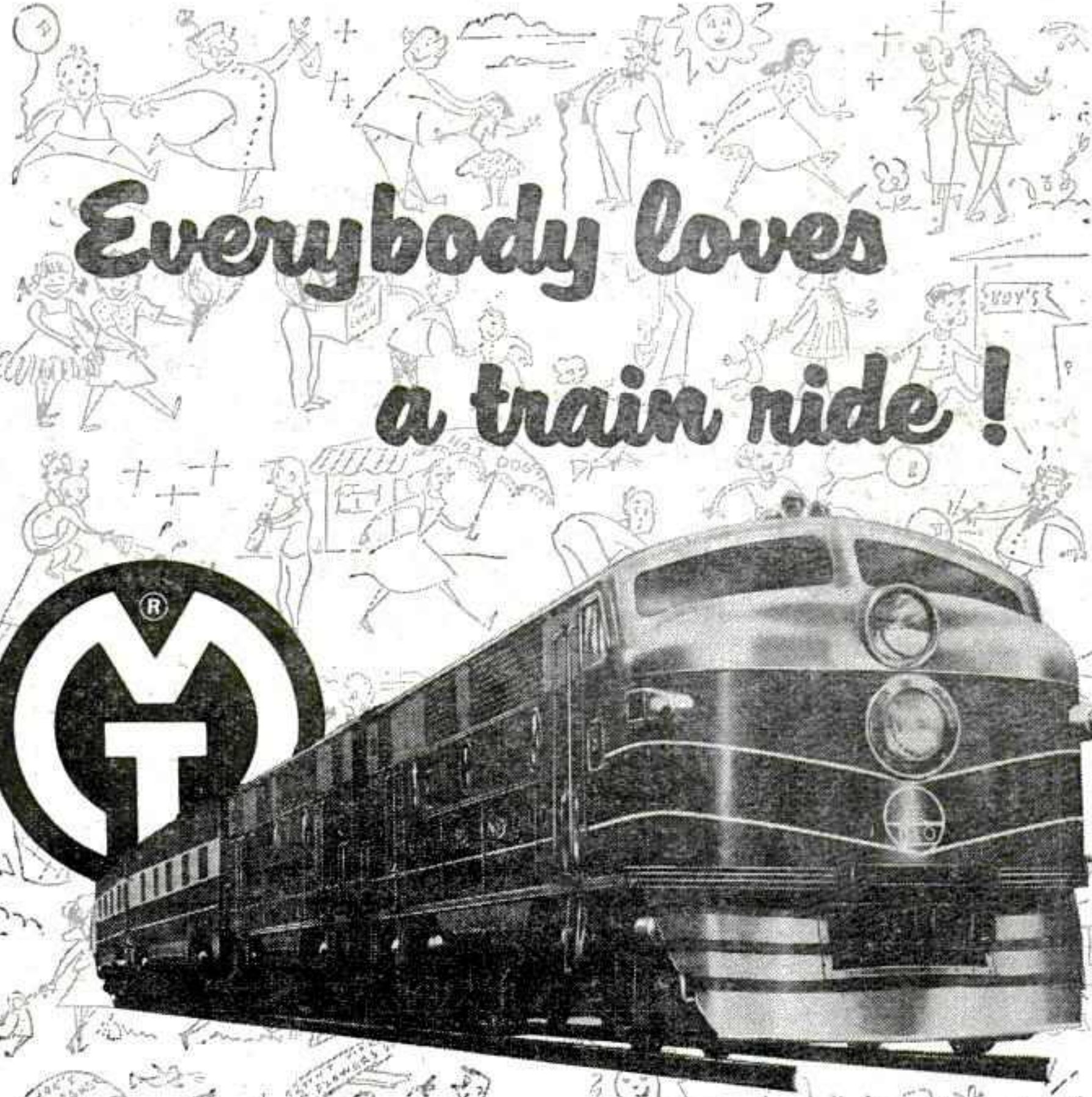
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- ARKANSAS**
Little Rock—Rodeo. Oct. 5-10. Clyde E. Byrd.
Springdale—Springdale Rodeo. July 1-4.
- CALIFORNIA**
Clovis—Clovis Rodeo. April 25-26.
Eureka—Eureka Rodeo. June 26-28.
Glennville—Glennville Rodeo. June 7.
Livermore—Livermore Rodeo. June 13-14.
Los Angeles—Sheriff's Rodeo. Aug. 23.
Frank D. Grace.
Salinas—California Rodeo. July 16-19.
R. J. Wallace.
Saugus—Saugus Rodeo. May 2-3.
Visalia—Visalia Rodeo. June 5-7.
Willits—Willits Rodeo. July 4-5. W. D. Ford.
- COLORADO**
Boulder—Boulder Rodeo. July 26-27.
Colorado Springs—Pikes Peak or Bust Rodeo. Aug. 4-8. R. J. Watson.
Durango—Spanish Trails Fiesta. July 31-Aug. 2. J. Franklin McKelvey.
Greeley—Greeley Rodeo. July 3-4.
Littleton—Junior Rodeo. Aug. 21-22. Forrest F. Hammes.
Monte Vista—Monte Vista Rodeo. July 29-31. J. H. Beatty.
- IDAHO**
Boise—Boise Rodeo. July 2-5.
Burley—Burley Rodeo. Aug. 20-22.
Caldwell—Night Rodeo. Aug. 4-8. Telfer E. Wright.
Filer—Filer Rodeo. Sept. 2-5.
Gooding—Gooding Rodeo. Aug. 13-15.
Idaho Falls—Idaho Falls Rodeo. Aug. 12-15.
Jerome—Jerome Rodeo. Aug. 27-29.
Lewiston—Lewiston Roundup. Aug. 28-30.
Joe M. Skok.
Nampa—Snake River Stampede. July 14-18. Virginia Smith.
Pocatello—Frontier Days. July 16-18. Mrs. Muriel Ruggles.
Preston—Preston Rodeo. July 30-Aug. 1.
Rexburg—Rexburg Rodeo. July 3-4.
Soda Springs—Soda Springs Rodeo. Aug. 8-9.
Weiser—Weiser Rodeo. July 30-Aug. 1.
- KANSAS**
Abilene—Abilene Rodeo. Aug. 24-27.
Phillipsburg—Phillipsburg Rodeo. July 30-Aug. 2.
Russell—Russell Rodeo. June 9-11.
- MISSOURI**
Camdenton—Camdenton Rodeo. July 9-12.
- MONTANA**
Billings—Midland Fair Rodeo. Aug. 11-15. H. L. Fitton.
Butte—Butte Rodeo. July 15-18.
Kalispell—Kalispell Rodeo. May 9-10.
Lewistown—Lewistown Rodeo. July 30-Aug. 1. Henry J. Otten.
Livingston—Livingston Rodeo. July 4-5.
Red Lodge—Red Lodge Rodeo. July 3-5.
Shelby—Rodeo. July 23-26 (tentative). Clifford R. Coover.
- NEBRASKA**
Burwell—Burwell Rodeo. Aug. 12-15.
North Platte—North Platte Rodeo. June 18-21.
Omaha—Ak-Sar-Ben Rodeo. Sept. 25-Oct. 4. J. J. Isaacson.
Valentine—Fair Rodeo. Aug. 23-24. Hugh Potter.
- NEVADA**
Elko—Elko Rodeo. June 26-28.
Las Vegas—Elks Rodeo. May 14-17. E. J. Gilbreath.
Reno—Reno Rodeo. July 3-5. Ray Peterson.
- NEW MEXICO**
Carlsbad—Carlsbad Rodeo. May 27-30.
Deming—Deming Rodeo. Oct. 8-11.
Gallup—Gallup Rodeo. June 27-28.
- NORTH DAKOTA**
Sanish—Sanish Rodeo. July 3-5. Doug McGrady.
- OKLAHOMA**
Vinita—Vinita Rodeo. Aug. 26-30.
- OREGON**
Klamath Falls—Klamath Roundup. July 2-4. Dick Kenny.
Molalla—Molalla Buckaroo. July 3-5. Ernest W. Clark.
Pendleton—Pendleton Roundup. Sept. 10-12. Charles Erwin.
Prineville—Crooked River Roundup. Aug. 7-9. J. A. Cain.
St. Paul—St. Paul Rodeo. July 3-5. Gene Smith.
- SOUTH DAKOTA**
Belle Fourche—Black Hills Roundup. July 3-5. J. F. Koller.
Deadwood—Days of '76. July 31-Aug. 2. Nell Ferrigoue.
Huron—Huron Rodeo. July 3-5.
Rapid City—Black Hills Range Days. Aug. 13-16. Paul Brzua.
- TEXAS**
Burnet—Burnet Rodeo. May 14-16.
- Gladewater—Gladewater Rodeo. June 16-19. Wm. T. Randolph.
Kerrville—Jaycee Rodeo. July 1-4. Ed Honca.
Llano—Llano Rodeo. June 4-6. Raymond Winkler.
Midland—Midland Rodeo. June 3-7.
Pecos—Pecos Rodeo. July 2-5.
Pampa—Top o' Texas Rodeo. Aug. 4-8. E. O. Wedgeworth.
Rock Springs—American Legion Rodeo. July 3-5. S. L. Guthrie.
San Saba—Jaycee Rodeo. June 18-20. L. P. Gubern.
Yoakum—Yoakum Rodeo. June 11-13. Don Teas.
- UTAH**
Lehi—Lehi Rodeo. June 24-27.
Logan—Logan Rodeo. Aug. 20-22.
Nephi—Nephi Rodeo. July 9-11.
Vernal—Vernal Rodeo. June 26-27.
- WASHINGTON**
Ellensburg—Ellensburg Rodeo. Sept. 5-7. George Prescott.
Omak—Omak Stampede. Aug. 8-9. R. C. Rader.
Spokane—Spokane Rodeo. July 16-18. Clayton Kauffman.
Toppenish—Toppenish Rodeo. July 3-5.
Walla Walla—Southeastern Wash. Rodeo. Sept. 5-7. Leslie L. Stewart.
Yakima—Yakima Rodeo. April 18-19.
- WYOMING**
Buffalo—Buffalo Rodeo. Aug. 19-21. Tud Smith.
Cody—Cody Stampede. July 3-4. D. R. Stouff.
Casper—Casper Rodeo. Aug. 12-15. R. S. Latta.
Cheyenne—Cheyenne Frontier Days. July 21-25. Willard Murrin.
Douglas—Wyoming State Fair Rodeo. Sept. 2-5. Gordon L. Roush.
Evanston—Cowboy Days. Sept. 6-7. A. C. Williams.
Gillette—Gillette Rodeo. Aug. 27-29. Fred Oedekoren.
Greybull—Days of '49. June 13-14. Gordon Blaney.
Guernsey—Old-Timers' Rodeo. July 4-5. Carroll J. Schard.
Jackson—Jackson Rodeo. July 25. J. E. Amschel.
Lander—Lander Rodeo. July 4-5. Bertha L. Norman.
Newcastle—Newcastle Rodeo. Aug. 21-23. Clarence E. Nagus.
Wheatland—Wheatland Rodeo. Aug. 29-30. John Ballard.
- CANADA**
Cardston, Alta.—Cardston Rodeo. July 14-15. Bert Gibb.

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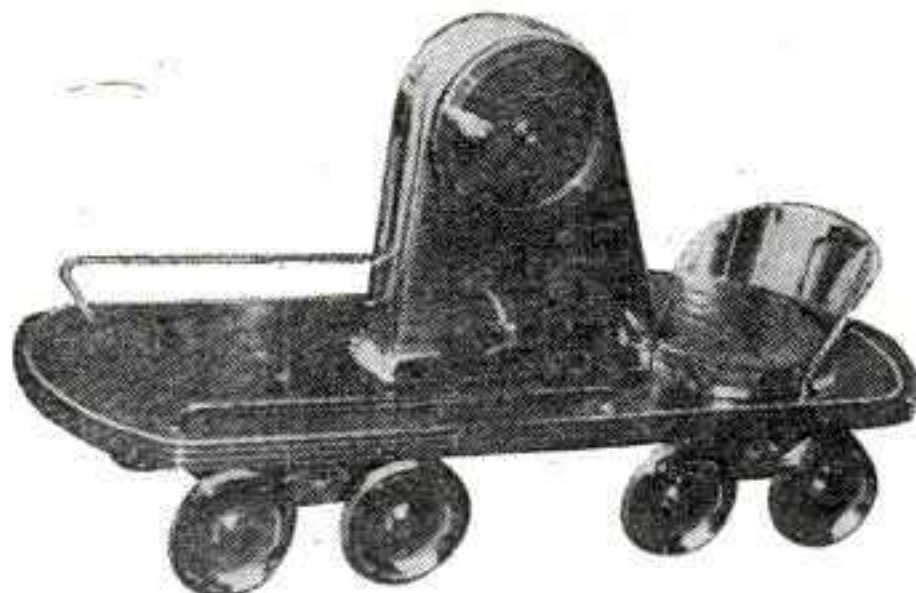
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TRAILER TRENDS

'53 Mobile Homes Stress Fem Appeal

By **EDWARD L. WILSON**
Managing-Director, Trailer Coach
Manufacturers' Association

IT'S a woman's world, and the builders of mobile homes have recognized that fact in designing their 1953 models.

With homes on wheels now built about as large as practical considerations permit, attention has been focused on interior refinements—eye-pleasing decor and more labor-saving appliances.

Among the new models displayed at the national Mobile Homes Show in Houston early in March was a compact 35-foot home which departs from the conventional end-to-end floor plan which has prevailed until now. In this model a bedroom and bath are placed side by side at one end, leaving added room for the master bedroom, the kitchen and the living room. The smaller bedroom is fitted with double bunk beds and a bedside cabinet. In the bathroom is a tub and shower combination. In the master bedroom, a full size bed extends from one wall, again a departure from the conventional placement of furnishings.

Louvered windows lend a modern beauty to another 1953 model. These jalousies open a full 90 degrees, giving complete ventilation over the entire window area. When shut they seal tightly, keeping out inclement weather and forming a picture window. Beautifully flowered draperies complete the charming picture in this mobile home.

Two Stories

For the larger family, there's a mobile home that has two stories and sleeps eight persons comfortably. What's more, one of these two-story models has an attic—a second story storage space for seasonal clothing and equipment and for the semi-useless odds and ends that even a space-conscious traveling family inevitably accumulates.

Another two-story model offers a large kitchen fitted with a full size chrome dinette set.

For the musically minded, there are several mobile home models with living rooms large enough to accommodate an electric organ or spinet piano in addition to the usual furnishings. One manufacturer even displayed his large home on wheels complete with organ and musician—being careful to point out, however, that these are not standard equipment.

Lighting, which not only has a decided effect on the health of a home owner's eyes but can upset the best laid plans of any interior decorator, is of the most

modern style in today's trailer coaches. Many models offer indirect ceiling or valance lighting in all or most of the rooms. Others have stylish and efficient lighting appliances in the way of lamps and wall fixtures. One model, attractively finished in a tropical motif, was actually designed around the lighting system which was planned by lighting engineers retained by the manufacturers to work with his designers.

Lighting

All models have adequate reading light, of course. The result of this emphasis on lighting is a plan that is right from the standpoint of both appearance and good vision.

Air conditioning made its appearance in many more mobile shows at the 1953 show. Cleverly placed in attractive cabinets, the powerful, quiet units are made to blend with the over-all decor of the home and enable the mobile homemaker to be comfortable in any climate.

Heating equipment, of course, is as modern as the rest of the home. Forced-air heating and radiant heating in floors is available in many models. All the heating units, of course, are thermostatically controlled. Powerful, quiet blower fans, which distribute the heat evenly during the winter months, can be used for cooling during the summer in those homes which do not have air-conditioning units. They can bring in fresh outside air and change the air in the home eight to 10 times an hour.

New notes in kitchen cabinets were sounded at the show. Several models displayed curved-door cabinets over the sink or work base. The shelves in this cabinet are mounted on a center pole so that the inside of the cabinet revolves like a lazy susan.

A number of kitchen cabinets have doors that have no protruding handles but open at a gentle tap—and close easily like any other door.

Two Sections

A mobile home in two sections was exhibited by one manufacturer. The two units can be towed separately or together. For short jaunts from the home base, the owner can take half his house with him—a complete living unit—and not have to tow the full mobile home.

Most of the mobile homes coming off the production lines this year actually have more usable space than many modern apartments. Probably nowhere is the space-saving ingenuity of the designers more apparent than in the facilities for dining. Dinettes convert to double or bunk beds; a lounge chair unfolds to form a dining table seating eight; a

(Continued on page 62)



More of what you want in CHEVROLET

Advance-Design Trucks

—and here are 4 powerful reasons why:

NEW ENGINE POWER—TEAMED WITH LOWER COSTS!
The improved Loadmaster engine with a new high compression ratio of 7.1 to 1, now delivers even more power. This great engine is standard on 5000 and 6000 Series heavy-duty and forward-control models—optional on 4000 Series heavy-duty models. In light- and medium-duty models the Thriftmaster engine offers traditional Chevrolet economy.

NEW STAYING POWER—FOR GREATER DURABILITY!
Frames are heavier, stronger, more durable in all 1953 Chevrolet trucks. You'll find greater ruggedness and stamina. You'll find these trucks even brawnier and sturdier than Chevrolet trucks in past years—trucks that have long been famous for those very qualities. And this heavier construction brings new comfort and freedom from fatigue to drivers, too.

NEW BRAKING POWER—FOR QUICKER, SURER, SAFER STOPS!
Two types of brakes on 1953 Chevrolet advance-design trucks provide greater stopping power and greater durability. "Torque-Action" brakes are standard front and rear on all trucks up to 4000 Series heavy-duty models. Extra-large "Torque-Action" brakes in front, "Twin-Action" type in rear are on Series 4000, 5000 and 6000 heavy-duty models.

NEW ECONOMY—LOWERS COST OF EVERY TON-MILE HAULED!
Expect greater economy with Chevrolet trucks. New and greater stamina with extra gasoline economy cuts operating costs, maintenance costs in heavy-duty models with Loadmaster engine. *And these great trucks list for less than comparable models of any other make!* Chevrolet Division of General Motors, Detroit 2, Mich.

**CHEVROLET
ADVANCE-DESIGN
TRUCK FEATURES**

TWO GREAT VALVE-IN-HEAD ENGINES—the Loadmaster or the Thriftmaster—to give you greater power per gallon, lower cost per load. **POWER-JET CARBURETOR**—for smooth, quick acceleration response. **DIAPHRAGM SPRING CLUTCH**—for easy-action engagement. **SYNCHRO-MESH TRANSMISSION**—for fast, smooth shifting. **HYPOID REAR AXLE**—for dependability and long life. **TORQUE-ACTION BRAKES**—on light-duty and medium-duty models and on front of heavy-duty models. **TWIN-ACTION REAR BRAKES**—on heavy-duty models. **DUAL-SHOE PARKING BRAKE**—for greater holding ability on heavy-duty models. **CAB SEAT**—with double deck springs for complete riding comfort. **VENTI-PANES**—for improved cab ventilation. **WIDE-BASE WHEELS**—for increased tire mileage. **BALL-GEAR STEERING**—for easier handling. **UNIT-DESIGNED BODIES**—for greater load protection. **ADVANCE-DESIGN STYLING**—for increased comfort and modern appearance.



A MONEY-MAKING SENSATION! actually has proven to produce the greatest margin of profit known!



A SMALL INVESTMENT will earn big profits for you!

WE ARE IN PRODUCTION AND CAN GUARANTEE 30-DAY DELIVERY ON EARLY ORDERS. A LIMITED NUMBER OF UNITS ARE AVAILABLE FOR PLACEMENT ON PERCENTAGE BASIS LOCATIONS. DISTRIBUTOR TERRITORIES OPEN. ACT FAST! AND HIT THE FULL SEASON! WRITE, PHONE, WIRE!

- ONE MAN OPERATION
- PITCHES GENUINE BASEBALLS
- ONLY 15 BALLS USED IN PLAY
- NO BALL RETRIEVING NECESSARY . . . AUTOMATIC FEED BACK
- NO TIME LOST BETWEEN GAMES
- ADJUSTMENT FOR TIMING ANY GAME FREQUENCY DESIRED
- STURDY ALL METAL CONSTRUCTION
- NEW PATENTED PITCHING MACHINE IS FOOLPROOF—UNCONDITIONALLY GUARANTEED—WEIGHT ONLY 170 POUNDS
- COIN OPERATION OPTIONAL
- COMPLETE UNIT WEIGHS APPROXIMATELY 2,000 POUNDS
- TRAVELS ON AND ASSEMBLES FROM 12-FOOT TRAILER THAT PULLS BEHIND ANY CAR AT ANY SPEED
- SETS UP FOR OPERATION IN 2 HOURS' TIME
- REQUIRES ONLY 13-FOOT FRONTAGE ON LOCATION
- PLAYING COURT MEASURES 12 x 30 FEET
- NO PRIZE INCENTIVE NECESSARY —PLAYERS LINE UP TO GET IN
- SCORING SYSTEM AND TARGET CURTAIN INVITES COMPETITIVE PLAY
- EARNS \$30.00 PER HOUR . . . NORMAL GAME IS 10 BALLS FOR 25¢ AND PLAYS IN 30 SECONDS
- "BATTER UP" STEALS THE SHOW—EACH PLAYER ATTRACTS OTHERS
- POPULARITY PROVEN ON CON-CESSION LOCATION
- STOLE THE SHOW AT THE 1952 MICHIGAN STATE FAIR
- TREMENDOUS PROFITS—NO OVERHEAD

E. B. WILSON and ASSOCIATES

DETROIT LELAND HOTEL

WOODWARD 2-2300

DETROIT 26, MICHIGAN

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★ BEACHES ★ POOLS

get MORE GROSS PER PATRON—and BIGGER PROFITS PER GROSS—from METEOR RIDES than from any other entertainment device at anywhere near its low low capital investment!

SET UP BATTERIES OF METEOR RIDES

See the youngsters swarm for them! Watch that big repeat business build up! You'll see for yourself why METEOR KIDDIE RIDES are called the sensation of the industry!

★ CARNIVALS and FAIRS

find METEOR RIDES tailor made . . .

RUGGED—to take all kinds of weather in stride!

SAFE—No attendants—all automatic!

PORTABLE—easy to transport—born travelers!

METEOR FLYING SAUCER

Greatest ride of them all! Most original—the only ride with its own unique 3-Way Ride Movements that make youngsters clamor for more and more and more!

Give Your Take a Break! Buy the METEOR LINE! It Pays!



METEOR ROCKET



METEOR P-T BOAT



METEOR PONY BOY

SPECIFICATIONS: Overall Length 52" - Width 42" - Height 38" Weight approx. 272 lbs. Heavy Duty 1/2 H. P. Motor. 110V. AC Current. 10c National Rejection.

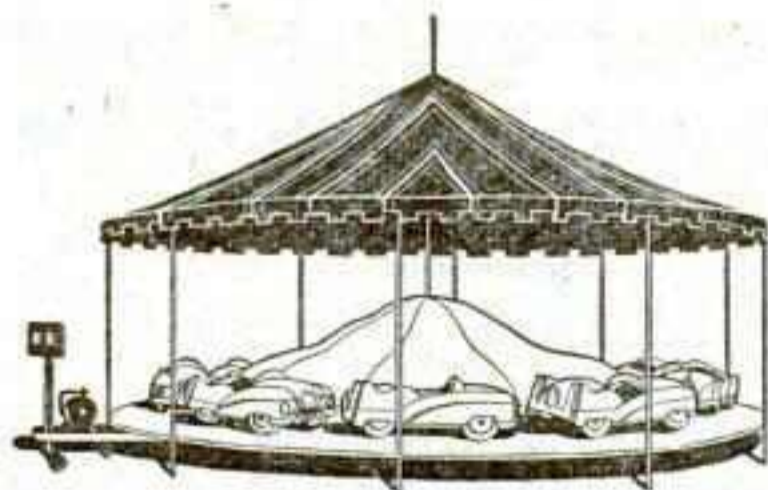
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319 Hinsdale Street Brooklyn 7, N.Y. Phone: HYacinth 5-2756

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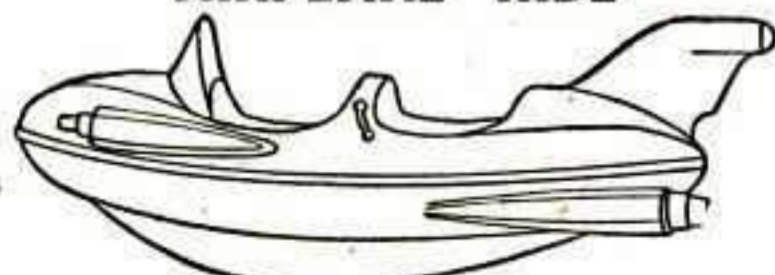
New Models - New Designs - New Action!



NEW LIGHT WEIGHT—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.

NEW JET FIGHTER AIRPLANE RIDE

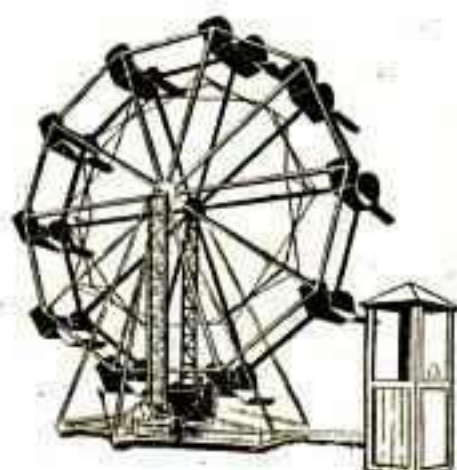


Fiber glass plastic construction—2-seater, 3-passenger Jet Airplane Fighter has two stationary mounted noise making guns with controls in cockpit, 2 jet exhaust tubes, lights. Plastic construction greatly reduces weight of rides and gives longer life to bright color finish. Planes only also available for older Smith & Smith rides.

Also Builders of Adult and Kiddie Chairplanes, Kiddie Jet Fighter Airplane and Boat Rides.

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.



SMITH AND SMITH INC.
 SPRINGVILLE NEW YORK

Trailer Mfrs. Aim Pitch at Fem Trade

Continued from page 61

corner cabinet becomes a table merely by an extension of the front and insertion of leaves stored in a special compartment of the cabinet, and a desk is expanded to a 52-inch dining table with leaves stored in a top drawer. Dining tables with exceptionally large drop leaves are featured in many mobile homes, and snack bars extendable into tables are common.

Fully equipped bathrooms in many coaches occupy as little as 48 by 54 inches and have tub and shower combinations. One 38-foot mobile home with two bedrooms has two entrances to the bathroom, one from each bedroom. Many of the baths are all aluminum and ventilated with power vents.

Push Colors
 Plumbing fixtures in a variety of attractive colors and finishes have been developed for these homes. Rustproof, stainless, chip and shatterproof, they eliminate many complaints common with ordinary fixtures. By comparison they are light as a feather and are unaffected by food acids and most chemicals.

One manufacturer of plumbing fixtures exhibited a bathtub made of reinforced plastic; it is light enough to be picked up in one hand.

Eye-level ovens, which are getting the attention of home designers thruout the country, are available in some mobile homes. No longer need mama slave over a hot oven—now she can watch the progress of her baking thru the glass oven door as she passes by.

Automatic washing machines, specially designed for small

homes, are optional equipment in some mobile homes. Automatic garbage disposal units also are making a bid for mildady's attention.

Interiors

Interior wall finishes have received attention from many manufacturers. In one model a basket-weave wood wall has replaced the traditional smooth paneling. In another the wall is finished in varied widths of finely matched wood, fitted with decorative pegs and topped with a fluted cornice that conceals indirect lighting.

Around-the-room valances can be had, as can draw draperies, wall-to-wall carpeting, built-in television and other luxuries.

Such added conveniences as built-in vanities, full-length mirrors and ample electrical outlets complete the livability of these trailer rooms.

For the children there are space-saving bunk beds, finished in Western style or other youth-appealing decor to please the small fry. And for overnight guests, many trailer living rooms contain sofas that open into full sized beds.

The sum of these conveniences is easier housekeeping. There is a place for everything, and for the neat homemaker who likes to keep everything in its place, the mobile home offers an easy-to-keep answer. That means more time for the children, or for hobbies or club activities.

The proof of the pudding, it is said, is in the eating. In 1952 more than 83,000 families purchased a new mobile home—that's enough people to fill a city the size of Norfolk.

Admission Tax Hearings

Continued from page 49

theater owners in New York and Northern New Jersey, told Celler "our industry can no longer afford the equivalent of a 20 per cent gross sales tax and remain in business." Brandt said that in addition to theaters already closed, others are "on the verge of closing but are hanging on in the hope that Congress will realize that it is far better for the nation's economy to help the theaters to remain open, retain their employees and cause trade in commercial neighborhoods."

Bills favoring the movie interests by seeking special exemption for that industry have been pouring into the Congressional hopper at a rate of about three a week since the start of the session. Most of the bills have identical wording. The latest one was tossed into the hopper Wednesday (1) by Rep. William T. Granahan (D., Pa.). Others besides Dingell, Granahan and Mason who have introduced such legislation include Reps. O. C. Fisher (D., Tex.), Hale Hoggs (D., La.), James B. Frazier Jr. (D., Tenn.), Harold C. Hagen (R., Minn.), Harold A. Patten (D., Ariz.), Clyde Doyle (D., Calif.), Gordon L. McDonough (R., Calif.), James E. VanZandt (R., Pa.), Clement J. Zablocki (D., Wis.), Carl Elliott (D., Ala.), Cecil R. King (D., Calif.), James C. Davis (D., Ga.) and Clair Engle (D., Calif.). This does not include legislation introduced by Rep. Victor Wickersham (D., Okla.), and Rep. Thaddeus M. Machrowicz (D., Mich.) and other congressmen to wipe out the federal tax on all admissions. On the Senate side of the Capitol, Sen. Everett M. Dirksen (R., Ill.) was one of the first to back legislation to terminate the tax on movie admissions.

The ponderous mass of bills, identically worded, is practically unheard of on Capitol Hill inasmuch as it takes only one bill to get the consideration of Congress. On controversial subjects such as this, there have been half a dozen identically worded bills at the

most. In most cases where there is a controversy, a difference of opinion is evidenced in the bills themselves such as is currently taking place on Social Security. Some 30 different bills have been introduced so far this session seeking changes in the Social Security Law but few of these bills are alike. Obviously, the purpose of so many bills on movie theater tax exemption is to provide a show of strength. The assumption is that the sponsors of this legislation will provide a nucleus to gain widening Congressional support.

Obviously, relief for other elements of the amusement industry covered by the admissions tax is seriously threatened by the movie theater drive. Significantly, Capitol Hill has received no evidence of any such militant drive by the other industries affected, including outdoor showpeople as well as legit theaters, night clubs and concert theaters.

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Increase your attendance by having FIREWORKS. No display too large or too small. Can supply you with one of our experienced operators and your display will be covered with insurance. Write us for catalog or our salesman will call on you if you wish.

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Plans for 3 Major Rides, 15 Kiddie Rides, 8 Concessions, 6 Group Attractions, 7 Illusions, 2 Horse Patterns (aluminum). Our plans have been used successfully in 16 countries. Priced \$3 to \$15 each. Write your needs.

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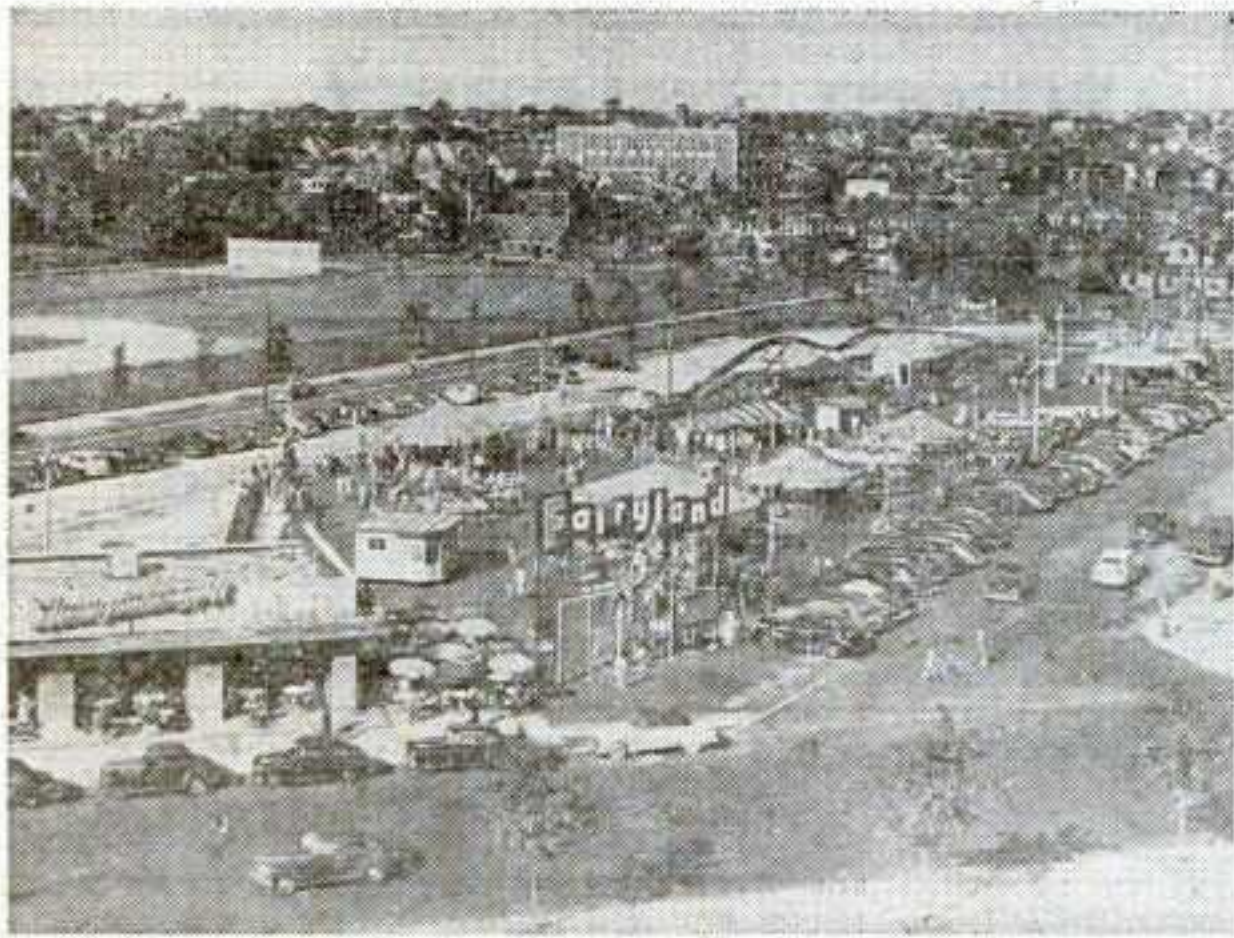
SPECIALLY PRINTED
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Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75c. Must be even multiples of 10,000 tickets of a kind and color.

STOCK ROLL TICKETS
 1 ROLL \$1.50
 EACH ADDITIONAL ROLL SAME ORDER AT 60c 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



Fairyland, New York kidspot, occupies one of the few plots of open ground in the Elmhurst section of Queens. At least a half million persons, a big percentage of them children, reside within a couple of miles of the park and distribute a gross estimated at around \$250,000 annually among its 14 riding devices. Bernard Berkley, operator of the park, pioneered week-end operation throught the year and continuing good patronage on Saturdays and Sundays when the skies are clear attest the wiseness of this innovation.

Kid Spot Topper: N.Y.'s Fairyland

Year-Round Week-End Operations Yield
250G Gross Yearly at Choice Location

By JIM McHUGH

AN UNORTHODOX approach in the framing, presentation and operation of a Kiddieland has paid big dividends for Bernard Berkley and his partners in the operation of Fairyland, Queens. The New York City spot is credited with being one of the most successful in the nation, dollar-wise, since its estimated gross runs to around \$250,000 annually, and with pioneering the year-round week-end operation.

The establishment of Fairyland came about more or less accidentally, being a second choice endeavor after plans to erect a huge coliseum fell thru. The arena plans were formulated a couple of years after the war when the Ringling Bros and Barnum & Bailey Circus and Madison Square Garden were wrestling over contract terms in renewing a long-standing pact. For a time it looked as tho the circus would be happy to move elsewhere if suitable housing were available at a savings and it was with this in mind that Berkley and his associates gave serious thought to the construction of a new mammoth showplace. But, the story goes, while the other major arena attractions needed to keep a big house busy were receptive, they wanted too much to say, considering the fact that they would have no share in the cost of the structure.

The plan was abandoned, and perhaps luckily, since it resulted in the establishment of Fairyland. The location, only 20 minutes from Times Square by subway, was deemed perfect for an arena and it has worked out perhaps even better as a mecca for mop-pets since, within the proverbial stone's throw, there resides some 500,000 persons, a big percentage of whom come within the proper age bracket for kid spot patronage.

Location Paramount

It is the location that is of paramount importance, Berkley and his manager, Al McKee, say. Fairyland is located on Queens Boulevard at the intersection of Woodhaven and is accessible by foot, automobile, bus and subway. The subway station is within a block and the first sight to greet the human moles as they climb to the surface is the park's Ferris Wheel.

The park, located on a plot measuring 250 feet by 600 feet, represents a total estimated investment of about \$300,000—a sizable gamble in a strange business for the uninitiated, as Berkley was believed to be. But the funspot clicked from the start in unanticipated fashion. While it was naturally hoped that the endeavor would be successful, no one had any way of knowing that it was located in the heart of a populace that developed into an ideal pool of patronage.

People who live in the Elmhurst area for several miles around Fairyland earn incomes that allow them to pay up to about \$150 a month for apartments. This means, the park operators say, that they are sufficiently well off to be able to spend a dollar or two on entertaining their children just about any time they want to or whenever the youngsters manage to talk them into an outing.

14 Ride Units

The park contains 14 ride units in addition to a restaurant and Penny Arcade. The rides are a large Merry-Go-Round and kiddie Merry-Go-Round, Sky Fighter, Jeep and water boat ride manufactured by the Allan Herschell Company; a Whip, Pony Cart and dry boat ride manufactured by the W. F. Mangels Company; an auto fire engine and little Ferris Wheel manufactured by Pinto Bros.; a train manufactured by the National Amusement Device Company; a Baby Turtle manufactured by Chambers and a No. 10 Ferris Wheel manufactured by the Eli Bridge Company.

The area contains no shade trees, water other than drinking fountains, or any other restful or recreational refinements, other than benches lined along one fence, which would tend to hold patrons on after they have exhausted their money or interest in the riding devices. McKee estimates that the average stay is under one hour during which time the mop-pets are satiated with the pleasures the spot affords, and the parents or other guardians can leave with their charges and with a clear conscience, knowing that they have treated the small fry to all there was.

The turn-over aspect is important here as it must be at all other Kiddielands operating on restrictive premises, McKee points out, since the peak patronage at Fairyland is reported to run as high as 15,000 persons on good Sundays at the height of the season. Obviously, the exodus from the spot must stay ahead of the new arrivals, else patrons would be piled 10 high like Arabian tumblers.

Ample Parking

Fairyland is fortunate in that it has ample parking facilities. Ample parking can make quite a difference in the gross and the Berkley spot has five lots, all of them paved, which can handle 3,000 to 4,000 cars on a Sunday. The turn-over is important and makes this possible since the one-time capacity of the lots is only about one-third of this total. The rapid turnover of the cars makes it necessary to keep eight attendants working on a Sunday even tho the parking is ideal in that the areas are hard-surfaced and the handling of the vehicles is relatively easy.

The price schedule is the same seven days a week. Single ducats,

good on any ride, are priced at 14 cents and are good for either adult or child admissions. Tickets are also sold in blocks of five for 49-cents and the sale of these makes up the biggest part of the gross. The park also peddles a \$2.50 "season book" of tickets containing 28 ducats, or enough to take a youngster around the park twice.

At Fairyland the \$2.50 book of tickets is obviously not regarded as a luxury item by doting parents who spring for 200 or more in the course of a normal Sunday. On a balmy Saturday in the middle of March, 80 of the books were sold to help build the \$1,600 gross for the day. While Fairyland tickets are good any time in the future, most of those purchased appear to be used in a hurry.

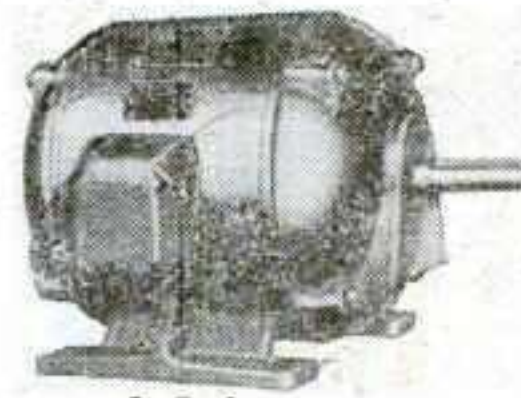
Few Bargain Deals

The park is not much interested in cut-rate deals. To begin with, business continues excellent and there is no particular reason to lean over backwards in offering price inducements to groups. Secondly, McKee is of the opinion that bargain days actually drain off the good days. As a result, he maintains, while the stimulated bargain days may result in big business on a single day during the week, the end result will probably show a weekly or seasonal gross only on a par, or even less, than might normally be expected.

Last season, with Doc Morris handling promotions, a number of tie-ins were established with

(Continued on page 65)

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Suitable for
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POLYPHASE... 1 3 TO 150 HP...
HEAVY-DUTY... SEALED BEARINGS...
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for large theatres, schools and arenas. Adjustable, self-regulating transformer in base. Automatic arc control. A trim of carbons burns 90 minutes.

TROUPERETTE INCANDESCENT SPOTLIGHT
for small theatres, hotels, night clubs and schools. Projects 6 1/2 times brighter head spots than any other incandescent spotlight. Utilizes all the light through most of the spot sizes as contrasted to spotlights which vary spot size solely by iris, thus losing substantial light.

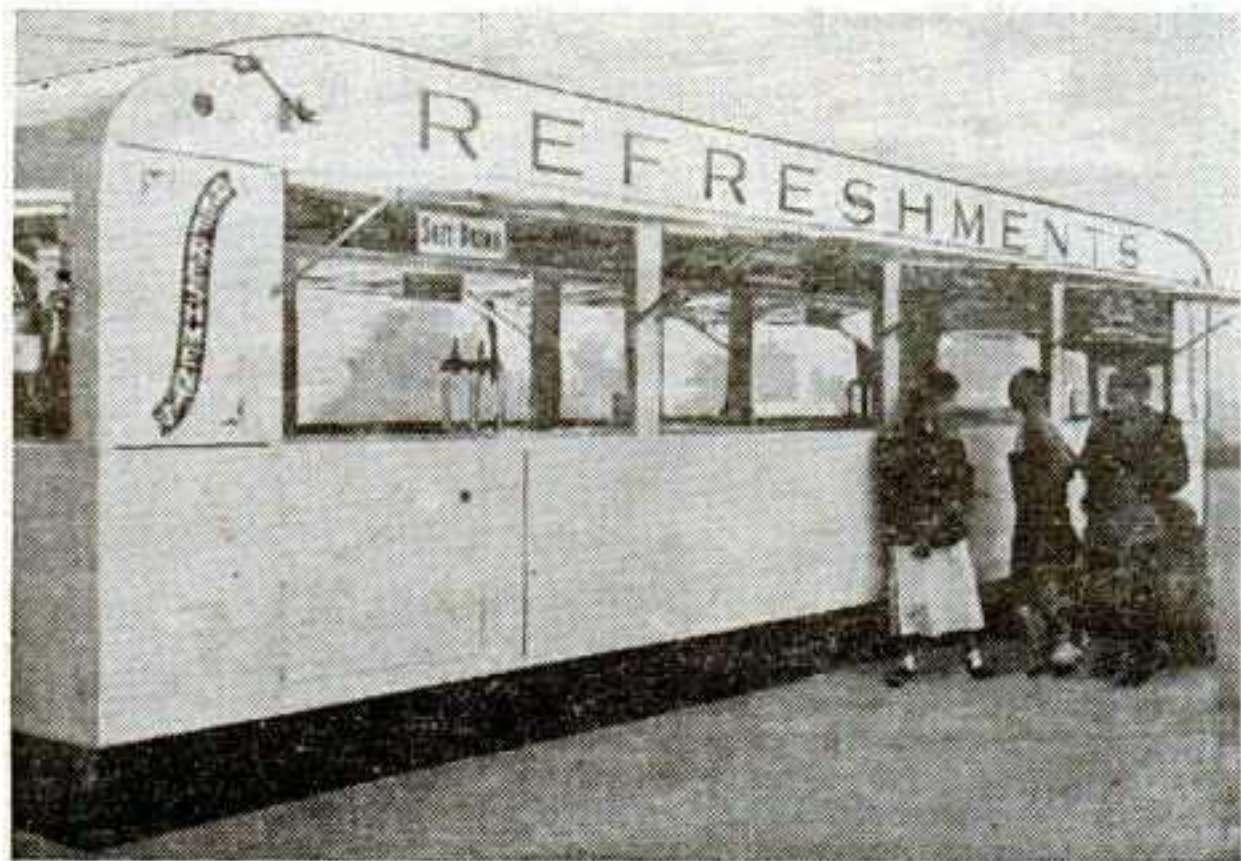
There's nothing bashful about a Strong Spotlight, the way it pours out illumination. The brilliant beam bathes the performers with abounding, sparkling light. Here are spotlights befitting the finest production—in fact, are used throughout the world by shows that are known by everyone. Yet, they are not priced beyond the reach of the smallest group.

With Strong Spotlights you're not annoyed by the necessity of using heavy rotating equipment. None is required. You simply plug into the nearest 110-volt convenience outlet. Strong Spotlights are equipped with a two-element, variable focal length objective lens system and silvered glass reflector. They are quiet, flickerless, and assure a spot with sharp edge, head spot to flood. The horizontal masking control angles 45 degrees in each direction, and there is a fast-operating, 6-slide color boomerang. Mounted on casters, they're readily portable, and easily disassembled for shipping. Strong Spotlights have so many exclusive advantages that there's little wonder they're acclaimed by everyone as the best obtainable. Decide now to get rid of your aged spots.




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1953 RIDE MANUFACTURERS' SURVEY

● Continued from page 54

FIRM NAME	UNIT	CAPACITY	PRICE	
Pretzel Amusement Ride Co. 17 New Street, Bridgeton, N. J.	Pretzel Ride		\$5,400	
	Whirlo	24 children	3,150	
	Circus Ride	24 children	
	Toonerville Trolley	14 children	2,000	
Ride Hi Ride Mfg. Co. Route 13, Harrison Road Murphysboro 3, Ill.	Chairplane	24 adults	\$ 1,650	
	Chairplane	24 children	1,000	
	Airplane	12 children	1,275	
Sellner Manufacturing Co., Inc. 501-535 Fowler Street Fairbault, Minn.	Tilt-a-Whirl	28 adults	\$12,500	
Standard Kiddie Rides Mfg. Co. 201 E. Broadway Long Beach, L. I., N. Y.	Kiddie Rocket-Sky Fighter		\$ 3,500	
	Kiddie Electric Locomotive Train		2,750	
	Whirl-a-Round		3,500	
	Kiddie Ferris Wheel		3,300	
	Kiddie Circus Ride	24	2,500	
Smith & Smith, Inc. 303 Franklin Street Springville, N. Y.	Ferris Wheel	30 adults	\$ 5,750	
	Chairplane	24 adults	4,300	
	Airplane	15 children	2,860	
	Boat Ride	14 children	2,050	
	Auto Ride, Trailer Mounted	20 children	3,850	
	Chairplane	20 children	1,985	
Stacey Johnson Amusement Ride Manufacturing 3640 N. W. 47th Street Miami 42, Fla.	Little Jug Boat Ride	28 children	\$ 2,450	
	Junior Ferris Wheel	36 children	2,750	
	Airplane	15 children	2,100	
	Mobile Space Cars	20 children	2,100	
	Space Chaser	42 children	4,000	
	Truck Mounted Ferris Wheel	16 children	2,500	
	Truck Mounted Merry-Go-Round	14 children	2,300	
Thornton Steam Trains 3945 Second Avenue Des Moines 13, Ia.	Miniature Steam Trains	24 adults	\$ 3,000-\$ 5,000	
		48 children		
Warners Merry-Go-Round Co. Box 181 Bay St. Louis 5, Miss.	30-ft. Merry-Go-Round		\$ 5,500	
	36-ft. Merry-Go-Round		8,000	
Vogel Neon Mfg. Co. P. O. Box 3183 80 Western Street Amarillo, Tex.	Kid-E-Kruze Torpedo Boats	20	\$ 1,995	
	Kid-E-Kruze Flying Saucers	16	1,495	
Weld-Built Body Co., Inc. 59-03 Preston Court Brooklyn 34, N. Y.	Seven Engine Locomotive	14 children	\$ 3,000	
	Triangular Whisp	18 children	3,050	
	Oblong Whisp	18 children	2,750	
	Boat Ride	24 children	2,650	
	Tank Ride	14 children	2,650	
	Airplane Ride	12 children	2,050	
	Truck Mounted Whisp	12 children	2,500	
	Truck Mounted Ferris Wheel	24 children	3,700 up	
	Truck Mounted Merry-Go-Round	13 children	2,025	
	Truck Mounted Merry-Go-Round (up and down horses)	10 children	3,200 up	
	Williams Auto Rides Box 212 Lansing, Kan.	Kiddie Auto	20	\$ 2,250
		Permatrack	20	1,500
Williams Amusement Device Co. 2820 N. Speer Blvd. Denver 11, Colo.	Kid-E-Coaster	15 children	
	Silver Streak	24 children	
	Deluxe Flyer Adult Train	20-40	
	Special Park Train	36-54	\$ 7,500	
Midget Circus Wagon Mfg. Co. 6th and Ferrell Streets Mountain View, Mo.	Prairie Schooner	12 children	\$ 250	
	Stage Coach	6 children	350	
	Wagon		250	
	Express Wagon		225	
	Stake Wagon		225	
	Wagon		225	
(above are designed to be pulled by ponies)				
National Amusement Device Co. Box 448, V. A. F. Dayton 7, O.	et Jr. (Miniature Coaster)	540 per h.	
	Century Flyer (Miniature Train)	120 per h.	
	Kiddie Ferris Wheel	12	
	Pony Cart	20	
	Large Roller Coaster	12-24	
	Old Mills	16	
	Trackless Train	48-84	
C. W. Parker Amusement Co. Leavenworth, Kan.	Teen-Ager Baby Q Wheel	32	
	Kiddie Ferris Wheel	24	
	Kiddy Fairy Swing	8	
	Kiddie Aeroplane	8	
	Kiddie Zeplinger	10	
	2-Abreast Baby Q, 36-foot	32	
	3-Abreast Baby Q, 36-foot	42	
Sunshine Manufacturing Co. 2105 E. Chelsea St. Tampa, Fla.	Sunshine Kiddie Wheel (electric)	20 children	\$ 2,000	
	Sunshine Choo Choo (electric)	20 children	2,000	
	Sunshine Whirl Wind (gas or electric)	16 adults and children	5,900	
	Sunshine Boat Ride	16 children	2,500	
	Sunshine Para Shoot	18 children and adults	6,000	
Frank Hrubetz & Co. Front and Shipping Streets Salem, Ore.	Spitfire	20 adults	\$12,000-\$13,000	
	Round-Up	24 adults	12,000- 13,000	
Lang Wheels, Ltd. Uxbridge Road, Hillingdon Heath Exbridge, Middlesex, England	Skooter	2 car (adult)	£ 180 per car	
	Speedway	2 car (adult)	£ 220 per car	
	Miniature Train	6 car (child'n)	£ 190 per car	
	Helicopter	10-12 child'n	£ 1600	
	Juvenile Autodrome	32 child'n	£ 1650-£ 2150	
	Miniature Juvenile	50 child'n	£ 900-£ 1150	
Hampton Amusement Co. 2231 Oakdale St. Louis 20, Mo.	Kiddie Flyer Hand Car		\$ 1,850-\$ 2,250	

N. Y.'s Fairyland Scores 250G Gross Annually

• Continued from page 63

beverage and bread firms. The firms distributed many thousands of tickets, from door to door in many instances, and the kids turned out in hordes. Besides drawing additional patronage, the promotions served to publicize the funspot, a highly desirable achievement.

The park spends an estimated \$40,000 on advertising in the course of a year. Most of this money goes into billing, with two sheets being used extensively, bus and subway advertising. The paper for the billing, which is on a 52-week basis, costs an estimated \$15,000. It costs the management 30 cents to post each sheet. Last summer three billing crews were kept busy posting paper.

Publicity and Promotion

A publicity mah, Sid Scheetman, was employed last season. The selling effort, however, appears to be confined mostly to the Island area with only minor forays being made into Manhattan and Brooklyn in search of patronage. The need, McKee says, is not so much for publicity as for a combination of publicity and promotion.

Direct mail is used to spur interest in the opening of daily operations, scheduled this year for April 15. Initially Berkeley mailed out some 300,000 announcements to addresses culled from phone directories. Each contained a coupon good for a bargain rate. The returns aided the park in building a mailing list of families with children. Many persons who did not receive the coupons when their neighbors did asked for and received coupons. The bargain ducats are not given out promiscuously. Each family is entitled to one and then only once a year.

McKee says that Fairyland shows no evidence of suffering from the competition of the estimated 18 or 20 other Kiddielands located on the Island. There are enough people, apparently, to go around. At least Fairyland is satisfied with capacity business virtually assured from 3 to 6 p.m. on every Sunday during the regular season when good weather prevails.

The park opens at 10 a.m. and continues on to 10:30 p.m. each day during the season. The opening is timed for noon during the off-season week-ends. On warm summer nights it's closer to 11 when the power is shut off.

The Roller Coaster is the most popular ride in the park but doesn't earn the biggest grosses because it lacks capacity, riding only 12 persons at a time. The train, with a capacity of 48, does the biggest business on the best days because it can handle the most riders. On slow or normal days the Merry-Go-Round, with its 32 horses, will earn top money. The teen-agers give the larger units a good play and it is estimated that the Coaster, Ferris Wheel and train patronage is made up of about 20 per cent adults.

Being located in New York City poses some special operating problems that most Kiddielands thruout the country are not faced with. To begin with no operator can be under 21. This excludes most college students, a group that might otherwise contribute highly desirable, personal and intelligent help. In addition, all operators have to be licensed. While the fee is only 50 cents per license, each operator must undergo tests and is permitted to operate only the rides listed on his license.

City inspectors are on the constant lookout for violations, including fire, electricity, safety, health, etc., but this concerns McKee not at all since, he says, he likes to be a jump ahead of them all with equipment in perfect shape. A year around crew of seven men, with two work buildings equipped with all of the needed tools, makes it possible to keep on top of every likely mishap.

On week-days it takes from 20 to 24 persons to operate Fairyland. Saturdays the total jumps to 25 to 30 and on Sundays as many as 30 to 34 persons are needed. Help has been plentiful with most of the operators otherwise employed and interested in the extra work to earn extra dollars.

The popularity of Kiddielands in general and Fairyland in particular continues to amaze Mc-

Kee, even tho his experience in the business covers virtually every phase of outdoor show endeavors. The Kiddielands, or

special sections, he recalls, were long considered a necessary evil at major park installations. While operators everywhere have since attributed proper stature to Kiddieland operations, the separate units, located close in to highly concentrated population centers will continue to siphon off the cream of the moppet business, McKee maintains. Fairyland, only a little more than two years old, is a good example, he says.

MINIATURE STREAMLINERS
MOST ATTRACTIVE, RELIABLE AND EASY TO OPERATE. Two sizes, 12 and 20 inch gauge. Prompt delivery at present.



WILLIAMS NEW EXCITING KID-E-COASTER



All steel construction, 400 passenger per hour capacity. Engineered for maximum safety. Requires space 35 feet in diameter. Net weight 3000 pounds. Write for free illustrated circulars.

WILLIAMS AMUSEMENT DEVICE CO.
2820 N. Speer Blvd. Denver 11, Colo.

JUST THE TICKET FOR BIGGER BEVERAGE PROFITS

Whatever you operate—amusement park, fair, carnival, rink, drive-in—the Canada Dry name will prove an extra drawing card.

Customers have been seeing Canada Dry advertising for over 28 years. They've been buying Canada Dry products. They've learned to count on Canada Dry quality. That's why using Canada Dry syrups is like money in your bank. You can't lose.

You can use any or all of Canada Dry's nine popular flavor syrups in your own dispensers... or call us for information about the handsome and efficient Canada Dry dispensers.

CANADA DRY SYRUPS

For syrup information call your local Canada Dry Ginger Ale, Inc., office



AT LAST—EASY DIP BETTER BATTER NOW MAKES IT "EASY" AND POSSIBLE FOR ANYONE TO MAKE A TASTY, TEMPTING HOT DOG ON A STICK

(Also a better dip for fish, shrimp, chicken, etc.)
For better PROFITS build a repeat business by serving a smooth, uniform, golden brown hot dog made with EASY DIP BETTER BATTER. YOU TOO can now serve America's fastest selling hot dog.

NO MORE WORRIES—WITH EASY DIP

Make your batter just as you need it. No more worry about too few or too many buns. With EASY DIP no more unappetizing—unsightly splits, blow outs and grease soaked products because EASY DIP is scientifically blended. HUGE ACCEPTANCE BY CUSTOMERS AND OPERATORS EVERYWHERE

IT WORKS—IT'S GOOD—YES, "EASY DOES IT"

AVAILABLE WITHOUT FRANCHISE OR RESTRICTIONS ANYWHERE IN U. S. A.

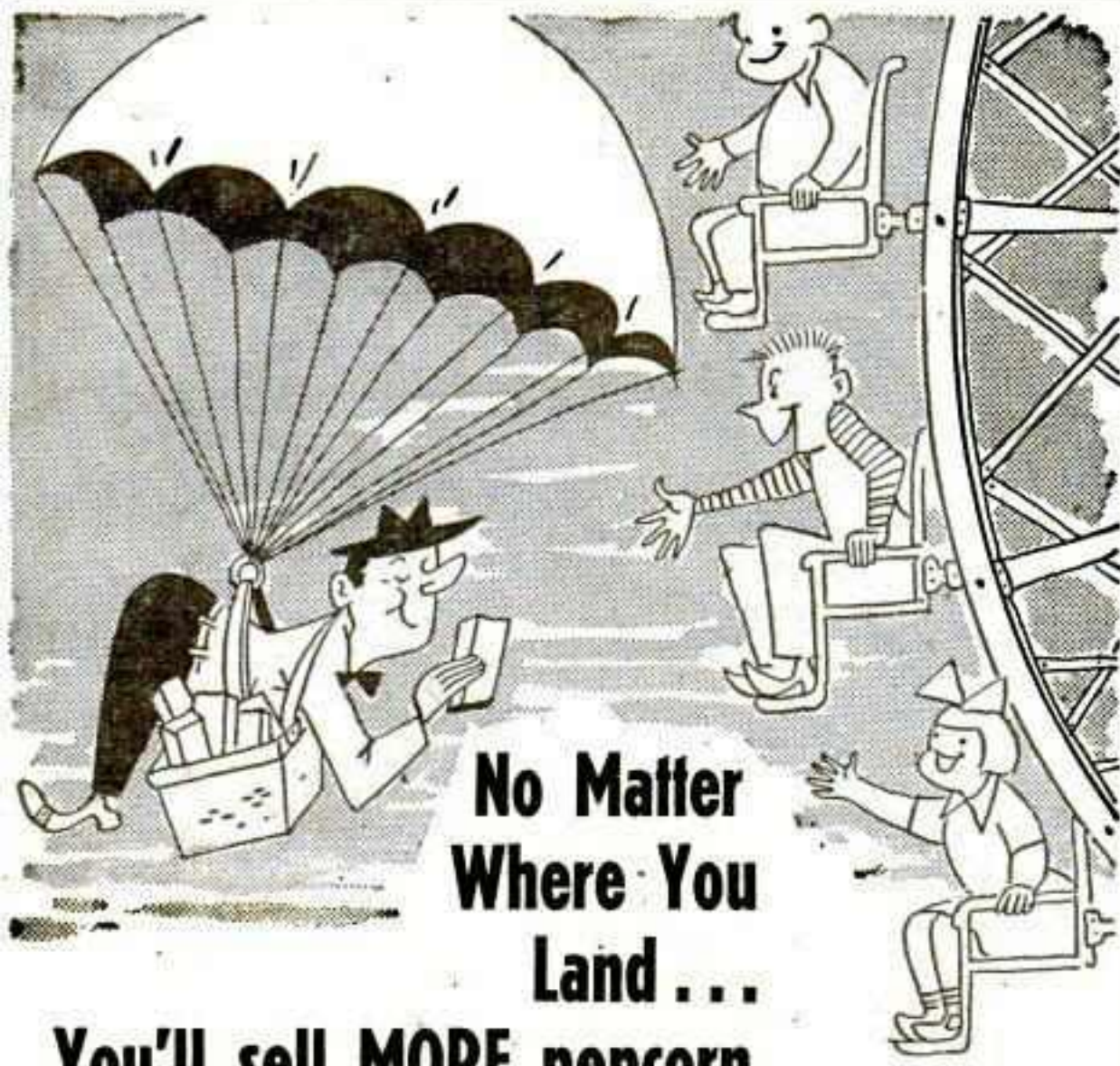
100 lb. lots— 27c per lb.
200 to 900 lbs. 25c per lb.
1000 lbs. or over 24c per lb.

EASY DIP FLOUR CORPORATION

P. O. Box 146
Corona Del Mar, California



Prices f.o.b. Chicago or Los Angeles subject to change without notice. Cash with order—no C.O.D. please. Or send \$3.00 for 5-lb. sample package—postage prepaid.



**No Matter
Where You
Land ...**

**You'll sell MORE popcorn
with *popsit plus***

Popsit Plus, the liquid popping oil, gives popcorn BUTTERLIKE appearance, flavor and aroma ... corn that looks so good, smells so good, each passerby has to buy!

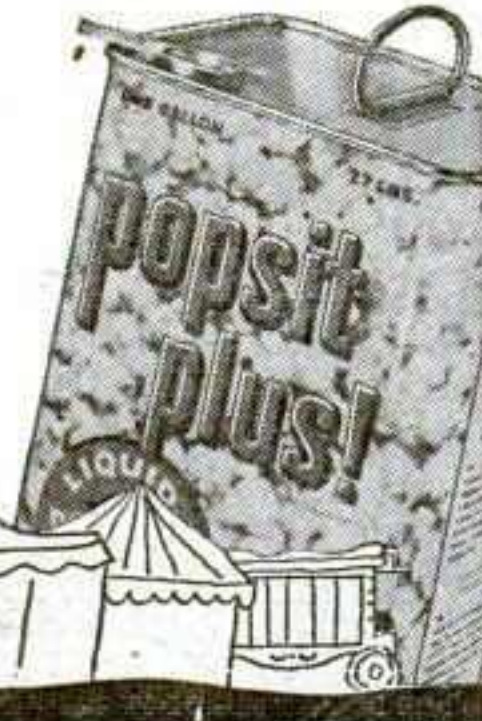
More Profits, Too

★ Popsit Plus pops More corn completely—fewer Duds—Less Cost per bag.

★ Popsit Plus is liquid in all weather—Easier to measure—No preheating.

AND local warehouses renew your stock quickly, gallon size cans are easy to handle and carry, easy to use anywhere.

Write for Names of
Distributors Along Your Route



popsit plus!

Made by **C. F. Simonin's Sons, Inc. Phila. 34, Pa.**
POPPING OIL SPECIALISTS TO THE NATION

"SERVING THE SOUTH"

Another **GOLD MEDAL Service**
NEW ORLEANS CONCESSION SUPPLY COMPANY

- Distributors for**
GOLD MEDAL PRODUCTS
ECHOLS
STAR
- Machines and Supplies
Cotton Candy SnoKones
Candy Apples Peanuts
Popcorn Hot Dogs
Voltage Boosters
and other concession items.



NEW ORLEANS CONCESSION SUPPLY CO.

608 TCHOUPITOUAS ST.

NEW ORLEANS 12, LA.

• For **GOLD MEDAL Products ON THE ATLANTIC COAST** contact
POPPERS SUPPLY CO., INC. of PHILA.
1211 No. 2nd St. Philadelphia 22, Pa.
complete line of concession equipment & supplies

• every conceivable kind of
EQUIPMENT, SUPPLIES AND SERVICES
has been sold in The Billboard
WHAT DO YOU HAVE TO SELL? Write Box 666, 2160 Patterson St., Cincinnati, Ohio

NEW PRODUCTS OFFERED

**Concession Equipment, Supplies
Expected to Sell at 1952 Prices**

THERE'S universal optimism about the business outlook for concessions supplies and equipment this season. What's more, the makers and distributors report uniformly steady prices are in store for buyers.

These points were brought out in a survey made by The Billboard of the concession supply and equipment field. Without exception, these firms reported prices have not changed since last season. For the future picture, only one hinted that price tags might carry bigger numbers later. And countering that was another company's report that some price cutting was believed possible in certain areas. A second outfit said that, while equipment prices were unchanged, supplies would cost somewhat less than last season. Those responding to the survey questions spoke of greater competition in their fields, but none looked for any drop in business. The few who predicted they would run even with last year were outnumbered by those who reported indications of good to excellent increases in business.

Most of the companies announced one or more new items which they would handle this season. The firms covered in the survey included those dealing in sno-cones, floss and popcorn machines; warmers, fryers, griddles, paper cups and containers, flavorings, sirups, drink dispensers, candy apple supplies,

peanut roasters, candy making equipment, kettles, hot dog cookers, and carbonators.

Brockway Adds Lines

B. H. Brockway, president of Concession Supply Company, Toledo, announced improvements in the firm's Model 120 floss machine. New motor mounts make it vibrationless, he said, and the machine also is double fused, equipped for remote control and mounted with variable speed motor which operates without voltage boosters. Concession Supply Company has been named factory representative for Puritan Paper Cups Company. It also added Cretors line of popcorn machines, Dad's Root Beer equipment and supplies, Buckingham dispensers with waterfall animation, Hollywood popcorn merchandisers and Helmo-Lacy food equipment.

The Comstock-Castle Stove Company, Quincy, Ill., is introducing a 40 by 20-inch griddle range for bottled gases. It is described as suitable for all fry cooking and designed for use on circuses, carnivals and fairs.

From William Moran, sales manager of the Star Manufacturing Company, St. Louis, comes word of a new model large hot dog steamer and bun warmer. Capacity of this model is 350 hot dogs and 200 buns, according to Moran.

New Sno-Cone Cups

The Lily-Tulip Cup Corporation of New York, is highly optimistic about the season and future in

general, according to merchandising manager Norman Leihar, who states that both the public and operators are turning to paper cups and containers more each year. His company this season is introducing a conical cup especially designed for serving sno-cones, and it comes in five, six and 10-ounce sizes. It also handles cups for hot or cold drinks, food containers and drinking straws.

Liley Sales Company of Kansas City, which deals in drink dispensers and sirups and sandwich equipment, this year is putting out a new carbonator and also a new model of the Sandwich King. The company reports its drink products have been moving on a less seasonal basis than many others.

Philip L. Lowe of the Theatre Candy Company, Boston, is featuring "one-stop" service and states it is the only outfit in New England with the set-up. Full stocks of sirups and equipment are kept on hand as well as a wide variety of stock replacement parts for concession equipment. Lowe stated he anticipates another increase in business at amusement parks and beaches while carnival trade will remain about the same as in 1952.

Sirups, Steamers, Umbrellas

Coronet Food and Supply Company, of Arverne, N. Y., is continuing its full line of fruit drink sirups, which mix one gallon to five gallons of water for a completed product. Sirups are packed four one-gallon containers to a case, and the firm offers nationwide shipping service.

C. R. Frank, national distributor of drink, popcorn, floss, sno-cone and apple equipment and supplies, this season is expanding his line to include concession umbrellas with a seven-foot

(Continued on page 69)

DROUTH HITS CROP

**Popcorn Suppliers
See 15% Price Rise**

POPCORN concessionaires will pay higher prices again this season, according to a survey of popcorn suppliers by The Billboard. The suppliers reported continued increases in costs of grain and oils.

In most cases, the survey showed, prices will be about 15 per cent over the 1952 quotations. Individual suppliers, however, varied in their estimates. Some leading houses said their rates were expected to continue unchanged. Others reported 5 per cent and 10 per cent hikes, while one company announced prices were up by 22 per cent. Almost universally, the suppliers reported optimistically on the business outlook for the season. Several declared they were preparing for their most successful seasons. Their replies were sparked by predictions of "good," "very good" and "excellent" business. They cited continued general prosperity thru the country, with employment and income high.

Most generally blamed for forcing the price of corn upward was the drouth in the South, which stunted popcorn production in many areas, according to the reports. Oils are bringing higher prices on the commodity market, the suppliers stated. Moreover, they speak of upped costs for labor and freight.

White Corn Plentiful

J. L. Larson, owner of the Midland Popcorn Company, Minneapolis, pointed to a bright picture in one phase of the corn outlook. He said prices for white hybrid corn, which is available in abundance, would be down by 5 per cent, and he stated that ample stocks of paper stocks would also permit a similar reduction in carton prices.

New in Midland's catalog is to be a hand butter dispenser designed to hold a pound of butter and to sell for a low price. His firm also handles popcorn and candy floss machines, floss paper, apple skewers and other concession equipment in addition to popcorn and corn supplies. The firm will handle Sno-Konette machines and equipment, still drink sirups and drink cups, Larson reported.

Kirby's Products, Union, S. C.,

will be up with the others on popcorn prices, but rates for other concession supplies, including novelty goods, will be lower, according to Hydrick L. Kirby, partner.

Box Prices Steady

Fred W. Young, owner of Atlanta Popcorn Supply, Atlanta, said his firm would be able to continue last year's prices on paper bags and boxes for popcorn this year, altho the corn itself would cost more. He reported the firm is adding a line of drink equipment to offset losses in popcorn machine sales.

Edison Britzius, owner of the Fitzius Manufacturing Company of Dover, Minn., reports that two sizes of popcorn cones would be offered this year, with a larger size being new to the line.

S. T. Jacobson, owner of the Krispy Kist Korn Machine Company, Chicago, is among those who reported conservatively on the outlook. While not commenting on popcorn alone, he told of generally stable price conditions in the concession supply and equipment field and was somewhat less enthusiastic about prospects for the season in general.

Krispy Kist is adding a new line of popcorn cake units, the owner announced, and also new will be a hand-operated mold for popcorn balls.

In line with what these and other suppliers stated in the survey, W. S. Traubel, sales manager of the Embro Popcorn Company, St. Louis, reported higher costs of production, as well as the shortage of corn, would be responsible for the anticipated price increases for the coming season.

NEW! Firebrite
LUMINOUS COLORS
Amazing!
NOW AVAILABLE - AT HALF SCREEN PRICES
POSTERS
CARDS - CIRCULARS - FIBRE - BANNERS
Stock designs for all occasions. Circuit - Commercial -
Write for samples, prices, date book.
CENTRAL *Startling!*
SHAW PRINTING CO.
MASON CITY, IOWA

WHEN IN THE DEEP SOUTH, SUHI!
See Us for Complete Service
GOLD MEDAL PRODUCTS
SNO-KONE SUPPLIES and
EQUIPMENT!
FRESH ROASTED VA. PEANUTS
"JUST-RITE" POPCORN &
POPCORN SUPPLIES
Candy Apple Sticks
PROMPT SHIPMENT ALWAYS
from
MYERS COFFEE CO.
324 N. FARISH ST.
JACKSON, MISSISSIPPI

PROMOTERS
—Get on our Mailing List.
—Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you.
—Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

FLYING SAUCERS ARE REAL
(MONEY MAKERS)
KID-E-KRUZERS
Torpedo Boats—Flying Saucers. "America's Nicest Rides for Youngsters."
VOGEL NEON MFG. CO.
P. O. BOX 3182 AMARILLO, TEX.

TICKETS Cash with order F.O.B. Collinsville, Ill.
ROLL OR MACHINE FOLDED 100,000 \$31.00
10M \$10.30—20M \$12.60—30M \$14.90—50M \$19.50
All same copy—Each price change, \$3.00. Each color change, 60¢.
STOCK PRINTED ROLL TICKETS 5 rolls \$5.00; each additional roll 60¢.
DALY TICKET COMPANY COLLINSVILLE ILLINOIS



*Buying a New
Floss Machine?*

THEN BE SURE IT'S A WHIRLWIND



THE SNO-KONETTE ICE SHAVER

Let the SNO-KONETTE help you make more money on Sno-Kones this year. The SNO-KONETTE was the first combined ice-shaving unit and dispensing case combined, and it is still the leader in its field. All-aluminum, cannot rust, light and easy to carry. Lighted case with flashy three-colored sign—separate switches on light and motor—rubber mounted motor for quiet operation. Removable pan for easy cleaning, equipped with drain plug. The SNO-KONETTE does not COST you money—it MAKES you money.

OUR COMPLETE STOCK OF CONCESSION SUPPLIES AND EQUIPMENT SAVES YOU MONEY

SNO-CONE SUPPLIES

- Snow Shavers
- Hand Ice Scrapers
- Cups, Trays and Dispensers
- Flavors, Syrups and Dispensers
- Neon and Fluorescent Signs
- Everything for a complete stand

POPCORN-PEANUT SUPPLIES

- Popcorn
- Poppers—Gasoline, Electric and Hand Operated
- Bags, Cartons, Cones
- Oils, Seasoning
- Peanuts
- Peanut Roasters and Warmers

CANDY FLOSS SUPPLIES

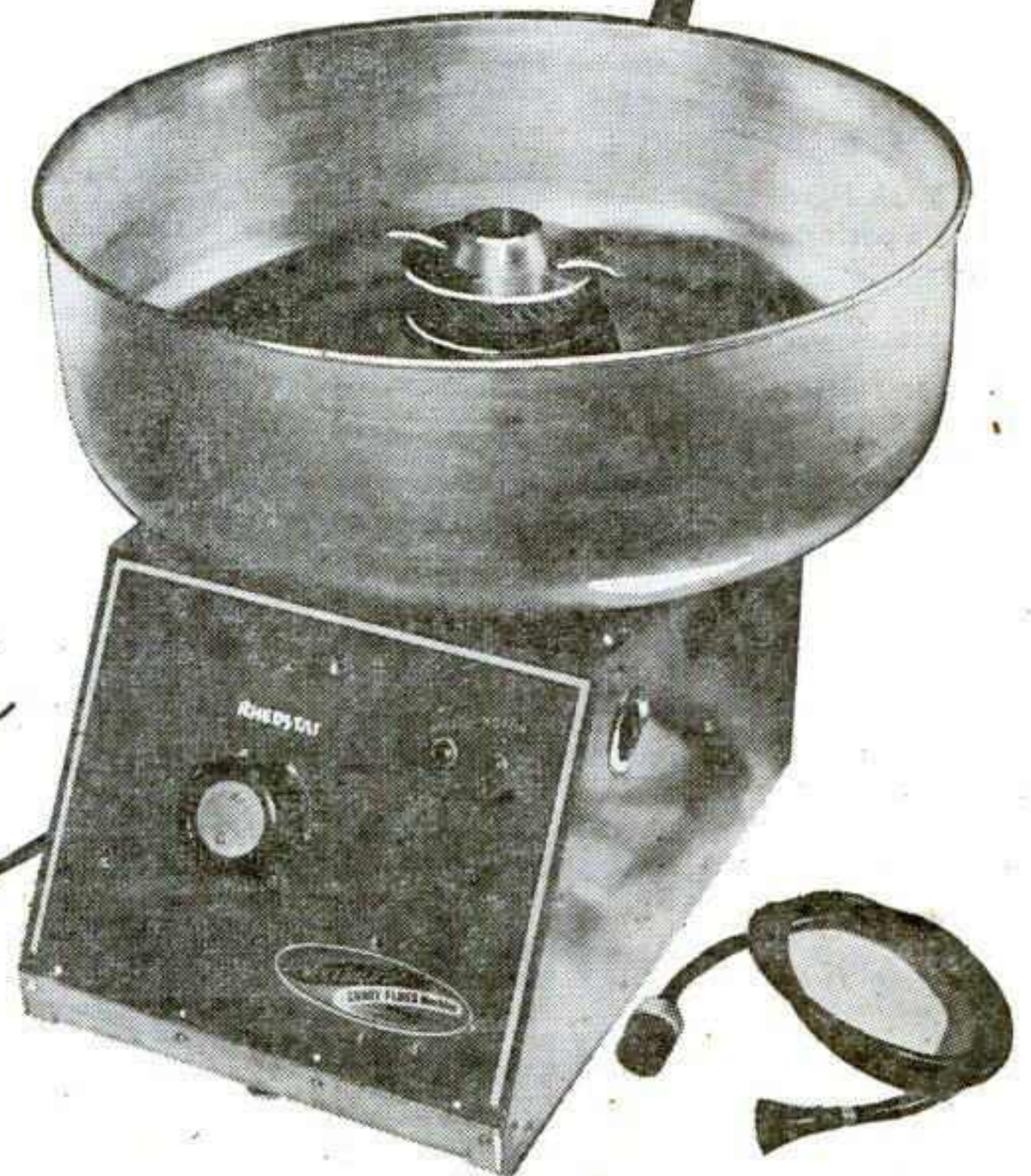
- Machines
- Cones
- Papers
- Coloring and Flavoring

CANDY APPLE SUPPLIES

- Stoves, Kettles, Thermometers
- Pans, Sticks, Bags
- Coloring and Flavoring

DRIVE-IN THEATERS, SNACK BARS COOK HOUSES, GRABS

- Griddles, Stoves, Burners, Hot Plates
- Hot Dog Steamers and Warmers
- Carry-Out Trays
- Food Serving Equipment
- Hot Drink Cups—Lily Cups
- Spoons, Napkins



THE WHIRLWIND COTTON CANDY MACHINE

Buy the Floss machine that all of the smart operators are buying—the machine that will make all the floss you can handle—with no time out for repairs. Easy to operate—a youngster can handle it with perfect success. Guaranteed to give you complete satisfaction or you get your money back. Don't buy any floss machine until you see the Whirlwind—you will buy it later so why not buy it first and save money.

This year use our machine-made Cotton Candy cones—we have installed additional equipment and can give you all you want. Machine-made cones work faster, look better and are now being demanded by many Health Inspectors.

CONCESSION SUPPLY CATALOGUE

Our new 80-page Concession Supply catalogue has just been mailed to all of our customers—if you did not get a copy, write for it today. It contains prices and description of our complete line of Concession Supplies and Equipment, tips on how to run the various types of stand and lots of valuable information. Send for yours today.

WEST COAST CUSTOMERS

Our complete line is carried on the West Coast by:

ARTHUR UNGER CO., Inc.

361 Golden Gate Ave.

San Francisco 2, Calif.

HEmlock 1-649

The Gold Medal line is also carried by many representative Concession Jobbers from coast to coast. We would be glad to give you the name of the one nearest you..

Gold Medal Products Co.

320 EAST THIRD STREET, CINCINNATI 2, OHIO

COL HARRY THOMAS

"MR. CIRCUS HIMSELF"

Announces THE FIRST RELEASE TO "LITTLE BULL" SHOW BUSINESS OF THE

Power Megaphone

This portable, self-contained power megaphone is now available for Talkers, Concessionaires, Announcers, Flat Stores, Girl Shows, Minstrel Shows, Pit Shows, Side Shows, Jungle Shows, Motordrome Shows, and others.

TESTED

by the Armed Forces; range up to 1/4 mile—best at 400 feet.

INSTANT

trigger action on pistol grip. No warm-up lag. Weighs 5 1/2 lbs. complete.

POWER

supplied by 6 ordinary flashlight batteries—available anywhere. Battery life . . . Intermittent operation . . . 8 hrs. per day for (3) three weeks. Approx. 120 to 150 hours.

NO WIRES

to wet up; no tubes to replace. Indestructible under ordinary care. Packs and travels well—no failures.



"Ask Harry about its performance!"

\$124.00 plus express

10% advance cash with order

DISTRIBUTED BY

NICK CARTER

"THIRTY-ONE YEARS IN SHOW BUSINESS"

RURAL ROUTE 2

PERU, INDIANA

PHONE 4-650



PUBLICITY

Sponsors Need Press Aid, Directions, Showman Says

By R. E. BECK
Owner, Robert's Revues

DERIDING today's circus press agency is not enough. The points which Murray Powers, of the Akron Beacon - Journal, hammered home in regard to publicity efforts by sponsored circuses have been in the minds of showmen and circus owners for a long time. They, too, see the decline of this great American institution.

Circus men will tell you that fulfilling contracts, keeping commitments and putting the show over the road is next to performing a modern miracle. But Powers pointed out that this is not enough.

Sponsoring groups, thru inaction and inertia, have magnified this point during the past five years. Penalties for this short sightedness are running high, with both the auspices and the circus dragging out an array of thinly worn excuses.

Both Sides Lose

The loss on the part of the circus is not any greater than that of the sponsor. The prevailing attitude of many circuses is that there is always another sponsor.

Failure on the part of the circus is that it does not understand the sponsors' attitude. Sponsors the country over feel firmly that the great institution of the circus is their best fund-raising vehicle. So as Powers points out, auspices—good or bad, adequate or inadequate—have had little to do except to sponsor another circus promotion.

He points out that enthusiasm run high with the sponsor at the time the contract is signed. This interest recedes until a few days previous to the show's arrival. A rebirth of interest is occasioned by arrival of the show's press agent.

Perhaps the show has no press agent and sends in window cards in the hope that eager beavers will put them out. The circus may even send some "copy" or a mat, addressed to the signee on the contract. The attitude of circus brass has been that the sponsors have their advance tickets, they have mats and stories; what more could they want?

Auspices proceeding on their own initiative to promote, exploit and publicize for a successful circus date are of a rare vintage indeed. They lack the know-how and understanding of just what to do and when.

But they could do the job. They would be eager to carry out a well-planned and presentable series of ideas and suggestions. The course open for this action is clear.

Fill the time between the contract signing and the actual show

with progressively good public relations. The challenge has been riding high and getting more difficult to meet every day.

"No Help Needed" Idea

Combat for this creeping paralysis must come from show business. The circus must carry the initiative in its own field. Some few press men have given considerable thought to the challenge. However, many of today's press agents are riding on laurels of a by-gone era.

A common fallacy is that the contracting agent is to impress and, if possible, awe the prospective sponsors. Many a group has been duly informed that here stands the personal representative of the sole possessor of the all-powerful "bag of tricks" credited to many phases of show business.

The impression left with the sponsor is that the circus will need no assistance from the group.

A completely new approach must be fashioned. Old ideas must be discarded, and new ideas must take their place. Thinking circus people have learned that successful dates are accompanied by much activity on the part of the auspices. Many of the auspices' endeavors may be detrimental; however, much of the action is advantageous and essential to success of the date.

Give Them Material

Now these observations throw light on an obvious truth that under mediocre planning and determined leadership some of the sponsors' dates have been successful. These sponsors, by keeping a number of committees active, avoided the ever present route to failure; namely, inertia. Give them a nucleus. Give them some constructive positive public relations angles.

Give them ideas and thoughts to work out from the time the contract is signed. Fill that time with a series of good public acts. Bring the sponsoring organizations into the picture. Don't divorce their interest by retaining all the mythical suppositions of the "bag of tricks."

POPCORN

- YELLOW & WHITE HYBRID
- COCOANUT OIL
- CORN & PEANUT OIL
- BOXES • BAGS • CONES
- COLORING • SALT • SCOOPS

Quick Service

Write for our price list

EMBRO POPCORN CO.

P.O. Box 327 St. Louis 3, Mo.

OUR BEST ADS ARE WRITTEN BY THE CUSTOMERS WE SERVE YEAR AFTER YEAR

Because we satisfy our customers by careful attention to detail, precise quality control and the knowledge of the art of tent-making learned in 65 years of producing tents for every phase of outdoor show business. Regardless of the job, large or small, every customer merits the same attention.

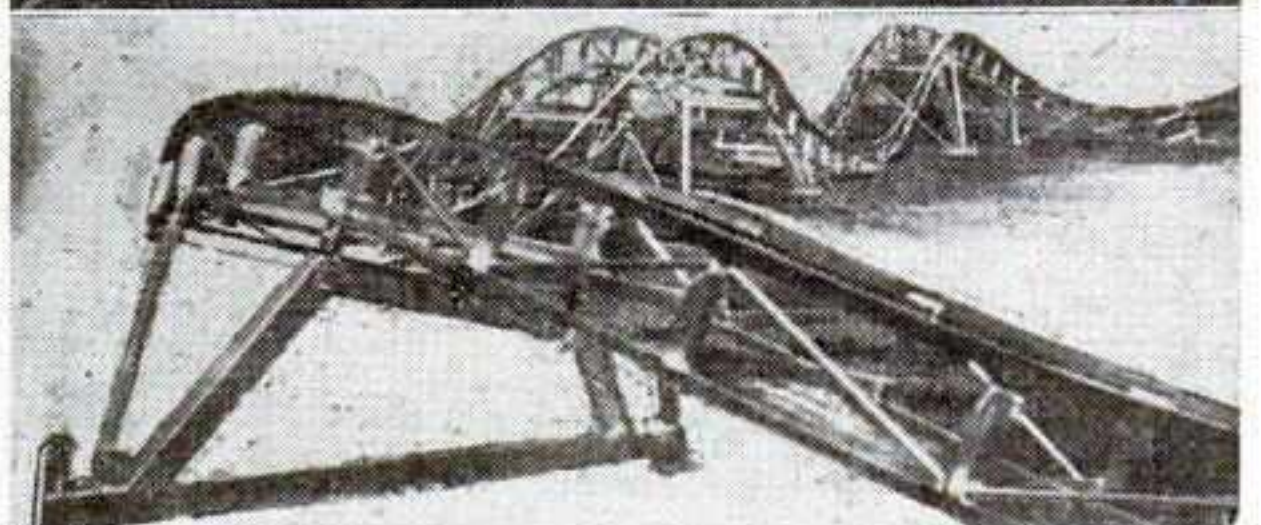
PIONEERS AND LEADERS IN THE USE OF FLAME-RESISTANT CANVAS FOR OUTDOOR SHOW BUSINESS

UNITED STATES TENT & AWNING CO.

Since 1870 . . . America's Big Tent House

2315-21 W. HURON ST. CHICAGO 12, ILL.

S. T. JESSOP • GEO. W. JOHNSON
Chmn. Board Pres.



THE ROLLO COASTER

The nationally known quality ride with a background of years of dependable trouble free service.

Widely imitated but never equalled.

No Price Rise in Three Years.

\$6,750.00 F.O.B. Portland, Oregon

MILER MFG. CO.

8250 S. E. BUSH

PORTLAND, OREGON

New Products

Continued from page 66

spread and an improved hot dog steamer available in two sizes.

D. S. Campbell, fountain promotion manager of the Dixie Cup Company, Easton, Pa., manufacturer of all types of paper cups and containers, tells of a new cup designed especially for serving beer. Another new Dixie product is a paper plate available with or without plastic coating and in

designs to match colors of the company's cup products. The plates come in packages of six and eight. Neither the beer cup nor the plates are fair-traded, Campbell pointed out.

Campbell states that the paper service field is highly competitive, with new sales, new uses and new makers entering the picture rapidly.

M-K-M Dispenser Company, Inc., Wescosville, Pa., will again offer its counter and wall models of dispensers for liquids or semi-liquids. The product is particularly designed for dispensing mustard, ketchup and mayonnaise.

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SOFT ICE CREAM
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Capacities from 5 to 25 gallons of delicious, velvety smooth custard or soft ice cream per hour. Electro Freeze machines are direct dispensing and continuous freezing to make and serve a better product faster.

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SHOWMEN: Light Up, Flash and Beautify your Midways. The Downey "Teleskopic" Light Towers are endorsed by the LEADING State, County and District Fairs as the most practical. Make a Hit at your dates by lighting the Amusement Areas with the Finest Light Towers on the market. Absolutely foul-proof, attractive in the Air, throwing plenty of light from any height, easy to put up and take down (2 men can easily erect them completely in 30 minutes), light in weight (less than 600 pounds), parts interchangeable, no loose nuts, bolts or screws. Durable and will last a Lifetime.

MANY HUNDREDS NOW IN USE ON THE LEADING CARNIVAL MIDWAYS — From the Largest Railroad Shows to the Smallest Outfits.

EVERY USER IS THOROUGHLY SATISFIED—Not one Single Complaint in the seven years we have been manufacturing these Light Towers.

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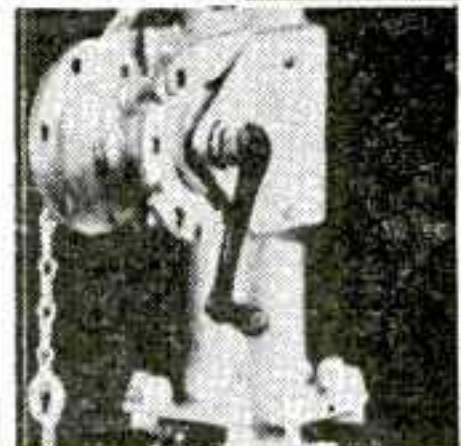
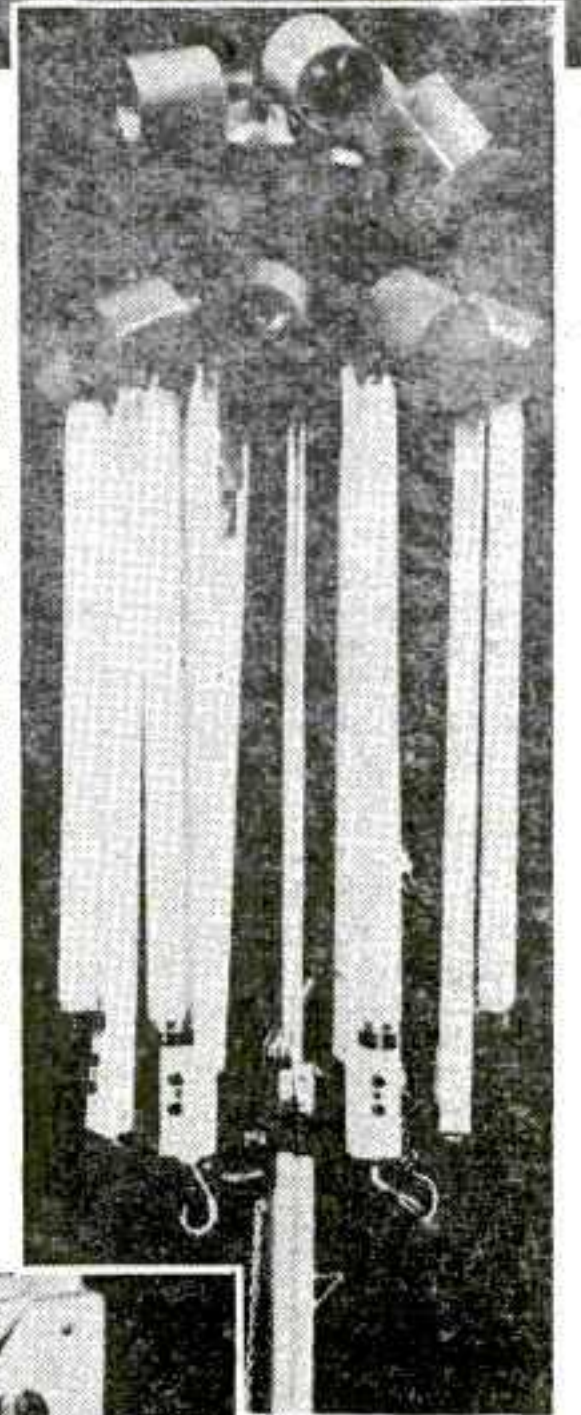
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(A) Photo of mockup showing general construction features of light cluster section, Tower mounts twelve 15 in. No. 3000-A Steber Aluminum Reflectors burning 500 watt bulbs. Six 8 foot fluorescent strips burn two 40 watt bulbs on each strip (white light, colored light or color combinations optional with user.)



(B) Showing Downey winch for raising and lowering top pole to required elevation. Each turn of winch lowers or elevates pole by one foot to any height between 21 ft. and 41 ft. Perfected cable mechanism employed in raising and lowering towers protect against foul'n

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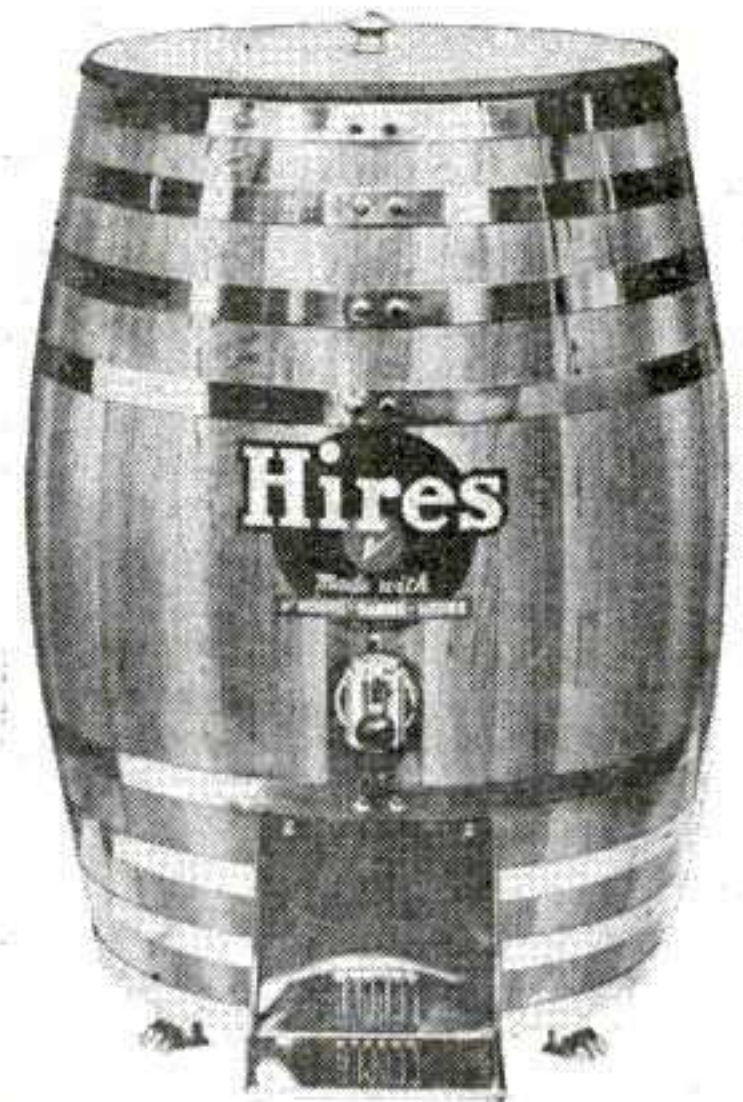
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POSTWAR FORMULA HOLDS

Big One's Top Feature for 1953 Is North's Budget Tightrope Act

Continued from page 2

accomplishments of talent between overdoses of feminine pulchritude, will still find enough of the latter spread thruout the program to convince them that taking the offspring to the circus cannot be relegated to the category of a parental chore.

John North, who has been full of surprises ever since coming to his heritage as head of the Big One, has come up with another in the person of Mister Mistin Jr., a five-year-old xylophone player as the dominant show feature; a lad slated to get perhaps the greatest circus billing of all times.

Mister Mistin, a tyke with shoulder-length golden curls, dressed in a Fauntleroy suit, makes a spotlighted entrance at the back door, and struts to the center ring where his instrument is mounted on a revolving podium built on a jeep. He follows his father and brother who have played a duet, presumably to create contrast. After a bid for attention and a downbeat to ferle Evans' band, Mistin attacks the xylophone and amazingly enough plays the difficult and lengthy "Poet and Peasant Overture" from start to finish. The time consumed is 10 minutes. For the next 5 minutes the audience is asked to participate in singing accompaniment. The first tune is unfamiliar and silence reigns. The next tunes, "Harvest Moon" and "East Side, West Side" are more familiar, but the audience is not enthralled or cooperative.

Spotted in the closing spot, preceding intermission, this act creates no crescendo of excitement—no climax. At one stage, Mistin's father covers the keyboard of the instrument, but the lad is unperturbed and he plays just as well. But it is not enough for circus. The impression is that the audience is awaiting some gimmick, some "big trick" that will hoist the lad up to his circus billing but, of course, it doesn't materialize. The boy took a number of bows that weren't there and he comes on again to the center ring in the finale for further applause, but his presence isn't noticed.

It may be that the revamping of this act could make it more exciting for the audience. The contrast provided by the father and brother is hardly worth the time. The "Poet and Peasant" will prove overly long and boring to all but the musically inclined. While the lengthy and difficult overture naturally points up the lad's accomplishments, a switch to "Honor Roll of Hit" tunes might at least stimulate a little foot stomping among the juveniles.

Lacking in Thrills

Singularly lacking in thrills, the circus this year is dependent upon the daring and superb exhibition of Pinito Del Oro with her trapeze head-balancing sans net, a familiar fixture for several years; the Camillo Mayer Troupe of high-wire walkers, three men and a girl, one of last year's im-

ports—whose big trick consists of a full grouping with the personnel doing handstands and other gymnastic feats, and Tell Teigen, high pole act, this year's principal contribution to the gasp department. Teigen performs on a small, squared platform atop a high pole reaching well into the Garden rafters. He uses chairs as props, building to a maximum of four high and doing handstands on each on the way up. Using a mechanic, he does a hand slide to exit. The act could use more showmanship to heighten the thrill content and to erase the apparent ease displayed.

The principal spec, "Candy Land," comes close to being the ultimate in pageantry beauty. The 11-minute parade includes such eye-filling floats as a showboat with gushing smokestacks and bubbles kicked up by the paddle wheel, a memory ship, carousel, stage coach, Wizard of Oz, a Little Red School House with attached Chic Sale unit, and a sparkling unicorn float pulled by elephants. Video, fairyland and comic strip characters are all depicted.

"Derby Day Honeymoon" is the usual sparkling display of the Ringling ring and carriage stock, augmented by the ballet dressed as jockeys and carrying banjos and Southern belles. A "derby winner" is draped with a blanket of roses in the center ring as the pageantry ends. The high school acts follow with Roberto de Vasconcellos in the center ring. The flanking riders are Marion Seifert

and Erika de Vasconcellos. The horses, dapple greys, worked smoothly.

Ballet Troupe Excels

The ballet, featured in "Minnehaha," an aerial spec, gave one of the smoothest opening night performances ever seen here. Lavishly costumed in imaginary Indian finery, the 42 girls worked aloft on webs. Climax is the simultaneous playing of glockenspiels, a now old device. Pinito Del Oro is featured in the center ring.

The final spec, "Americana U.S.A.," is heavily populated with personnel and full, rich color. Again this year, the band leads the parade on the arena floor. The bandsmen are a sight to behold with sparkling blue uniforms. The coats are skirted and encircled with white stripes. Bandmaster Evans is attired in lemon yellow with gold epaulets and plumes. Three platforms containing 10 girls each and located in the center and end arenas are hoisted to the top of the Garden. Cover cloths on all three are dropped simultaneously, revealing gigantic American flags. Fifteen elephants in a long mount are part of the pageantry.

Animal Acts

The show opens with the usual trained wild animal displays. Oscar Konyot and his 12 fighting lions are in the center ring, working in a bar cage. In the end rings are Trevor Bale with six tigers and Albert Rix with 12 bears, both shielded by the mesh chain gates originated by the circus several years ago. The acts on opening night were not particularly exciting, altho Konyot worked hard to create the illusion.

The Pivotos and the Renellys, aerial voltigeur, are imports featured in a high act display. Both are good turns, but have to fight hard for audience attention with such artists as The Platos, Nina Karpowa, Great Frisk, the Montons and Miss Mara, all competing at the same time.

New to the pachyderm ranks this year are the seven baby elephants imported last year by the Big Show, trained by Louis Reed and presented for the first time Wednesday night by Eugene Scott. The little ones should be favorites everywhere. Scott can perhaps look over the back of the largest one, while the tiniest comes but to his waist. Five of the bulls wore hugh straw bonnets, the other two flat sailor hats. Jeanne Sleeter and Rose Alexander each worked five big bulls in the end rings.

Hypnotic Bit

Harry and Long, bar gymnasts, and The Maxims, contortionists, both imports, headed up the display which included holdovers the Great Linares, wire walkers, and the Heirpills, roller skaters. Senor Tonito, tho billed, didn't work. Harry and Long have a novel gimmick, involving a hypnotic bit with the subject doing remarkable bends made possible by having his feet anchored to the ring curb.

The Liberty stock, 11 chestnut horses worked by Czeslan Mroczkowski in the center ring; 11 mixed worked by his wife, Gena Lipowska, and eight others by Miss Marion in the end rings, had their best opening night here in several seasons. Mroczkowski had his golden Palomino working beautifully in a single spot. The animal is made to lie on its back, feet extended. A lighted candle is placed on one hoof and the trainer flicks out its flame with a swish of his whip.

An import, Tassi's Vagabond Canines, a single mongrel dog and its disheveled trainer, are center-ringed in a display that includes Hammerschmidt's Wonder Apes, an import last year, and Angelo Bisbini's six ponies worked by Bostock. Tassi's canine is well trained, working with a minimum of cues and probably sure to rollick the children, as are Hammerschmidt's monkeys, but like the simians, which they replace, it hardly stacks up as center ring material for the Big One.

Biggest Hand for Tasso

A novel plate-spinning turn, the imported Alcettys, flanks Dieter Tasso, slack wire juggler in the center ring, and Helmuth Gunter, another juggler in an end ring. Alcetty spins extra large plates on the end of flexible rods. Extension units raise one to perhaps 25 feet in the air. The rod is made to bend precariously. Tasso, however, a popular favorite last year, drew the biggest hand of the night. While balanced on one foot on the slack wire, he tosses a number of sau-

cers and cups from his toe to his head where he builds them up in exciting fashion. A teapot, sugar and spoon climax the turn. Gunter was another popular favorite, building up a series of balls and pegs on his head.

The flying acts, with the Concellos in the center ring flanked by the Artonys and Comets, staged their usual beautiful daring and skillful display. A couple of misses were registered but served to win the audience, if anything.

The riding acts, the Zoppis, Bostocks and Parents, put on one of the least-finished performances seen at the Garden, or with the Big One, in many a year. Most of the riders appeared inept, and even amateurish. Even the stock worked poorly with a follow horse reined to a lead horse but, even so, unable to maintain a smooth pace.

A good perch act, the Morlings, an import, utilizes rather high perches. It is flanked by a number of good acts, including the Renowned Riggittis and the Ricardos, on unsupported ladders; the RASSOS, unicycle rope skipping on a high prop, and the Fenis-Ferroni Duo, a rollo-rollo act.

Many Acrobats

The Sons of the Midnight Sun, an acrobatic import from Lapland, gets some ineffective production with a woman and her two small children seated in a prop canoe inside the ring curb while three men perform some rather ordinary acrobatic feats on a table-like prop with stairs. Other acrobatic troupes in the display are the Fredonia Family, the Dorvils and Abbott Girls, the teeterboard turns of the Freddi Troupe, and the Bokara Troupe. The Abbott Girls do their usual whirlwind cartwheels around the track.

The Heltanos present a novel turn that could use more selling. The import features a youth who does a one-hand stand and slide down some 15 feet of wire, using a mechanic clutched in his hand. The preliminaries include a number of acrobatic and juggling stunts on a stand, a part of the apparatus, which is built as a stage, or platform unit. Also in the display are the Hasleys, trampoline with corner poles; the Six Frielanis, cyclists, and the Cycling Ricoris.

Clown Department

While clown alley this year appears to be underpopulated, the buffoonery department includes a good production number, Paul Jung's Misfit Army. Eight motley soldiers, including Prince Paul, go thru a hilarious slapstick manual of arms. This turn has been spruced up considerably from last year. A second production number, Souper Douper Market, was confusing, with much work still needed to build to a proper climax. The central prop is a mock-up supermarket and the joeys are bustling figures laden with all manner of merchandise. Emmett Kelly and Otto Griebing are much in evidence thruout the performance, as always.

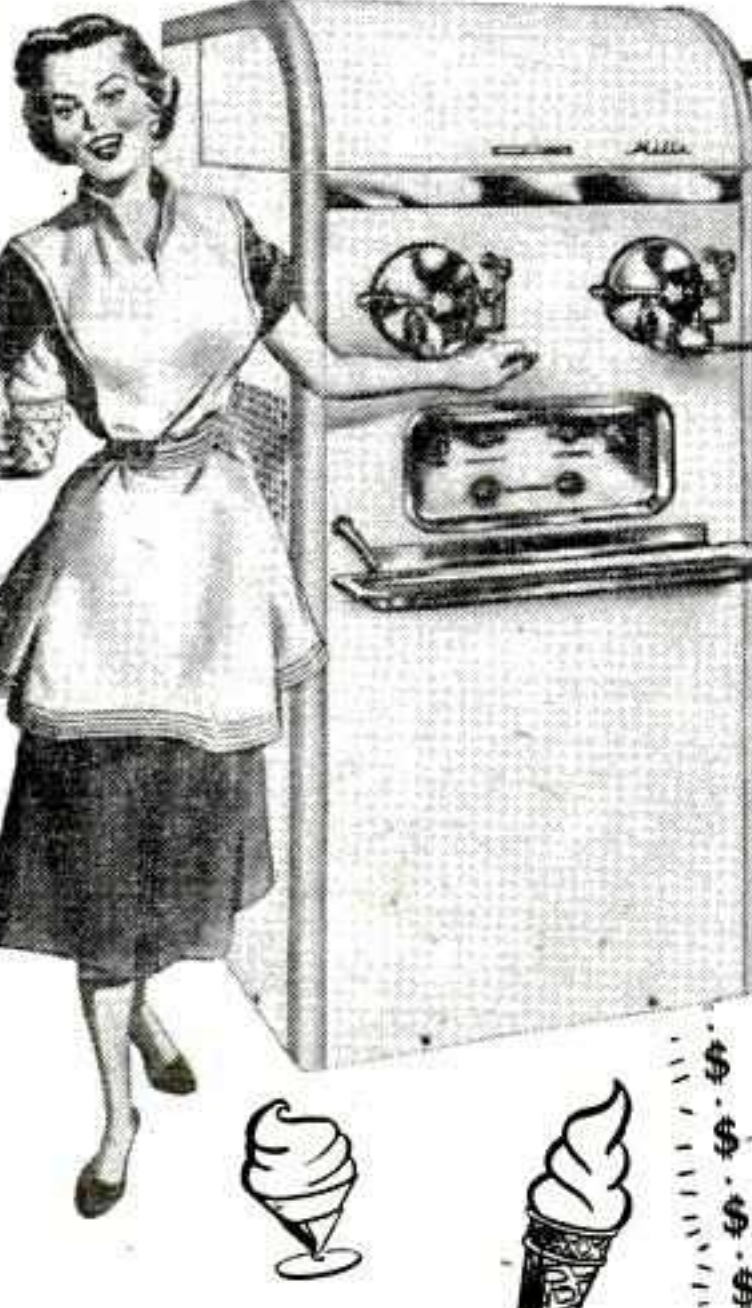
The music, by John Ringling North, and lyrics, by E. Ray Goetz, is rather pleasant, but at the same time inconspicuous and unlikely to stick with the patrons. Merle Evans and his band did exceptionally smooth on opening night. Vocalist Harold Rone did a nice job.

Richard Barstow gets credit for the staging, a job well done, and Miles White for the designing. Others responsible for the performance include Pat Valdo, general director; Antoinette Concello, aerial director; Edith Barstow, choreography; Ralph Allan, production co-ordinator; Angelo Nicholas, equestrian director; Norman Carroll, special announcements; Doug Morris, lighting; Frank Spencer, assistant to White; Duane Thorpe, assistant to Valdo.

Fabric for the costumes was supplied by Dazian's, Inc.; shoes by La Ray Boot Shop, stockings by Jessie Zimmer, jewelry by Coro. A special nod should go to Carl Holthussen and W. A. Dyke for the magnificent horse trap-pings and harness.

Literally dozens of celebrities were on hand for walk-arounds and participation in the specs to help raise funds for Cerebral Palsy. However, unlike last year, they refrained from breaking into the acts and the performance ran as smoothly as it ever does on opening night.

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1.00	68.70	206.10	343.50	549.60	687.00	1030.50	1374.00	2061.00	2748.00
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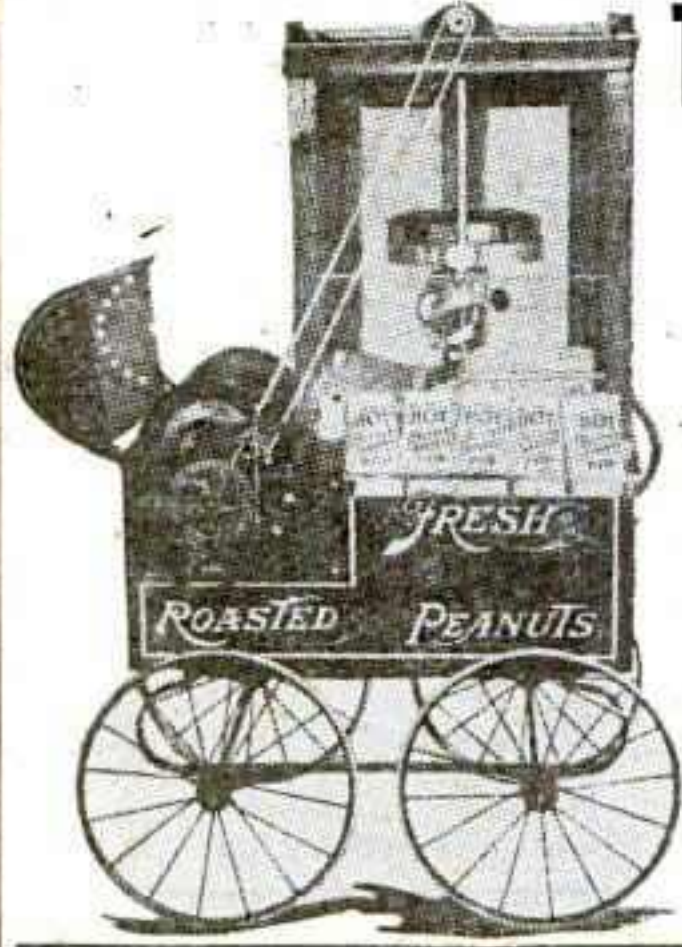
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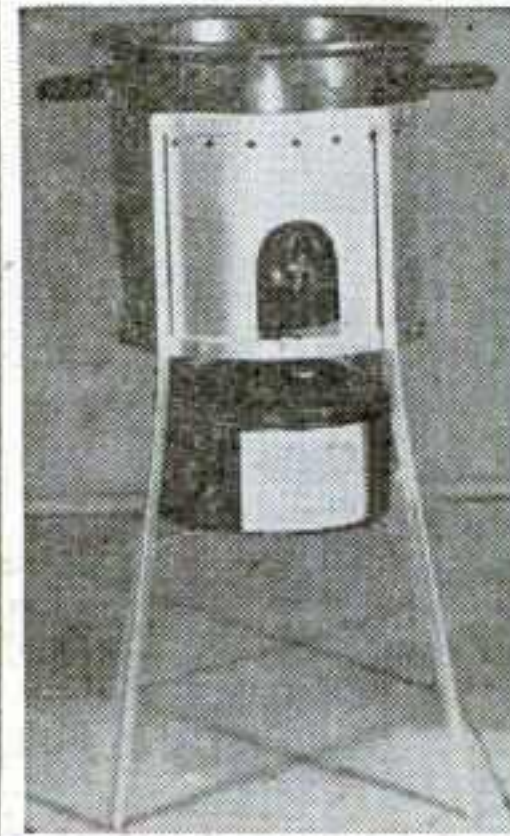
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SUPPLIES NEEDED: Kettle for heating and dipping, our Caramel, Apples, Skewers, Granular Peanuts or Shredded Coconut for coating.
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TOPPING—Shredded Coconut, 25 lb. can 8.50
GRANULAR PEANUTS, 30 lb. carton 9.00
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COMPLETE STOVE—Kettle With Coleman Gas Plant, 75.00
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CANDY APPLE PANS—18x26, ea. 2.00
FOR RED CANDIED APPLES—GLUCOSE, 5 gallon, 7.00
Sedgwick, 1 lb., 4.25
Send for recipe
Beach Umbrella, 7 ft. spread, 20.00

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Here is a machine of greater capacity that will furnish all the snow you need on your busiest day, giving you a more even grade of fine snow, with all choke-ups eliminated. Ice is fed into the hopper of the machine (which is furnished with the machine), the machine automatically feeds the ice against the stainless steel blades, giving a uniform grade of fine snow whether large or small pieces of ice are fed into the machine (or both). This leaves the operator free to start selling snow cones while the machine continues to make snow. At his convenience he can fill or refill the hopper without stopping the machine, there is no feed lever to operate.

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ECHOLS HIGH SPEED ICE SHAVERS WITH THE ECHOLS PLEXIGLAS SNOW CASE.

PRICE—\$110.00

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PLAIN SNOW CONE CUPS, 6-oz RR, case 5000, \$17.50, SNO-KONE CUPS (Printed Design), case 5000, \$18.50; 10 M or more, \$17.50 case.
SYRUPS—ready to use—case 4 gallon (All Flavors), \$6.40 per case; S. G., \$1.75.
CONCENTRATES: All Flavors, \$1.75 Qt.; 1 Gall, \$6.00; 4 Qt., \$6.50.
WAGNER MEAS-U-RITE Syrup Dispenser: 1 Gall. CROCK Dispensers, \$5.50 ea.
FLAT WOOD Snow Cone Spoons—\$1.25 M; Case 10 M, \$11.00.
Snow Cone CUP TRAYS—ALUMINUM—Holds 6 Cups—\$2.50 each.
Concession Umbrella—7 Ft. Spread—\$22.50.

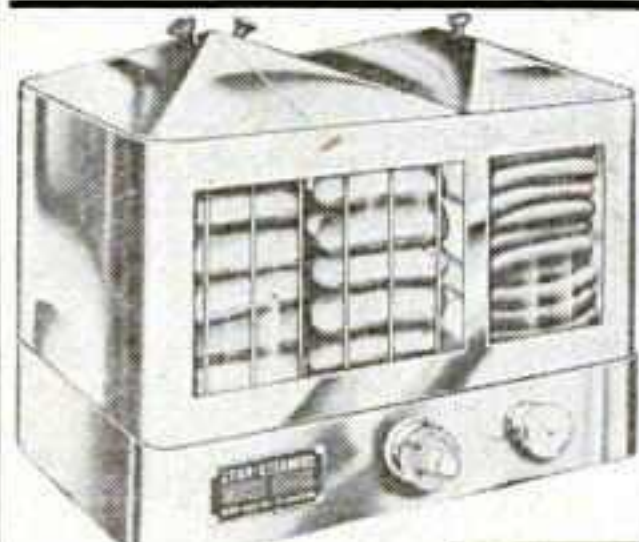
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GREEN 1#, \$6.75; 1/4 lb. cans, \$1.50; 1/8# 1/4 lb. can. . . 2.50
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STAR STEAMRO JR.—Electric combination Hot Dog Steamer and Bun Warmer. 150 HOT DOGS and warms 40 buns. Sell More "HOT DOG" with this outfit.

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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 38MM 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.



Talent Topics

Larry Griswold, high dive-trampoline performer, who recently returned to action after being laid up for several months with an injured hip, was again injured at the Milwaukee Sentinel Sports Show last week. The accident occurred near the end of the show's run and another act substituted.

Count Popo DeBathe was a recent visitor in Los Angeles en route to play the St. Louis Police Circus. On his way to the circus, DeBathe will stop off for a school date in El Paso and another engagement in Omaha.

Lang Troupe, teeterboard, are back in the Midwest after a long tour and will play the Omaha Shrine Circus, April 6-11. Following will be an engagement at the Sahara, Las Vegas, and other West Coast dates. Recent engagements included the Chicago Theater; Fox Theater, Detroit; Fairmont Club, Hull, Que., and two weeks at Blindstrub's in Boston. Following the West Coast jaunt, troupe will play eight weeks of Eastern fairs for Al Martin.

Talent set for the Sunday (19) "Super Circus" TV program in Chicago includes **Trampolineys**, trampoline; **Hollywood Skyrockets**, double swaypole, and **Chai and Somay**, acro-contortion.

Out in the Open

The I.Q. Baseball Pitching Machine being used by the New York University baseball team has received considerable publicity in Gotham sports pages.

Jack McCormick, space director for the New Jersey State Fair, Trenton, returned to New York last week following a six-week vacation in Hot Springs.

Breeze Rides Bow in Cincy

FALMOUTH, Ky., April 4.—Nelson Breeze reports that his ride unit opens the 1953 season as an added attraction in connection with the Cole Bros.' Shrine Circus at the Cincinnati Garden April 6-11. The Breeze rides will remain at the Garden for the April 18-26 Home Show.

Breeze, who also operates the Falmouth Fair, said that the 1953 annual will run six days, offering special attractions thruout the August 17-22 run. It opens on a Monday night with an old-time gospel singing choir contest. Other attractions set for the fair include circus acts, the Jimmy Lynch Death Dodgers and horse and goat shows.

Vogel Cuts Price On Kid-E-Kruze

AMARILLO, Tex., April 4.—The Vogel Neon Company here this week announced that the price of its Kid-E-Kruze Flying Saucer has been cut from \$1,795 to \$1,495. Capacity of the ride has been reduced from 24 to 16 passengers. It may now be transported on a 12-foot trailer.

According to Harold W. Vogel, the ride, which is 25 feet in diameter, may now be unloaded and set up in 30 minutes and may be dismantled and loaded in 30 minutes, by two men.

The cabs or saucers are now shaped of pressed metal.

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Are the best made, both in quality and workmanship—and are surely worth what we sell them for—they come in three styles.

No. 2 APRONS are made of 10 oz. duck—they have two pockets measuring 9 inches each—the apron ties are made of webbing fastened into gromets, not sewed on. Price \$1.00 ea.

No. 3 APRONS are made of 10 oz. duck, they have three pockets, each pocket measures 9 inches—Apron ties are made of webbing fastened to the apron by gromets not sewed on. Price \$2.00 ea.

No. 4 APRONS are made of 10 oz. duck, they have four pockets, can be used for change and bills. They measure 13½x18 inches overall, all aprons are made in dark colors and will not show soil. Price \$3.00 ea.

In order to save you the C.O.D. collection charges, send your money order with your order—and we will send your aprons to you at once at our expense.

RAY KNOX
1208 Walnut Street, Philadelphia 7, Pa.

Mrs. Haroy Arrives in N. Y.; Unloading Is Major Chore

NEW YORK, April 4.—The long-awaited arrival of Mrs. Haroy, the 65-ton embalmed whale, became a reality this week as the mammal arrived via ship from Belgium and was unloaded at a Brooklyn pier.

Unloading of the whale, on its own special railroad car, was accomplished without incident via the Monarch, powerful floating derrick. After transfer to a car float, the mammal was taken to the New York Central Railroad yards in Weehawken, N. J., where the European coupling devices on the flat car will be replaced with conventional American coupling gear. The unloading chore required the major portion of the day.

The whale's owner, Leif Soegaard, has been awaiting the arrival of his prize possession since he planned to the U. S. after seeing the whale loaded in Antwerp two weeks ago. He is working out details for showing the whale here before beginning a nation-wide tour.

Learning Fast

Altho not a showman, Soegaard, a Dane, shows signs of rapidly joining the ranks. One of his first announcements after the whale's arrival was to inform the press that a traveling companion for the whale will be a Danish shrew mouse that weighs a tenth of an ounce. His interest in the whale was purely academic, as he has long made a study of evolution and was intrigued by the whale, a mammal which he believes has reversed the process of evolution wherein mammals came from the sea to begin their existence on land. He is an antique dealer by profession.

Preliminary planning for the arrival was carried on by Axel Tagelvad, New York importer. Last

week, Bill Doll, New York press agent, acquired the chore of national publicity director and has set the tub thumping machinery into motion.

Local papers picked up the story and carried news of the whale's arrival plus pictures of the unloading scene. The first announcement of the whale appeared in The Billboard in December. The first news story concerning the decision to bring the whale to America appeared in The Billboard over a month ago and started a round of daily phone inquiries from persons interested in representing the whale and/or exhibiting it.

Feinberg Sets Moppet Deal

NEW YORK, April 4.—Abe Feinberg, who originated the personal appearances of the Howdy Doody clown, Clarabell, two years ago, announced this week that a 60-minute package kiddie show is set for appearances at fairs and parks beginning May 30, and will include additional Howdy Doody show favorites.

The package, in addition to Clarabell, includes Princess Summer-Winter-Fall, Chief Thunderthud, Buffalo Vic as emcee, and a pianist. The booker has arranged extra merchandising tie-ups with sponsors of the TV show.

Mrs. Boyle Woolfolk, wife of the Chicago agency head, expected to be released soon from Presbyterian Hospital, Chicago, where she has been confined for six weeks following surgery.

SAVE \$125—Spring Special—SAVE \$125

Multiplex large 45-gallon Root Beer Barrel, \$195.00, listed at \$275.00; two gallons Super-Strength Root Beer Concentrate FREE.

TEMPRITE Bantam Carbonator, \$175.00, listed at \$210.00; two gallons Super-Strength Root Beer Concentrate FREE.

BUY BOTH FOR ONLY \$360.00.

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Super-Strength Root Beer Concentrate, \$20.00 per case of 4 gallons.

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Amusement Parks

Alabama

Anniston—Oxford Lake Park, W. E. (Billy) Morgan, owner-mgr.; has six rides, 10 concession games, rink, Penny Arcade, coin machines.

Birmingham—Fair Park Kiddieland, Alabama State Fair Authority, R. H. McIntosh, mgr.; has 26 rides, Penny Arcade; books attractions occasionally.

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 Fun Zone, Al Anderson, owner-mgr.; has five rides, 23 concession games, Penny Arcade, coin machines; books free attractions.

Compton—Tiny Town Park, Harry C. Matthews, owner-mgr.; has 11 rides; books attractions, television and movie stars.

Guernwood Park—Guernwood Village, Jack W. Wright, owner-mgr.; has five rides, eight concession games, rink, Penny Arcade, coin machines.

Long Beach—Virginia Amusement Park, Long Beach Amusement Co., owners, Mason E. Kight, pres.; L. P. (Pat) Murphy, mgr.; has six rides, 20 concession games, Penny Arcade.

Long Beach—Long Beach Am. Co. "Nupike," L. P. (Pat) Murphy, gen. mgr.; has 14 major and 12 kiddie rides, 27 concession games, Penny Arcade, coin machines; books orchestras.

Los Angeles—Beverly Park, David E. Bradley Jr., owner-mgr.; has 12 rides, Penny Arcade.

Los Angeles—Lucas Kiddieland and Kiddies Hollywood Park, 2521 Riverside Drive, Bernard Pludow, owner-mgr.; has 22 rides, 15 concession games, Penny Arcade, coin machines; books orchestras and 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.

Oceanside—Oceanside Beach Amusement Park, Harry Gordon, owner; Milton Nicholas, mgr.; has four rides, 12 concession games, Penny Arcade.

Pico—Streamland Park, M. S. Cipes, owner-mgr.; has 15 rides, four concession games, Penny Arcade; books pay attractions.

Redondo Beach—Redondo Beach Park, Terrel G. Fox, mgr.; has eight rides, concession games.

San Bernardino—Perris Hill Kiddieland, Kent C. and V. B. Danner, owners; has seven rides.

San Diego—Mission Beach Amusement Center, Roy J. Hurd, mgr.; has 10 rides, 30 concession games, pool, rink, Penny Arcade, coin machines; books orchestras and attractions.

San Francisco—Whitney's Playland at the Beach, George K. Whitney, owner-mgr.; has 25 rides, 30 concession games, rink, Penny Arcade, coin machines.

Santa Cruz—Santa Cruz Beach, Thomas W. Cutting Jr., mgr.; has 14 rides, 15 concession games, pool, Penny Arcade, coin machines; books orchestras and free attractions.

Santa Monica—Newcomb Pier, W. D. Newcomb Jr., owner-operator; has four rides, seven concession games, Penny Arcade, ballroom.

Sunland—Sunland Park, Fox & Sons Amusement, owner, and Terrell G. Fox, mgr.; has 11 rides, six concessions, pool, rink, Penny Arcade and Sportland.

Venice—Lake Park, Inc., Ted S. McElroy, mgr.; has 23 rides, 10 concession games; books attractions.

Colorado

Denver—Fitch Gardens, Arnold B. Gurtler, mgr.; has seven major and 11 kiddie rides, 14 concession games, Penny Arcade, coin machines; books orchestras and attractions.

Denver—Lakeside Amusement Park, Benjamin Krassner, mgr.; has 19 rides, five concession games, pool, Penny Arcade, coin machines; books orchestras.

Pueblo—Minnequa-Lakeside Park, Harry W. Elliswood, mgr.; has eight rides, 14 concession games, pool, 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. Leach, mgr.; has six rides, three concession games, beach, rink, Penny Arcade, coin machines; books orchestras and attractions.

New Haven—Savin Rock Park, Frederick E. Levere, mgr.; has 47 rides, 75 concession games, rink, three Penny Arcades, coin machines; books orchestras and 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. Curtin, supt. of parks, has two rides, three concession games.

Delaware

Port Penn—Augustine Beach and Park, Tommy Taxis, 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—Griffin Amusement Park, F. A. Griffen Sr., owner; F. A. Griffen Jr., mgr.; has nine rides, two concession games.

Jacksonville—Riverview Amusement Park; books rides, acts and shows.

Jacksonville—Reid's Playland Park; address Box 662.

Jacksonville Beach—Boardwalk, Boardwalk Assn., mgr.; has 20 rides, 18 concession games, pool, Penny Arcade, coin machines.

Miami—PBA Children's Playground, Police Benevolent Assn., owners; I. C. Rezeau, mgr.; has six rides; books 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 Marcres & 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, Dr. J. C. Norvell, owner-mgr.; has 10 rides, 12 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, four coin machines.

Fox Lake—Fox Lake Kiddieland, Thomas Sacco, owner-mgr.; has six rides, three concessions, Penny Arcade.

Lake Villa—Sherwood Park, George Rox, mgr.; has six rides, five concession games, pool, Penny Arcade, coin machines; books pay attractions.

Lyons—Fairland Park, Richard Miller, owner; Alfred Miller, mgr.; has 18 rides, 11 concession games; Penny Arcade.

Oak Lawn—Green Oaks Kiddilyland, 4001 W. 95th St.; M. J. Doolan, owner; R. J. Zirzow, mgr.; has 14 rides.

Paris—Twin Lakes Park, owned by city, Chas. P. and Harry E. Brown, mgrs.; has five rides, concession games, bathing beach, Penny Arcade, coin machines.

Indiana

Angola—Buck Lake Ranch Park, Harry Smythe, mgr.; has seven rides, eight concession games; books orchestras and attractions.

Fort Wayne—West Swinney Park, H. E. Hart, owner; has nine major and four kiddie rides, 15 concession games, Penny Arcade, coin machines; books attractions.

Hamilton—Circle Park, D. B. Waterhouse, mgr.; has four rides, four concession games, pool, rink, Penny Arcade coin machines; books attractions.

Indianapolis—Riverside Amusement Park, John L. & Robert D. Coleman, owners, H. E. Parker, mgr.; has 24 rides, 16 concession games, rink, Penny Arcade, books orchestras and attractions.

Michleam City—Washington Park, Harold K. Barr, mgr.; has five major and eight kiddie rides, 12 concession games, beach, Penny Arcade; books orchestras.

Monticello—Indiana Beach, T. E. Spackman, mgr.; has four major and three kiddie rides, pool, rink, Penny Arcade coin machines; books orchestras and attractions.

South Bend—Playland Park, Earl J. Redden Jr., mgr.; has 12 rides, six concession games, rink, Penny Arcade, coin machines; books orchestras and attractions.

Iowa

Arnolds Park—Benit Amusement Park, Eldo M. Benit, mgr.; has 10 rides, five concession games; rink, Penny Arcade, coin machines; books attractions.

Clear Lake—Bayside Park, H. A. O'Leary, mgr.; has five rides, six concession games, rink.

Houell Bluffs—Playland Park, Abe Slusky, mgr.; has 20 rides, 24 concession games, Penny Arcade, coin machines; books attractions.

Havenport—Mississippi Valley Amusement Park, H. A. Gettert, mgr.; has five rides five concession games, Penny Arcade, books orchestras and attractions.

Jes Moines—Riverview Park, Bart Kooker, mgr.; has 15 rides, seven concession games, Penny Arcade; books orchestras and free attractions.

Waltham—Grand View Park, Ross Hancock, owner-mgr.; has 10 concession games, rink, Penny Arcade, coin machines; books orchestras and acts occasionally.

Sioux City—Riverview Park, R. M. Warfield, owner; M. R. Warfield, mgr.; has 12 rides, 15 concession games, Penny Arcade, coin machines.

Storm Lake—Lakeside Beach, Walter Lawrence, mgr.; has four rides, four concession games, lake, rink, Penny Arcade; books orchestras, pay and free attractions.

Kansas

Donner Springs—Lakewood Park, L. D. Ward, owner-mgr.; has five rides, 16 concession games, pool, rink; books orchestras and free attractions.

Wichita—Joyland Hillside and Joyland Central, The Ottaways, mgrs.; has 20 rides, 10 concession games, Penny Arcade, coin machines.

Kentucky

Dayton—Tacoma Park, Charles E. Graham, owner-mgr.; has three rides, pool, rink, Penny Arcade.

Lexington—Joyland Park, G. D. Kincaid, pres.; has 15 rides, 10 concession games, pool, Penny Arcade; coin machines; books orchestras and attractions.

Louisville—Pontaine Ferry Park, J. R. Singhiser, mgr.; has 16 rides, 16 concession games, pool, rink, Penny Arcade, coin machines; books -orchestras free attractions.

Louisiana

New Orleans—Audubon Park, owned by city, George Douglas, mgr.; has seven rides; books free attractions.

New Orleans—Poydras Beach, owned by Playland Amusements, Inc., and managed by Harry J. Batt Sr.; has 19 rides, 14 concessions, Penny Arcade. Uses bands for special events only; books bands.

Maine

Old Orchard Beach—Palace Playland, Seashore Am Corp., owners; Samuel Osher, mgr.; has eight rides, 15 concession games, rink, Penny Arcade, coin machines; books orchestras and attractions.

Upper Gloucester—Royal River Park, Howard I. Small, mgr.; has three rides, concession games, pool, rink, Penny Arcade; books orchestras and attractions.

York Beach—Samuel Amusement Park, Max and Samuel Spector, owners; has 10 rides, eight concession games, Penny Arcade, coin machines; books attractions.

Maryland

Baltimore—Carlin's Park, John J. Carlin, owner; has 20 rides, 15 concession games, pool, roller and ice rinks, Penny Arcade, coin machines; books free attractions.

Baltimore—Kiddyland, Charles W. Swan, mgr.; has eight rides, 12 concession games, pool, Penny Arcade; books orchestras and attractions.

Baltimore—New Bay Shore Park, William F. Chew, owner; William F. Shinnick, mgr.; has 10 rides, 10 concession games, beach, Penny Arcade; books attractions.

Baltimore—Gwynn's Oak Park, A. B. Price & Sons, owners; David W. Price, mgr.; has 26 rides, 15 concession games, Penny Arcade; books orchestras and free acts.

Braddock Heights—Braddock Heights Park, J. H. Baker, mgr.; has three rides, two concession games, rink, Penny Arcade books pay attractions.

Chesapeake Beach—Seaside Park, Seaside Park, Inc., owner; J. M. Rector mgr.



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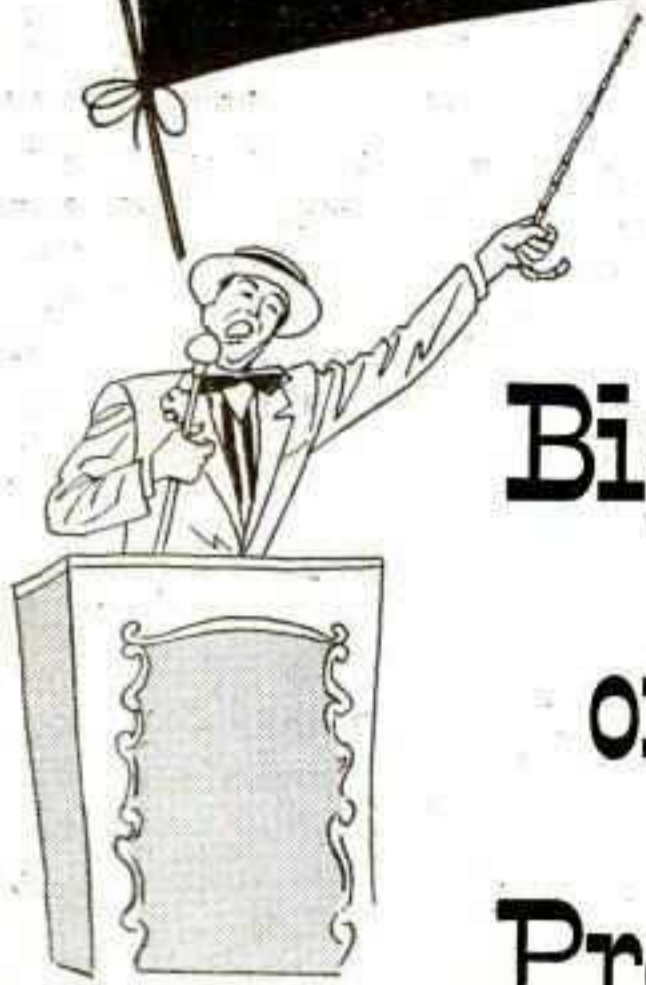
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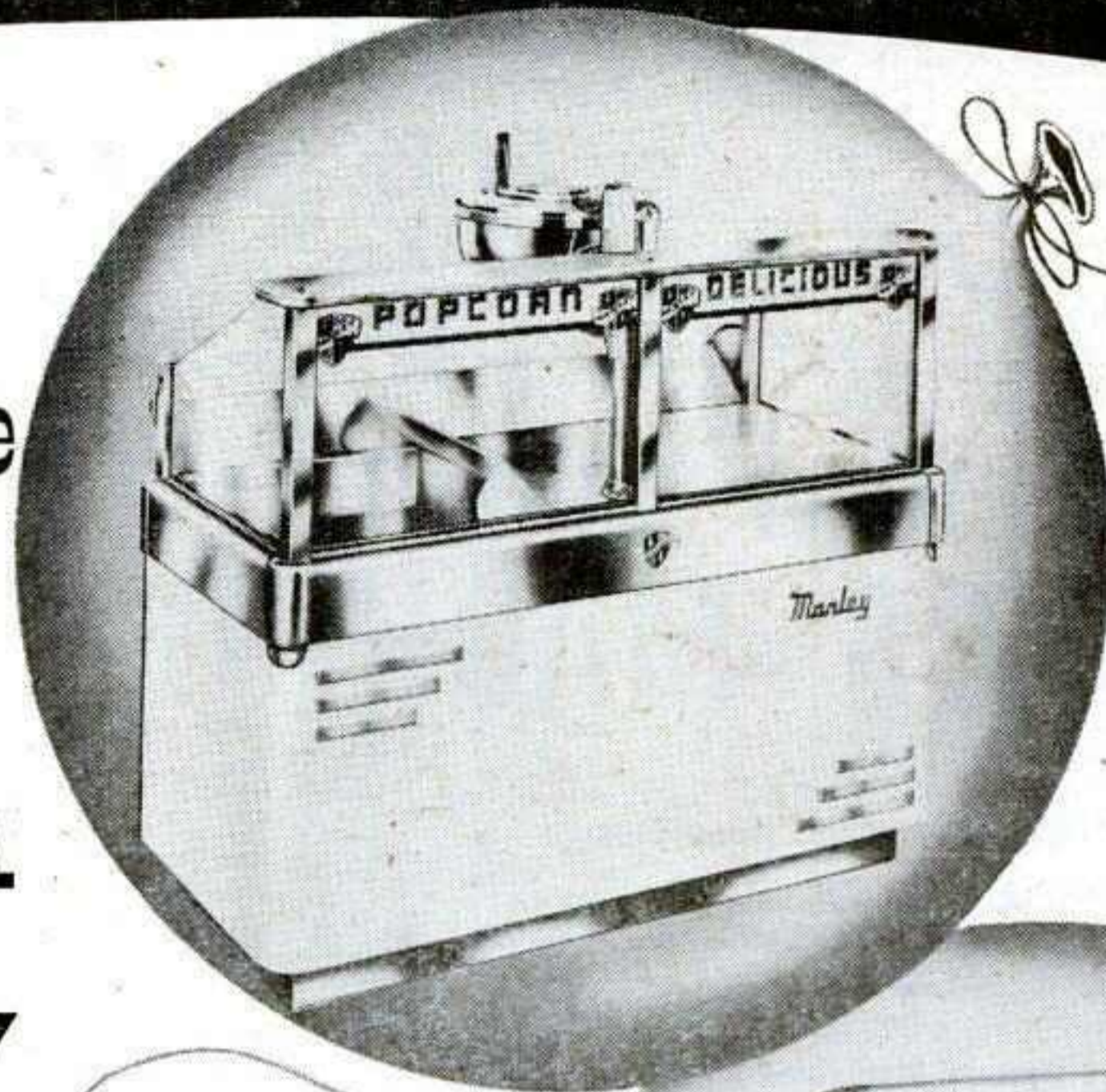
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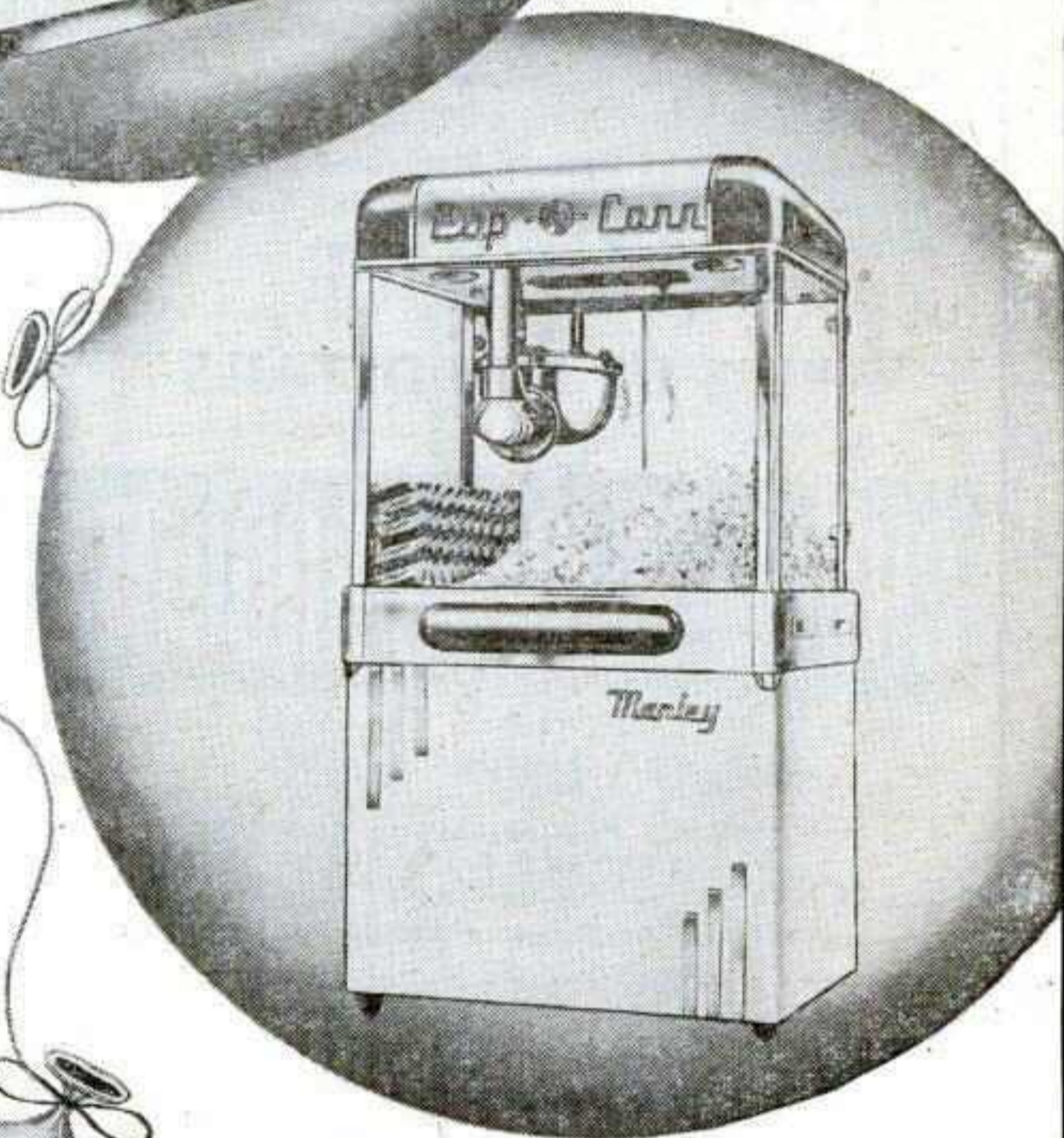


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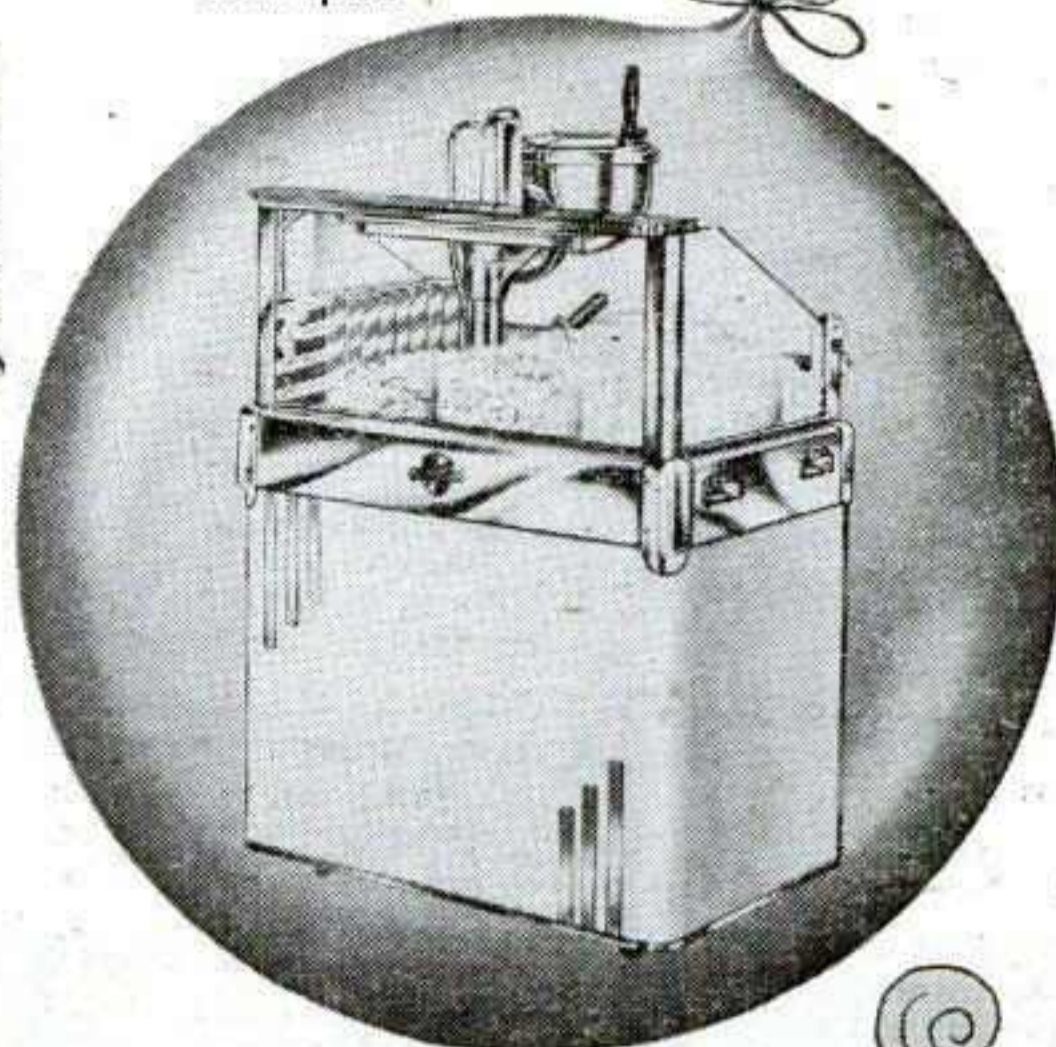
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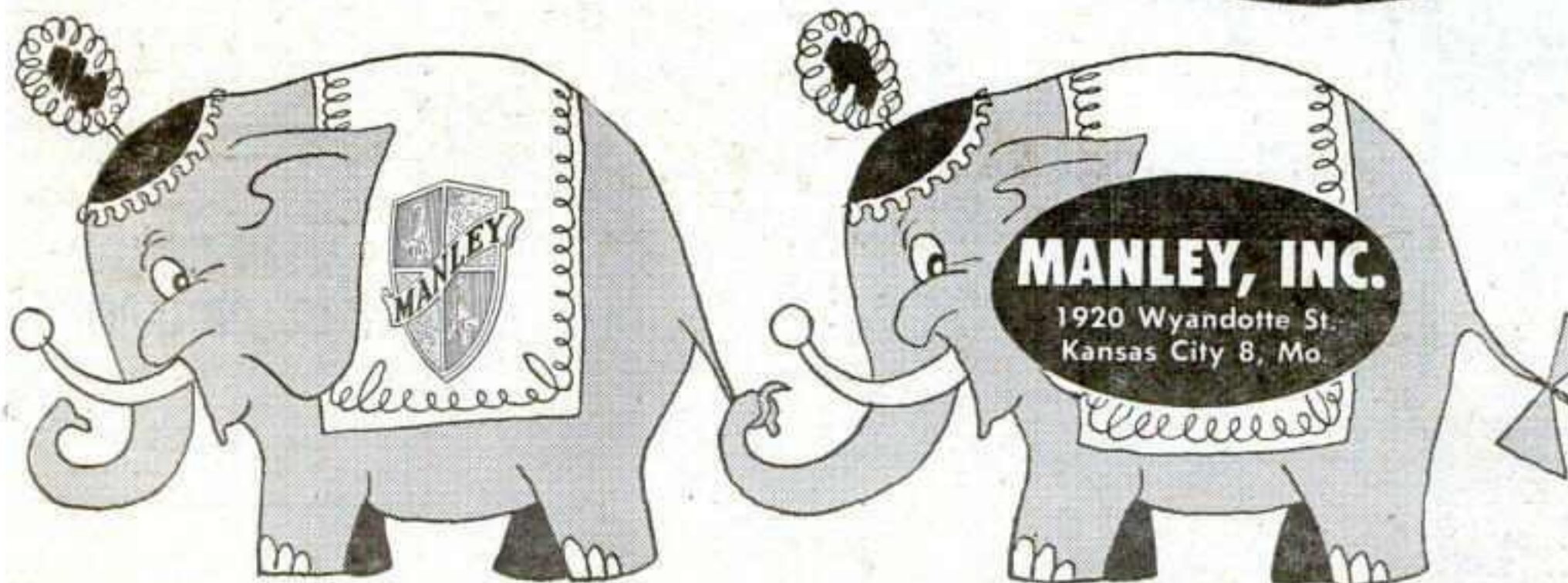
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New Philadelphia—Tuscora Park, owned by city, Harold Messe, mgr.; has five rides, three concession games, pool, rink, Penny Arcade; books orchestras and attractions.
Russells Point—Russells Point Boardwalk, Jack Stone, mgr.; has seven rides, 15 concession 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 and mgr.; books 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, six concession games, Penny Arcade.
Urbana—Lakewood Beach, Dave Conrad, mgr.; has seven rides, nine concession games, pool, Penny Arcade, coin machines; books orchestras and attractions.
Vermillion—Crystal Beach Park, James M. Ryan, mgr.; has 12 rides, concession games, Penny Arcade; books orchestras and attractions.
Youngstown—Idona Park, M. A. Rindin, mgr.; has 25 rides, 15 concession games, Penny Arcade, coin machines; books attractions and orchestras.
Zanesville—Moxahala Park, Tim J. Nolan, owner-mgr.; has 10 rides, six concession games, pool, rink, Penny Arcade, coin machines; books orchestras and attractions.

Oklahoma

CACHE—Craterville Park, Frank Rush, mgr.; has six rides, concession games, pool, rink, Penny Arcade; books attractions.
Lawton—Dee Dee Park, B. F. Hutchins, owner; has three rides, four concession games, pool, rink, coin machines; books orchestras, pay and free attractions.
Oklahoma City—Springlake Park, Roy and Marvin Staton, mgrs.; has 12 rides, 11 concession games, pool, Penny Arcade, coin machines.
Tulsa—Lakeview Amusement Park, Cecil Elfrich, owner-mgr.; has 17 rides, 10 concession games, Penny Arcade, coin machines; books 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.
Portland—Oaks Amusement Park, Robert Bollinger, mgr.; has 18 rides, rink; books free attractions.
Seaside—Gayway Park, Vernon G. Raw, owner-mgr.; has eight rides.

Pennsylvania

Allentown—Central Park, James A. Joseph, mgr.; has 12 rides, 12 concession games, Penny Arcade, coin machines; books orchestras, pay and free attractions.
Allentown—Dorney Park, R. L. Flarr, mgr.; has 19 rides, six concession games, pool, rink, Penny Arcade; books orchestras, pay 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, J. Tomat, mgr.; has six rides, eight concession games, lake, rink; books orchestras, pay and free attractions.
Bellefonte—Hecla Park, A. F. Hockman, owner; H. R. Hockman, mgr.; has four rides, six concession games, pool, rink, Penny Arcade, coin machines; books orchestras and free attractions.
Chalfont—Forest Park, Richard F. Lusse, owner-mgr.; has 14 rides, five concession games, pool, Penny Arcade; books orchestras and attractions.
Conneaut Lake—Conneaut Lake Park, W. J. Tarr, gen. mgr.; has 25 rides, 20 concession games, beach, Penny Arcade, coin machines; books orchestras and attractions.
Easton—Bushkill Park, Thomas V. Long, owner-mgr.; has 15 rides, five concession games, pool, rink, Penny Arcade, coin machines; books free attractions.
Easton—Willow Park, Shelby Bros., owners-mgrs.; has five rides, four concession games, pool, Penny Arcade, coin machines.
Elysburg—Knoebel's Grove, H. H. Knoebel Jr., mgr.; has nine rides, five concession games, pool, rink, Penny Arcade, coin machines; books free attractions.
Erie—Waldameer Beach Park, F. W. A. Moeller, owner-mgr.; has 15 rides, 12 concession games, Penny Arcade, coin machines; books orchestras and free attractions.
Halifax—Tourist Park, Camden Cobern, mgr.; has five rides, 19 concession games, Penny Arcade, coin machines; books orchestras and free attractions.
Hanover—Forest Park, A. Karst, owner-mgr.; has 10 rides, 14 concession games, rink, Penny Arcade, coin machines; books orchestras, pay and free attractions.
Hawthorn—American Legion Park, H. J. Heffner, mgr.; has three rides, eight concession games, rink; books pay attractions.
Hazleton—Hazel Park, Ray Grontkowski, owner-mgr.; has five rides, 10 concession games, kiddie pool, rink, Penny Arcade, coin machines; books orchestras and attractions.
Hershey—Hershey Park, Hershey Estates, owner; G. W. Bartels, mgr.; has 23 rides, two concession games, pool, Penny Arcade, coin machines; books orchestras and free attractions.
Lake Ariel—Lake Ariel Park, Bert Derby, owner-mgr.; has 12 rides, eight concession games, beach, Penny Arcade; books attractions.
Lancaster—Rocky Springs Park, Nicholas Sacoalas, mgr.; has nine rides, five concession games, pool, rink, Penny Arcade, coin machines; books orchestras and attractions.
Lewistown—Kishacoquillas Park, Harry Fisher, owner-mgr.; has six rides, 10 concession games, pool, rink, Penny Arcade, coin machines; books orchestras and attractions.
Ligonier—Idlewild Park, C. K. MacDonald, mgr.; has 15 rides, pool, Penny Arcade; books free attractions.
Mahanoy City—Lakewood Park, Charles A. Donahue, mgr.; has 15 rides, five concession games, pool, rink, Penny Arcade, books name bands and pay attractions.
Mechanicsburg—Willow Mill Park, H. DeB Stoner and Ira J. Brehm, owners-mgrs.; has nine rides, 10 concession games, Penny Arcade; books free attractions.
Mechanicsburg—Williams Grove Park, J. Robert Richwine, mgr.; has 17 rides, 14 concession games, Penny Arcade, coin machines; books attractions.
Mount Gretna—Mount Gretna Park, Gene P. Otto, owner-mgr.; has four rides, 24 concession games, lake, Penny Arcade, coin machines; books orchestras and attractions.

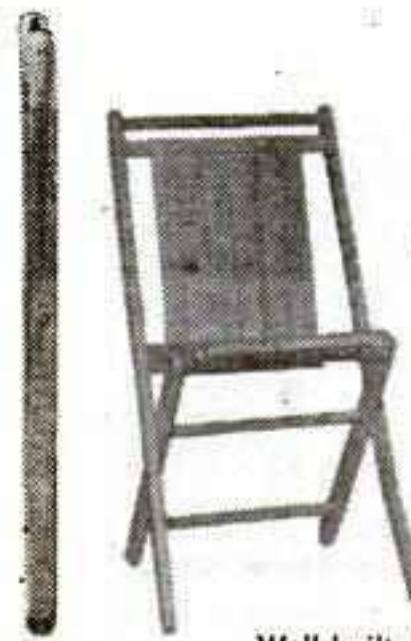
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Crowd-pleasing specialties like soft ice cream, malts and shakes served fresh from SWEDEN Freezers at assembly-line speed have caught on—but good! Claims that per-foot profits are stretched terrifically by SWEDEN have been confirmed by reports received from all over the country.

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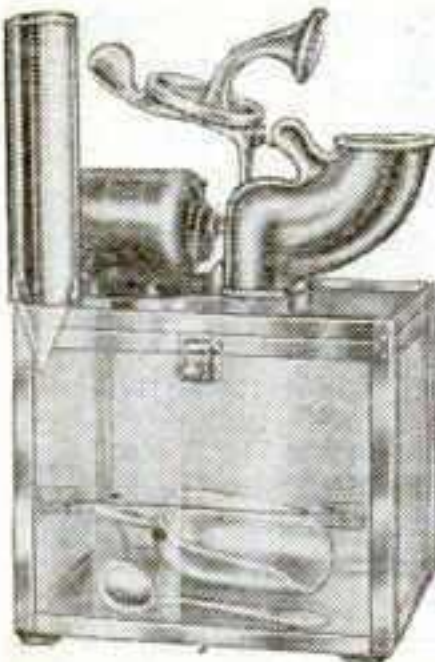
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1/2 H.P., 110 volt, 60 cycle A.C. motor. Ladle scoop, ice pick, funnel, cup dispenser and 4 dispensing stoppers furnished with each machine. This is the machine that has been making big profits for concessionaires for many years. Send 25% deposit, machine will be shipped balance C.O.D. All prices F.O.B. St. Louis, Mo.

Price of Ice Shaver and Plexiglas Case, as Pictured, \$110.00
Price of Machine, Only \$60.00
Stand (not shown), \$10.00

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New Castle—Cascade Park, owned by city, C. C. Coulthard, mgr.; has seven rides, three concession games, pool; books orchestras.

Perkasie—Menlo Park, Henry S. Wilson, owner and mgr.; has four rides, four concession games, pool, rink, Penny Arcade, coin machines.

Philadelphia—Woodside Park, John J. Worthington, mgr.; has 17 rides; pool leased to the city; Penny Arcade, coin machines.

Pine Grove—Twin Grove Park, G. H. Yergey and G. I. McGrady, owners; Paul Kern, mgr.; has seven rides, seven concession games, pool, Penny Arcade; books pay attractions.

Pittsburgh—West View Park, George M. Harton, pres.; has 32 rides, 15 games, Penny Arcade, coin machines; books orchestras and free 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—Shawwood Park Stanley M. Shaw, owner-mgr.; has five rides, six concession games, rink, Penny Arcade, coin machines.

Reading—Carsonia Park, Joseph Sigg, mgr.; has eight rides, concessions, pool, rink, Penny Arcade; books orchestras, acts.

Royersford—Lakeview Amusement Park, Harry J. Alba, mgr.; has 10 rides, six concession games, pool, Penny Arcade, coin machines; books orchestras and free attractions.

Sanatoga—Sanatoga Amusement Park, Karl W. Spatz, mgr.; has 10 rides, 12 concession games, pool, Penny Arcade; books orchestras and attractions.

Scranton (Mooste)—Rocky Glen Park, Benj. and Mae Sterling, owners; has 18 rides, one concession game, lake, Penny Arcade, coin machines; books orchestras and free attractions.

Shamokin—Edgewood Park, George H. Jones, mgr.; has eight rides, 10 concession games, pool, rink; books free attractions.

Sunbury—Rolling Green Park, R. M. Spangler, owner-mgr.; has 14 rides, seven concession games, pool, rink, Penny Arcade, coin machines; books free attractions.

Sunbury—Island Park, E. R. Caravella, mgr.; has six rides, 15 concession games, pool, rink, Penny Arcade, coin machines; books attractions.

Uniontown—Shady Grove Park, Mike Cabot, mgr.; has six rides, 18 concession games, pool, rink, Penny Arcade; books orchestras and attractions.

Walnutport—Edgemont Park, Rollin E. Minnich, owner-mgr.; has four rides, four concession games, pool, Penny Arcade, coin machines; books free attractions.

Wilkes-Barre—Sans Souci Park, Hanover Am. Co., owner; Mrs. Nellie Barr, mgr.; has 15 rides, 12 concession games, pool, rink, Penny Arcade; books orchestras and attractions.

Willow Grove (Philadelphia)—Willow Grove Park, E. E. Fochl, mgr.; has 18 rides, 12 concession games, Penny Arcade, rink; books pay attractions and orchestras.

York—Brookside Park, Robert Hoffman, owner; Floyd P. Schell, mgr.; has five rides, 20 concession games, Penny Arcade, coin machines; books free attractions.

Rhode Island

Riverside—Crescent Park, Arthur R. Simmons, mgr.; has 18 rides, 20 concession games, rink, Penny Arcade, coin machines; books attractions.

Warwick—Rocky Point Park, Vincent Perla, owner; Paul S. Haney, mgr.; has 23 rides, 30 concession games, pool, Penny Arcade, coin machines; books orchestras and free 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.

Myrtle Beach—Pavillion Amusement Park, Earl E. Husted, mgr.; has 20 rides, 30

concession games, Penny Arcade, coin machines; books orchestras, pay and free attractions.

Tennessee

Chattanooga—Warner Park, owned by city; A. L. Bender, mgr.; has nine rides, pool, Penny Arcade; books attractions.

Chattanooga—Lincoln Park, owned by city; has four rides, three concession games, pool; books attractions.

Chattanooga—Lake Winnepesaukah, owned by Mrs. Minette Dixon; has 13 rides, 6 concessions, pool and Penny Arcade. Uses acts occasionally.

Knoxville—Chilhowee Park, owned by city. Mack Franse, mgr.; has eight major and six kiddie rides, five concession games, rink, Penny Arcade; books name bands and free acts.

Memphis—Fairgrounds Amusement Park, owned by city; Eddie Toulon, mgr.; has 16 rides, 12 concession games, pool, Penny Arcade; books attractions.

Texas

Corpus Christi—North Beach Amusement Park, W. C. Combs, mgr.; has eight rides, 15 concession games, rink, Penny Arcade.

Dallas—Vickery Amusement Park, I. R. Hickman, owner; J. A. Cook, mgr.; has five rides, four concession games, pool.

Dallas—Fair Park, State Fair of Texas, owners; James H. Stewart, mgr.; has 22 rides, 14 concession games, pool, rink, Penny Arcade; books attractions.

El Paso—Washington Park, owned by city; J. Koons, mgr.; has 13 rides, five concession games, pool, rink, Penny Arcade.

Galveston—Beach Amusement Park, James B. Crabb, mgr.; has 10 rides, eight concession games, coin machines.

Galveston—Galveston Pleasure Pier, Jack Mankey, mgr.; has one ride, nine concession games, Penny Arcade; books orchestras.

Houston—Playland Park, Louis Slusky, mgr.; has 16 rides, 34 concession games, Penny Arcade, coin machines; books attractions.

Houston—Katy Road Kiddieland, Harry W. Hennies, owner; Joseph S. Scholibo, mgr.; has 14 rides; books free acts at times.

Port Arthur—Pleasure Pier, Robert Lacy, lessee; has 11 rides, nine concession games, pool, Penny Arcade; books orchestras and pay attractions.

San Antonio—Playland Park, James E. Johnson, owner; has 16 rides, 20 concession games, Penny Arcade, coin machines; books attractions at times.

Wichita Falls—Orbit Amusement Park, Wayland D. Keith, owner and mgr.; has seven rides, 12 concession games; books attractions.

Utah

Salt Lake City—Saltair Beach, William M. Armstrong, mgr.; has eight rides, six concession games, Penny Arcade, coin machines, books orchestras and attractions.

Salt Lake City—Lagoon, Robert E. Freed, mgr.; has 16 rides, 20 concession games, pool, coin machines; books orchestras and attractions.

Virginia

Buckroe Beach—Buckroe Beach Resort, P. V. Steffen, owner-mgr.; has 11 rides, 15 concession games, Penny Arcade, coin machines; books attractions and orchestras.

Norfolk—Ocean View Park, Albert Miller, mgr.; has 15 rides, 18 concession games, beach, Penny Arcade; books orchestras and attractions.

Norfolk (London Bridge)—Seaview Beach, N. S. Miller, mgr.; has five rides, Penny Arcade, coin machines; books orchestras and free attractions.

Roanoke—Lakeside Park, H. L. Roberts, owner-mgr.; has 12 rides, 10 concession games, pool, rink, Penny Arcade, coin machines; books orchestras.

Virginia Beach—Casino Park, has six rides, 20 concession games, pool, Penny Arcade, coin machines; books orchestras and attractions.

Virginia Beach—Seaside Park, Dr. Dudley Cooper, Jack L. Greenspoon, owners; has 11 rides, 23 concession games, rink,

Penny Arcade, coin machines; books orchestras and attractions.

Washington

Blaine—Birch Bay Amusement Park, M. T. Cook and R. G. Nordman, mgrs.; has five rides, 10 concession games, Penny Arcade, coin machines.

Seattle—Playland Park, Carl E. Phare, owner-mgr.; has 14 rides, 12 concession games, Penny Arcade.

Spokane—Natorium Park, Louis Vogel, owner-mgr.; has 9 rides, four concession games, Penny Arcade; books orchestras and free attractions.

West Virginia

Chester—Rock Springs Park, R. L. Hand, owner-mgr.; has eight rides, four concession games, rink, Penny Arcade; books orchestras and attractions.

(Continued on page 136)

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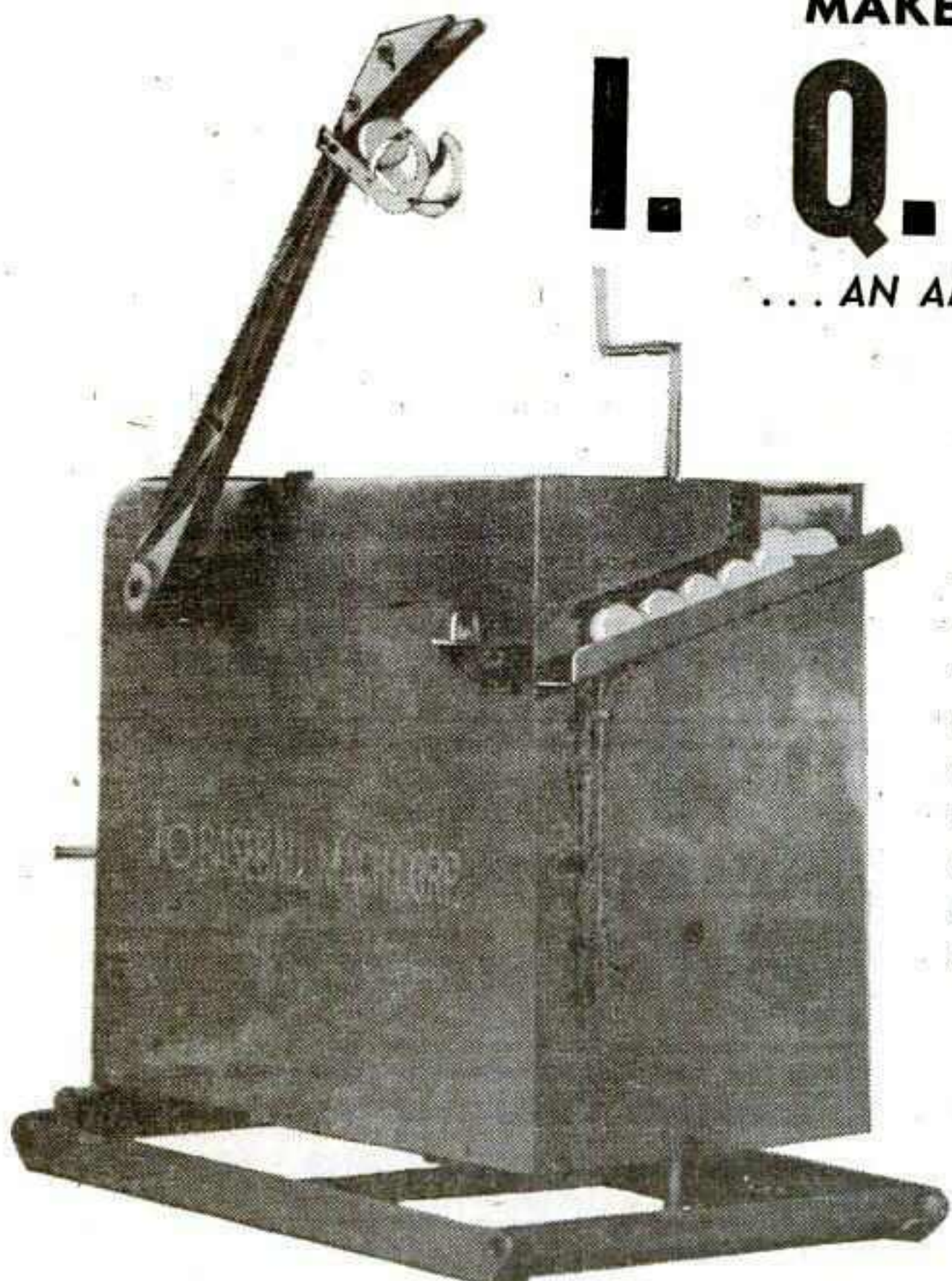
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1953 Fair Dates

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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 27.

Alabama

Attalla—Etawah Co. Fair Assn. Oct. 5-10. Riley L. Hamby.
Birmingham—Alabama State Fair Authority. Oct. 5-10. R.H. McIntosh.
Florence—North Alabama State Fair. Sept. 21-26. C. H. Jackson, P. O. Box 165.
Huntsville—Madison Co. Fair & Tenn. Valley Expo. Sept. 28-Oct. 3. Marie Dickson, P.O. Box 104.

Arizona

Phoenix—Arizona State Fair. Nov. 6-15. George W. Blake.
Yuma—Yuma Co. Fair, Inc. April 8-12. Ken Baker.

Arkansas

Bentonville—Benton Co. Fair Assn. Sept. 22-25 (tentative). V. Rose.
Berryville—Carroll Co. Fair & Livestock Show. Sept. 9-12. Kathleen Simpson.
Blytheville—N. E. Ark. Dist. Fair. Sept. 21-27. R. E. Blayford.
Clinton—Van Buren Co. Fair Assn. Sept. 17-19. Owen H. Biles.
Fort Smith—Ark.-Okla. Livestock Expo. Sept. 28-Oct. 3. Pat Condren. 613 Harrison.
Hampton—Calhoun Co. Fair Assn. Sept. 24-25. O. Prissaman.
Harrisburg—Poinsett Co. Fair Assn. Sept. 28-Oct. 3. L. K. Collier.
Jasper—Newton Co. Fair Assn. Third week of Sept. Connie Greer.

California

Anderson—Shasta Dist. Fair. Sept. 10-13. Joseph J. Speer.
Angels Camp—Calaveras Co. Fair. May 15-17. Carl T. Mills.
Antioch—Contra Costa Co. Fair Assn. July 30-Aug. 2. Norman D. Sundborg, P.O. Box 25.
Auburn—20th Dist. Agrl. Assn. Sept. 18-20. A. J. Cecchetti, P.O. Box 103L.
Bakersfield—Kern Co. Fair & Assn. Sept. 28-Oct. 4. Lloyd H. Goad.
Boonville—Mendocino Co. Fair & Apple Show. Sept. 25-27. H. J. June.
Callistoga—Napa Co. Fair & Horse Show. July 3-5. Roy F. Schoepf, 1435 Oak St.
Cedarville—Modoc Co. Fair Assn. Aug. 28-30. E. B. Mathews.
Chico—Silver Dollar Fair. May 21-24. Ed Warrenner.
Chowchilla—Chowchilla Jr. Fair. May 6-11. E. H. Clendennen.
Colusa—Colusa Co. Harvest Festival & Horse Show. Sept. 3-6. Wm. S. Randall.
Crescent City—41st Dist. Agrl. Assn. Aug. 21-23. L. W. McClure, Box 26.
Del Mar—22d Dist. Agrl. Assn. June 26-July 5. Paul T. Mannen, Box 578.
Dixon—Solano Dist. Fair. May 15-17. Bob McClure, P.O. Box 455.
Eureka—9th Dist. Agrl. Assn. June 24-28. Ralph H. Barnes, 3750 Harris St.
Ferndale—Humboldt Co. Fair Assn. Aug. 10-16. Dr. J. N. D. Hindley.
Fresno—21st Dist. Agrl. Assn. of Calif. Oct. 2-11. T. A. Dodge, 1121 Chance Ave.
Galt—Sacramento Co. Fair. July 16-19. Robt. M. Baker, P.O. Box 365.
Grass Valley—17th Dist. Agrl. Assn. Aug. 27-30. Edith B. Scott, P.O. Box 1104.
Gridley—Butte Co. Fair Assn. Aug. 27-30. Joseph E. Whitaker.
Hanford—Kings Co. Fair Assn. Oct. 15-18. Jim King.
Hayfork—Trinity Co. Fair Assn. Aug. 28-30. J. D. Berry.
Hemet—Farmers' Fair of Riverside Co. Aug. 26-30. Harry Hofmann.
King City—Salinas Valley Fair Assn. May 8-10. Loring H. Burns.
Lakeport—Lake Co. Fair Assn. Sept. 4-6. C. Phillip Lewis.
Lancaster—50th Dist. Agrl. Assn. Sept. 10-13. A. G. Marquardt, Box 1145.
Lodi—Grape Festival & Natl. Wine Show. Sept. 18-20. C. S. Jackson, P.O. Box 848.
Los Banos—Merced Co. Spring Fair & Livestock Show. April 29-May 3. C. W. Bates.
Los Angeles—Great Western Livestock Show. Nov. 28-Dec. 3. A. M. Mathews.
Madera—Madera Dist. Fair. Sept. 24-27. J. T. O'Shaughnessy, Route 1, Box 358.
Mariposa—Mariposa Co. Fair. Sept. 5-7. Dale K. Campbell, P. O. Box 333.
McArthur—Inter-Mountain Fair of Shasta Co. Sept. 5-7. George Ingram.
Merced—Merced Co. Fair. Aug. 26-30. W. C. Woxberg, P.O. Box 1352.
Monterey—7th Dist. Agrl. Assn. Aug. 27-30. George T. Wise, P.O. Box 1151.
Napa—25th Dist. Fair. Aug. 12-16. Lowell Edington.
Northridge—San Fernando Valley Fair. Sept. 3-7. Max P. Schonfeld.
Oakland—California Spring Garden Show. May 1-8. Ned S. Rucker, 920 Fallon St.
Orland—Glenn Co. Fair. Sept. 16-20. R. E. Walker, 510 S. Plumas, Willows, Calif.
Paso Robles—San Luis Obispo Co. Fair Assn. Aug. 20-23. L. W. Lewin.
Petaluma—4th Dist. Fair. July 23-26. Dolph Young.
Placerville—El Dorado Co. Fair. Sept. 11-13. Leslie W. Sanders, P.O. Box 144.
Pleasanton—Alameda Co. Agrl. Fair. June 26-July 11. Wray L. Bergstrom, P.O. Box 127.
Plymouth—26th Dist. Agrl. Assn. Aug. 28-30. George Plinkler.
Pomona—Los Angeles Co. Fair Assn. Sept. 18-Oct. 4. B. C. Shepherd.
Quincy—Plumas Co. Fair. Aug. 13-16. Tulsa E. Scott.
Red Bluff—30th Dist. Agrl. Assn. Aug. 7-9. Joseph A. Soares, P. O. Box 70.

Roseville—Placer Co. Fair Assn. July 23-26. Nic Huddleston, P.O. Box 710.
Sacramento—California State Fair. Sept. 3-13. E. P. Green, P.O. Box 2036.
Salinas—Calif. Rodeo, Horse Fair & Stock Show. July 16-19. F. E. Dayton.
San Francisco—Grand Natl. Livestock Expo. Oct. 30-Nov. 8. Nye Wilson, Geneva Ave. at Rio Verde St.
San Jose—Santa Clara Co. Fair Assn. Sept. 14-20. Russell F. Pettit, 2530 South First St.
San Mateo—San Mateo Co. Fair Assn. Aug. 14-22. William M. Wilson, P.O. Box 1027.
Santa Ana—Orange Co. Fair Assn. Aug. 11-16. R. M. C. Fullenwider, 20391 Newport Blvd.
Santa Barbara—Santa Barbara Fair & Horse Show. July 14-19. Horace W. Rupp.
Santa Maria—Santa Barbara Co. Fair. July 22-28. Reldon Dunlap, P.O. Box 670.
Santa Rosa—Sonoma Co. Fair Assn. July 31-Aug. 8. H. Jack Liebau, 333 5th St.
Sonora—Mother Lode Fair. Aug. 6-9. C. B. Mathews.
Stockton—San Joaquin Co. Fair. Aug. 21-29. E. G. Vollmann, P.O. Box 1609.
Susanville—Lassen Co. Fair & Livestock Show. Aug. 18-23. A. A. Jensen, P.O. Box 472.
Tulare—Tulare Co. Fair Assn. Sept. 22-27. A. J. Elliott.
Tulelake—Tulelake-Butte Valley Fair. Sept. 10-12. Sam W. Kellett.
Turlock—Stanislaus Co. Dist. Fair. Aug. 10-15. C. A. Rigbee, P.O. Box 547.
Ukiah—12th Dist. Fair. Aug. 20-23. Henri Warner, P.O. Box 711.
Vallejo—Solano Co. Fair Assn. July 17-25. Al St. John.
Ventura—Ventura Co. Fair. Oct. 7-11. L. E. Ver Huse, P.O. Box 888.
Victorville—San Bernardino Co. Fair Assn. Aug. 26-30. Oren Robertson.
Watsonville—Santa Cruz Fair Assn. Sept. 24-27. E. P. Johnson.
Woodland—Yalo Co. Fair. Aug. 20-23. Stuart B. Waite, Box 826.
Yreka—Siskiyou Co. Fair Assn. Aug. 28-30. Edward B. Mathews.
Yuba City—Yuba-Sutter Fair. July 30-Aug. 2. Roy L. Welch.

Colorado

Brighton—Adams Co. Fair & Rodeo Assn. Aug. 21-23. Sam Schwab.
Burlington—Kit Carson Co. Fair. Aug. 13-15. Earl Boren, Seibert.
Julesburg—Sedgewick Co. Fair. Aug. 20-22. C. W. McMillan.
Littleton—Arapahoe Co. Fair. Aug. 21-22. Forrest F. Hammes.
Loveland—Larimer Co. Fair & Rodeo. Aug. 17-19. Denny Washington.
Pueblo—Colorado State Fair. Sept. 6-10. W. H. Kittle.
Rocky Ford—Ark. Valley Fair & Watermelon Day. Sept. 1-3. Ted L. Chenualt, P.O. Box 151.

Connecticut

Berlin—Berlin Fair. Oct. 2-4. Louis Goodrich, Kensington.
Bethlehem—Bethlehem Fair. Sept. 12-13. Paul Johnson.
Bridgeport—Fairfield Co. 4-H Fair. Aug. 21-22. Dorothy Keller.
Brooklyn—Brooklyn Fair. Sept. 18-20. Mrs. H. Freeman Strunk.
Chester—Chester Fair. Aug. 29-30. William Stark.
Danbury—Great Danbury Fair. Oct. 3-11. John W. Leahy.
Durham—Durham Fair. Sept. 25-27. Lillian N. White.
East Granby—Hartford Co. 4-H Fair. (Aug. 29-30 tent.) Elizabeth Liss.
East Hampton—Haddam Neck Fair. Sept. 7. Leonard Selden.
East Hampton—Marlborough Grange Fair. Aug. 29. Mrs. Gladys E. Dancouse.
Glastonbury—Glastonbury Grange Fair. Oct. 10. Henry H. Anders.
Goshen—Goshen Fair Assn. Sept. 5-7. Theodore C. Ellis.
Guilford—Guilford Fair. Sept. 18-19. Marie E. Griswold.
Hazardville—Four Town Fair. Sept. 29-30. D. Everett Neelans.
Jewett City—Pachaug Grange Fa. Sept. 11-12. Edward Thornton.
Lyme—Hamburg Fair. Aug. 14-15. M. P. Brevillier.
Madison—Future Farmers' Fair. Sept. 12.
Meriden—Meriden Grange Fair. Sept. 18-19. Mrs. Berta B. Tinkham, 585 Main St.
Middletown—Middlesex Co. 4-H Fair. Aug. 21-22. Gladys Kelsey.
New Haven—New Haven Co. 4-H Fair. Aug. 14-15. Warren Breckett.
North Haven—North Haven Fair Assn. Sept. 9-12. Gertrude Miller.
Norwich—New London Co. 4-H Fair. Sept. 4-5. Doreen Krohn.
Norwinton—Norwich Grange Fair. Sept. 18-19. Mrs. John L. Browning.
Old Lyme—Old Lyme Country Fair & Horse Show. Aug. 1. N. R. Sheffield.
Orange—New Haven Co. 4-H Fair Assn. Aug. 14-15. Kathryn Willenbrock.
Portland—Portland Agrl. Fair. Sept. 19-20. Karl Newsom.
Putnam—Woodstock Fair. Sept. 5-7. Donald Williams.
Riverton—Union Agril. Soc. Oct. 10-11. Grace D. Seymour, R.D. 2. Winsted.
South Windsor—Wapping Fair. Sept. 12. Mrs. Elsie Porcheron.

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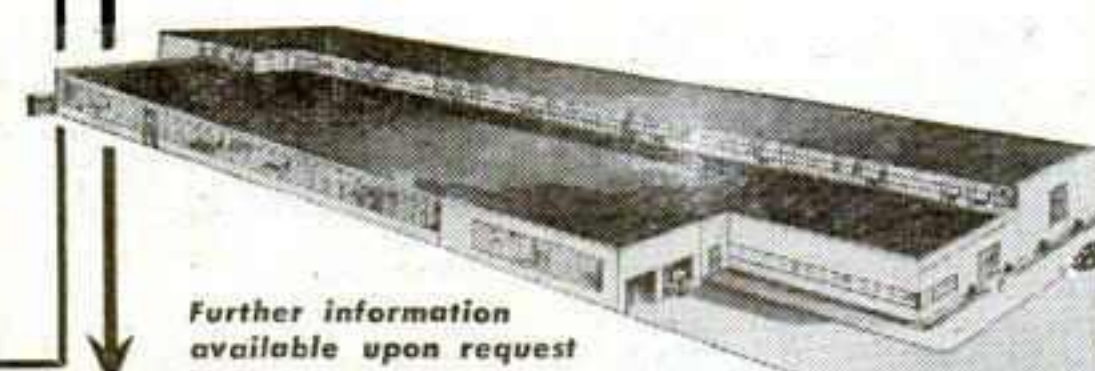
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Southbridge-Windham Co. 4-H Fair. Aug. 15-16. Anne Martin. Southbury-Pomperaug Grange Fair. Aug. 7-8. Jerome C. Keech.

Delaware Harrington-Kent & Sussex Co. Fair. July 27-Aug. 1. T. B. Holloway.

Florida Pensacola-Pensacola Interstate Fair. Oct. 19-25. J. E. Erenkel, Box 255.

Georgia Atlanta-Southeastern Fair Assn. Oct. 1-11. J. W. Seay, P.O. Box 1006.

Idaho Blackfoot-Eastern Idaho State Fair. Sept. 15-19. Ruth C. Harikopf.

Illinois Alledo-Mercer Co. Agri. Soc. July 28-31. C. O. Ford.

Indiana Akron-Akron Agri. Fair Assn. Sept. 15-19. Ivan Boylan.

Iowa Ankeny-Des Moines Fair Assn. Aug. 24-28. Robt. W. Brown.

Kansas Topeka-Union Fair Assn. Sept. 11-12. Joseph Bell.

Michigan Detroit-Detroit Fair Assn. Sept. 12-13. E. G. Pixley, West Salem.

Minnesota Minneapolis-Minneapolis Fair Assn. June 28-July 4. Paul T. Powell, Vienna.

Missouri Kansas City-Kansas City Fair Assn. Sept. 9-12. E. G. Pixley, West Salem.

Montana Helena-Helena Fair Assn. Sept. 12-13. E. G. Pixley, West Salem.

Nebraska Omaha-Nebraska State Fair Assn. Sept. 12-13. E. G. Pixley, West Salem.

Nevada Reno-Reno Fair Assn. Sept. 12-13. E. G. Pixley, West Salem.

New York Syracuse-Syracuse Fair Assn. Sept. 12-13. E. G. Pixley, West Salem.

Ohio Columbus-Columbus Fair Assn. Sept. 12-13. E. G. Pixley, West Salem.

Mason-Grundy Co. Dist. Fair. Aug. 3-7. W. Carter. McLeansboro-Hamilton Co. Fair Assn. July 1-5. H. Mead.

Michigan Detroit-Detroit Fair Assn. Sept. 12-13. E. G. Pixley, West Salem.

Minnesota Minneapolis-Minneapolis Fair Assn. June 28-July 4. Paul T. Powell, Vienna.

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Ohio Columbus-Columbus Fair Assn. Sept. 12-13. E. G. Pixley, West Salem.

Oklahoma Muskogee-Muskogee Fair Assn. Sept. 12-13. E. G. Pixley, West Salem.

Oregon Astoria-Astoria Fair Assn. Sept. 12-13. E. G. Pixley, West Salem.

Pennsylvania Harrisburg-Harrisburg Fair Assn. Sept. 12-13. E. G. Pixley, West Salem.

Rhode Island Providence-Providence Fair Assn. Sept. 12-13. E. G. Pixley, West Salem.

South Carolina Columbia-Columbia Fair Assn. Sept. 12-13. E. G. Pixley, West Salem.

Tennessee Nashville-Nashville Fair Assn. Sept. 12-13. E. G. Pixley, West Salem.

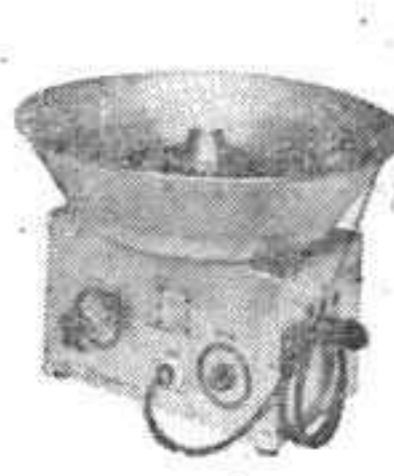
Texas Dallas-Dallas Fair Assn. Sept. 12-13. E. G. Pixley, West Salem.

Utah Salt Lake City-Salt Lake City Fair Assn. Sept. 12-13. E. G. Pixley, West Salem.

Vermont Burlington-Burlington Fair Assn. Sept. 12-13. E. G. Pixley, West Salem.

Virginia Richmond-Richmond Fair Assn. Sept. 12-13. E. G. Pixley, West Salem.

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We guarantee more production with the Model 120 than with any other standard floss machine on the market-or your money-back.

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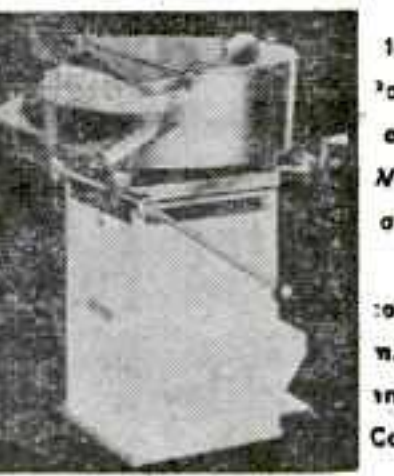
A popper for every requirement... 35 qt. Super Kettle Poppers... 12 qt. Saratoga Poppers (Illustrated)... 8 qt. Lifetime Poppers... Portable Popcorn Stands... all of aluminum construction.

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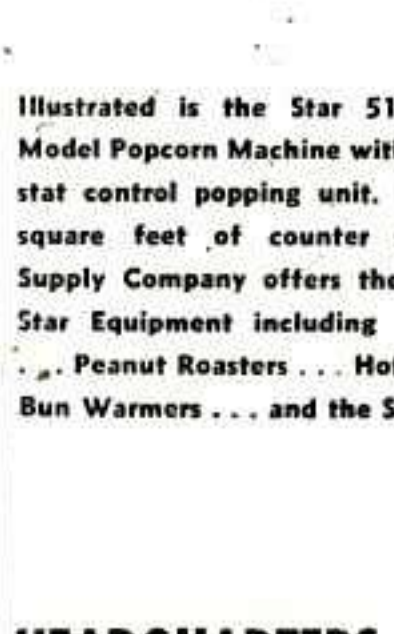
Add more "sell" to your concession. Low cost... big profit... Large 4" commercial size... Cast aluminum... Round, six sided or scalloped complete with wooden handles and formula.

CRETORS EQUIPMENT



Model shown is the Cretors Giant Model 41 with gas heat. Popping pan has light sidewalls and extra heavy bottom to keep the heat under the corn for maximum popping volume.

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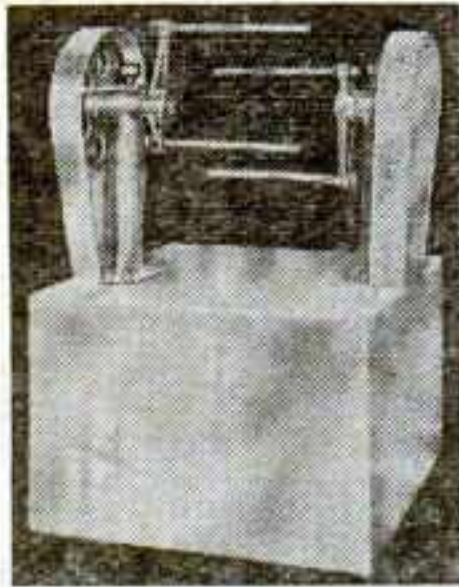
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Display Models - Form 0-5 lbs. to 10 lbs. cap. Form 1-5 lbs. to 25 lbs. cap. Also large factory sizes available

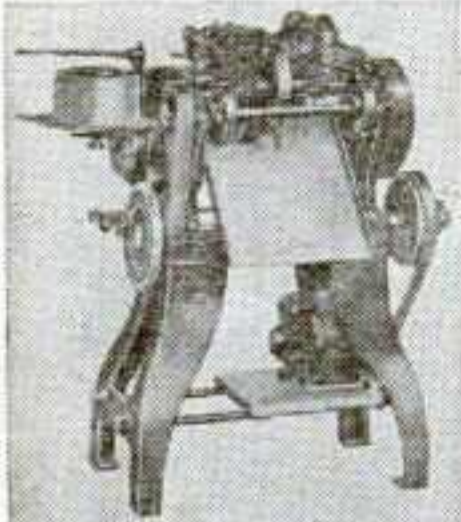


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Advertisement for B & B Wire Rope for various rides like Ferris wheels and whips.

Advertisement for 'KEEP POSTED on the OUTDOOR FIELD' featuring 'The Billboard' subscription form.

Advertisement for FIREWORKS DISPLAYS available everywhere.

Table of agricultural societies and fairs across various states including Minnesota, Mississippi, Missouri, and Montana.

Advertisement for GIANT BALLOONS with a 'SPOTLIGHT YOUR CONCESSION!' slogan and pricing information.

Advertisement for SAVEMORE SURPLUS SALVAGE.

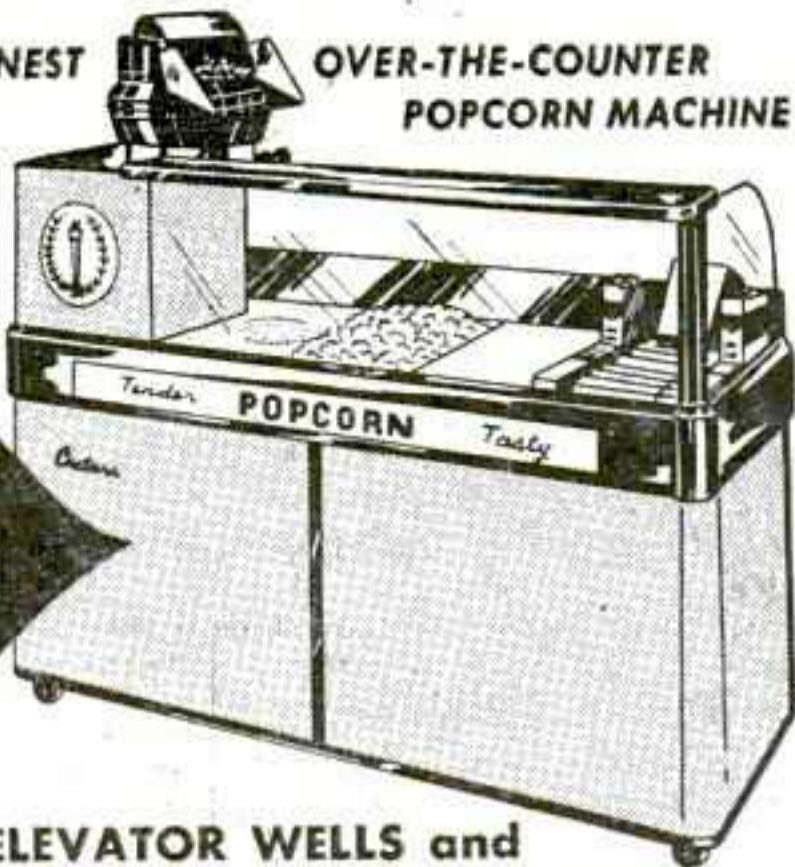
Advertisement for 'Wherever this Emblem is displayed...' featuring a logo for American Recreational Equipment Ass'n.

Advertisement for High Intensity SEARCHLIGHT CARBONS with a Spring Special price of \$4.40 per can.

Advertisement for NEW THREE BALL MECHANICAL BUCKET for \$50.00 by Mystery Sales Co.

Advertisement for All Home Comforts WHILE TRAVELING featuring the SILVER DOME and a coupon for Silver Dome Co.

WORLD'S FINEST OVER-THE-COUNTER POPCORN MACHINE



The New **CRETORS** "Olympic"

TWIN ELEVATOR WELLS and AUTOMATIC PUSH-BUTTON SEASONING PUMP

YEARS-AHEAD MONEY-MAKING FEATURES!

- Greater Warming Capacity—holds equivalent of 200 boxes popped corn.
- New Forced Air Warming—Thermostat controlled; keeps corn crisp, fresh.
- Automatic Electric Seasoning Pump.
- Heated Seasoning Urn.
- Ample Space for 2 busy attendants.

To get everything you need for top popcorn profits, operate CRETORS' magnificent all-new "Olympic" . . . a Champion throughout! Sleek, streamlined all-metal cabinet in gleaming enamel and stainless steel, plus illuminated animated "Olympic" Torch for new concession glamor and over-the-counter sales punch. CRETORS' exclusive super-efficient, Super-Production gas or electric Steel Kettle outpops all others, by any test—gives years of trouble-free, economical service. Many other performance-perfect features!

For details, write P. O. Box 1329-BB.

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WE DO NOT HANDLE COMMERCIAL FIREWORKS, BUT WE DO SPECIALIZE IN PROFESSIONAL FIREWORKS DISPLAYS

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Carnival Routes

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(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

- American Beauty: St. Genevieve, Mo., 15-18.
- American Eagle: Brooksville, Miss.
- American Midway: Waco, Tex.
- A.M.P.: Augusta, Ga., 10-18.
- Baker United: Terre Haute, Ind., 10-17.
- B. & H.: Great Falls, S. C.
- Big State: Rosenberg, Tex.
- Blue Grass: Owensboro, Ky., 16-18.
- Bogle, P. C.: Pittsburg, Kan., 11-18.
- Bohn & Sons United: Seguin, Tex.
- Borderland: Eagle Pass, Tex.
- Breeze Nelson, Rides (Cincinnati Garden) Cincinnati, O.
- Brewer's United (3300 Airline) Houston, Tex.
- Brown & Wallace: Nashville, Tenn.
- Burke, Harry: Baton Rouge, La.
- Burkhart: Poplar Bluff, Mo.; Piedmont 13-18.
- Capital City: Valdosta, Ga.; Warner Robins 13-18.
- Carolina State: Jacksonville, N. C.
- Cavalcade of Amusements: Pensacola, Fla.
- Cavalcade of West: Yreka, Calif.; Medford, Ore., 14-19.
- Central American: Emporia, Kan., 18-25.
- Crafts Expo: San Gabriel, Calif., 7-12.
- Dion, Ted: Tickfaw, La.
- Drew, James H.: Dunbar, W. Va., 6-13.

(Continued on page 111)

Circus Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

- Bailey Bros.: Ennis, Tex., 10.
- Beatty, Clyde: Los Angeles, Calif., 6-12;
- Whittier 13; Anaheim 14; Escondido 15; San Diego 16-19.
- Blue Banner: Dallas, Tex., 7-9; Brownwood 10; San Angelo 11; Midland 12; Odessa 13; Carlsbad, N. M., 14; Roswell 15; Clovis 16; Albuquerque 17-18.
- Capell Bros.: Hemphill, Tex., 8; Newton 9.
- Circus Enterprises: DeFuniak Springs, Fla., 6; Geneva, Ala., 7; Opp 8; Elba 9; Enterprise 10; Ozark 11; Brundidge 13.
- Cole Bros.: (Cincinnati Garden) Cincinnati, O., 6-11.
- Cole & Walters: Spiro, Okla., 9.
- Davenport, Orrin: Columbus, O., 6-11;
- Hibbing, Minn., 13-18.
- Diano Bros.: Temple, Tex., 7; Bryan 8; Huntsville 9; Lufkin 10; Crockett 11;

Nunis Opens Track Season At Reading

READING, Pa., April 4. — A jammed grandstand, with overflow crowds watching from bleachers and near-by housetops, greeted AAA racers at the fairgrounds here March 29 when Racemaster Sam Nunis opened the season. Inclement weather didn't hurt the box office. An increase of 51 per cent over last year's opener, which also had weather trouble, was reported by track officials.

Nunis combined record speed with a carnival flavor as he uncorked innovations such as a rocket salute, the release of thousands of colored balloons and a drivers dress inspection. Tommy Hinnershitz, four-time Eastern AAA champion, set a new 10-lap, 5-mile record of 4 minutes, 27.7 seconds.

The season's opener on a mile track at Trenton, N. J., will be staged by Nunis Sunday (19). He is working on some new ideas for this event, and hoping for good weather. Last year's Trenton debut was washed out twice.

Fred MacBride heads his press-radio staff this season, Nunis said.

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POPCORN

at \$13.25 per 100 pound bag f.o.b. St. Louis. List of full line supplies upon request."

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VIDEO ACTS AID GLEN ECHO BOW

**Press Prevue, Extensive Ad
Campaign Help Build Preem**

WASHINGTON, April 4.—Glen Echo Amusement Park in near-by Baltimore opens its 1953 season today, bowing with an Easter week-end show featuring artists from WMAL-TV.

On hand today, and again on Monday, will be Ruth Flaherty; of a moppet TV show; Joe Campbell, singing cowboy, and Superman, all of whom were set at the park by WMAL-TV thru sponsoring companies such as Sunbeam Bread, Kellogg's and others. The trio will greet the youngsters, sign autographs and distribute gifts and tickets for free rides and sponsor's samples.

Park has been refurbished for opening. A \$15,000 Skee-Ball installation was completed recently.

Cafeteria

Park cafeteria will continue in operation as will the shaded picnic grove. A press reception and cocktail party was held Thursday (2).

G. P. Price, general manager, announced that name orks already booked to play the open-air ballroom include Stan Kenton, Billy May, Buddy Morrow, Ray Anthony and Freddie Schaffer and his all-girl orchestra. Promotion for a later giveaway will be started today as patrons sign for a 1953 automobile. Arrangements

were made thru McKee Pontiac, heavy user of WMAL-TV time.

Park's opening was plugged via street car ads, newspaper display space and over WMAL and WMAL-TV. Funspot also will hold a Miss Glen Echo beauty contest. It also will promote the Mrs. America contest in this area.

Blaze Damages Houston Spot's Stands, Rides

HOUSTON, April 4.—A 2-alarm fire, which started in a ride, caused an estimated \$50,000 damages at Playland Park, owned by Sam and Louis Slusky, here. Most of the loss was in a string of eight concession stands leased to C. S. Scott.

The owners said losses would be replaced at once, and the Houston Chronicle's annual Easter party was to be held at the park Sunday (5) as scheduled. The fire occurred Tuesday (24).

A short circuit in the Pretzel ride was believed to have caused the blaze. The Pretzel was destroyed and the Merry-Go-Round was burned slightly. Other rides were not damaged. The park-owned buildings were partly covered by insurance, but Scott said his stock of concession supplies and equipment was not covered. Eight monkeys were rescued from one of the buildings.

The park was open for business as usual on the day of the fire.

FUNSPOTS SEE ROSY '53; EXPECT BIGGER CROWDS

**Optimism Holds Strong; Prices
Go Unchanged; Labor Supply Okay**

CHICAGO, April 4.—A consistent picture of optimism is reflected in comments this spring by park operators on what they anticipate for the season. An annual survey by The Billboard revealed that the funspots are primed for increases in their already-thumping grosses.

This time there is little difference in reports from various parts of the country. Park management everywhere expects at least as much business as in 1952, and most of the executives are looking for a sturdy increase.

Coloring the over-all view is the expectation in some spots that per capita spending will show a decline. About one-third of those replying to the survey questionaire reported they

thought per capita would skid slightly.

See Bigger Crowds

But offsetting that change will be another increase in attendance, they believe. A wide majority of operators predict bigger crowds will turn out for this season's midway activities. A smattering of the spots believe that turnstile scores will be about the same as in 1952, but none look for a drop in attendance.

Equally consistent are the operators' policies on prices for rides, games and food items. Attitude seems to be that the price now is right and that any increase would cut takes sharply. This backs up the comments of some, who said that any drop in per capita spending would be due

to less loose change in the public pocket.

The lone spot reporting plans to increase ride prices represented a special case. It is a park just getting back into full activity after several seasons of inaction. The rise there will put the spot in line with other parks. But the standard rule calls for no change in ride or game rates.

Food prices fall into a slightly different class, with about 25 per cent of the reporting parks stating "that they'll boost some tariffs in this department."

Plow Cash Back

Stability of the park price structure would indicate that the recently removed price ceilings had no effect in the business. The spots now are free to levy what the market will bear, and they apparently feel that the going rates for 1952 fill this bill for '53. Another factor is the probability that some operators are anticipating change in the federal gate tax situation.

The nation's midway playgrounds are plowing big money into maintenance and improvements. Their budgets and cash layouts for this type of work are as big as in the past. Much of this investment is for annual paint-up and clean-up tasks; however, a good chunk, as usual, is going to additions to the park facilities. This year most of

(Continued on page 86)

Rockaways' Expects 10% Boost in Gross

**Funspot Celebrates Silver Anniversary;
Geist Predicts Volume of \$1.25 Million**

NEW YORK, April 4.—Rockaways' Playland, which this year celebrates its silver anniversary under current ownership, expects to see extra silver in its till this season, to the tune of a 10 per cent increase, according to A. Joseph Geist, president of the funspot.

Last year's gross for Playland and all the franchised concessionaires ran to \$1,150,000, and Geist expects the total to grow to \$1,250,000 this year.

Geist bases his predictions on normal weather conditions. Last year, 14 week-ends were rained out during the important portions of the funspot's season. He feels that the slated increases in rents and transit fares for Gothamites will slash the amount of money prospective patrons will have to spend on amusements, but is counting on the weather to increase unit volume attendance.

Prices Same

Geist explained that the 10 per cent increase expected will be a unit volume increase only, because prices at Playland have remained the same for the last eight years with the exception of a slight increase in some rides last year. However, he said that the cost of operation at the park has increased well beyond the anticipated 10 per cent increase in volume.

A \$100,000 maintenance and refurbishing program was completed at the park the past winter. Geist explained that increased costs of operating the park is part of their normal curve which represents the 25-year cumulative effect of their consistent efforts in advertising, publicity and promotional activities.

The park currently is open week-ends and begins full-scale operation May 18.

Riverside and Compounce Bow 1953 Season

HARTFORD, Conn., April 4.—Connecticut Valley's two largest amusement areas, Riverside Amusement Park, Agawam, Mass., and Lake Compounce, Bristol, Conn., resumed operations this week-end, Compounce opening today and Riverside Sunday.

Compounce, marking its 108th season, is running on week-ends only during April and May. The amusement area opens at 7 p.m. Saturdays, and at 1 p.m. Sundays.

Mid-week activities include roller skating Thursday night, beginning April 16, and regular daily schedule goes into effect May 30.

Schurer Ork Back

Russ Schurer and his orchestra are back for their 15th season in the music shell. Fred Hoath is vocalist. Free entertainment Sunday afternoon, starting at 2:30 and continuing thru the evening, is furnished by Trailherders.

(Continued on page 86)

Ocean View Opens Season April 4

NORFOLK, April 4.—With the raising of the park's colors, accompanied by Ocean View Drum and Bugle Corps music, Ocean View, Virginia's largest amusement park, opened the 1953 season.

Tomorrow (5) the traditional Easter Parade on the open-air stage heads the agenda, and prizes will be awarded to the best dressed in all age groups. The Easter week-end activity continues Monday, when the traditional egg roll will be held.

Over \$100,000 has been spent this year in getting the funspot in shape. A major job was the repair and renovation of the Sky-

rocket, most popular of the park's 22 rides, according to Albert Miller, park manager. Ed Lundsberg aided in the changes to the ride, which involved the placing of batter braces, deeply set in cement. Ride now boasts a whip action which steps up the free-wheeling speed as the rocket car hits its stride.

125 Employed

The park will afford employment for 125 persons and will add a pay roll of \$250,000 for the season. Included in the \$100,000 spent for park improvements was an additional 330-foot strip of concrete boardwalk and bulkhead at the park's mid-section. This leaves only a short span to be done this coming winter to complete the five-year program for building a concrete bulkhead across the entire park property.

The funspot spent \$30,000 for complete renovation of existing and addition of new lavatories. This is the first of many major changes planned. Another will be the possible replacement of older buildings with modern fire-proof structures. This probably will get under way next year after the bulkhead work is completed.

Pony and Cart Ride

The park introduced a pony and cart ride for kiddies this year as well as a zoo and aviary, titled Noah's Ark. All types of wild life and rare birds will be exhibited under the direction of Walter and Mary Stoffel. A reptile pit display will be under direction of Tarzan Banks, and there also is an exhibit containing relics of both World Wars.

Nick and Frances Sakakini have 100 boats ready for the fishing season. A free parking lot is reserved only for fishermen. A locker room and lounge for the use of fishing parties have been added. Sakakini even has special cover-alls available for patrons who feel too well-dressed to try their fishing luck.

Detroit's Bob-Lo Schedules Bow For May Holiday

DETROIT, April 4.—Opening of Bob-Lo Park, on Bois Blanc Island at the mouth of the Detroit River, has been set for Decoration Day, according to W. B. Browning, general manager. A pre-opening "shakedown cruise" for invited guests, including public officials, will be given two days earlier. Prospects for park business look good, with an improvement over last year's all time high anticipated, Browning said.

A crew has been working this winter on a general refurbishing campaign, including removal and reconstruction of a number of buildings. Two major additions are a Laugh in the Dark, and a National Amusement Company trackless train, carrying 48 adults or 72 children.

Kaydeross Seeks Okay On Bus Line Proposals

SARATOGA SPRINGS, N. Y., April 4.—Jack Gross' Kaydeross Park here expects to operate a bus line between Saratoga Springs and the funspot on Saratoga Lake this season. A bus excursion tie-in is being discussed with the Schenectady-Troy Bus Lines.

Gross has applied for necessary permits and has won city approval. Okay of the State public service commission is still needed. The park is about three miles from the town and much of its patronage comes by chartered bus from Albany, Troy and Schenectady. The bus would replace the defunct street car line.

Completion of the bus deal would be in line with the trend recently reported spreading thru New York and New Jersey funspot neighborhoods.

Season Starts May 3

Gross will open his season May 3 for week-end operation, and a target date of May 16 has been set for full-week work.

A free gate and free parking

policies will prevail, with the parking lot improved since last season. Outlook for picnic bookings is good, and a pitch is being made for labor union outings. Employment is holding up well in the area, with no shortage of spending money foreseen.

Jack and Lee Gross have three rides, bathhouse, boating, beach and tap room. Arthur Armstrong has three kiddie rides, while Dave and Ida Kaufman, in for their 18th season, will operate Sportland and Pokerino. Arthur and Sylvia Gries will have balloon darts, ball games, pitch-till-you-win, cork gallery, glass pitch and dolls.

The hilltop Casino will be taken over this season by Charles and Alice Coppock. Joe and Edith Farley will have the popcorn, floss, apples and novelties. Concession agents lined up, include Charlie Reading, Bubbles Greene, Louise Gries and Bill (Hoot) Gibson. The Cauld-wells will handle office and maintenance work.

Dallas Midway Starts; Promotion Plans Hyped

DALLAS, April 4.—State Fair Park: midway opened Saturday, (4) for its longest season in history. It will remain open until September 27 and will then close down to prepare for the 1953 State Fair of Texas, October 10-25.

The highlight of the opening day program was a bathing beauty contest on the midway stage after the rides started turning at 2 p.m. Winner will represent the park at the annual Dallas-Fort Worth press photographers' contest. Members of that association served as judges and entrants were mainly students of a local charm school.

The contest was directed by Joe Rucker Jr., special events director for the State Fair of Texas, who will give full time this spring to planning an intensive schedule of special events and promotions and in selling block ride tickets. This will be the first time the midway has had a special events and sales promotion man available to do extensive plugging for more business, Fred Tennant Jr., midway superintendent, pointed out.

Rucker and Tennant will work with officers of the Fair Park Amusement Owners' Association, composed of the 19 concessionaires on the midway.

Organ Grinder Bally

Series of twice-nightly free shows will begin June 15 and John Fiorella, organ grinder and monk, will be scheduled on tour of shopping centers by Rucker to promote the park.

Tennant said the fun zone had been completely redecorated and refurbished with a new color scheme. Better lighting also has been installed.

The midway has 38 rides operating, including 11 in Kiddie Town. Prices range from 9 cents in Kiddie Town to a flat 25 cents on the Roller Coaster. Park is open from 6 p.m. to midnight on weekdays and from 2 p.m. to midnight Sundays.

If business is comparable to past years, the midway can expect around 5,000,000 visitors for its 25-week season, with peaks in attendance coming on the week-ends and the big holidays, June 19 (Emancipation Day for Texas Negroes), July 4 and Labor Day.

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WOULD REZONE CONEY ISLAND

Resort Ops Oppose Plan to Make Funspot Residential Community

NEW YORK, April 4.—A public city hall session by the City Planning Commission Wednesday (1) brought forth a plan devised by Robert Moses, park commissioner, for the rezoning of virtually all of Coney Island.

Under the plan, it is proposed to shift an area encompassing nearly all of the resort from its present unrestricted and business classification to a mixture of business, retail, local retail and residential designations. Change is expected to enable Coney Island to fit into a plan and pattern envisioned for it as a largely residential seaside area.

Moses was described as believing that new housing projects springing up in the area were setting the pace for future Coney Island development and that many of the lesser patronized amusements there were economically "hanging by their teeth."

Amusement Ops Opposed
 Representatives of some of the resort's amusement concessions and rides opposed the proposal. Stuart Constable, an aid to Moses and representative on the Planning Commission, explained that the rezoning project was "long-range" and was designed to "up-grade" Coney Island.

Larger amusement operations, such as Tilyou's Steeplechase Park, are expected to thrive indefinitely

at Coney Island and the rezoning proposal that Moses submitted is not immediately affecting amusement activities currently there. But as amusements and rides disappear in their natural course, it was held that the proposed rezoning would encourage their ultimate replacement by retail stores, playgrounds and other improvements in keeping with a residential area.

The Coney Island Chamber of Commerce met Thursday (2) to take action on the proposed rezoning and up-grading of their area. By unanimous agreement, it was voted to send a protest to the City Planning Commission against changing the south side of the boardwalk with its amusements from a business to a residential area. The directors pointed out that this would have a disastrous effect on property values on the north side.

Silberman Opposed
 Moe Silberman, group president, disagreed with a statement in the proposal of Park Commissioner Robert Moses that amusement attractions are "hanging on by their teeth" economically.

Silberman said "Coney Island is Coney Island, and its visitors enjoy the attractions once described by Moses as honky-tonks. As long as there's a beach and a boardwalk, Coney Island will continue to thrive."

Industry Leaders Meet to Talk Tax

CINCINNATI, April 4.—Representatives of the amusement park industry met in the Internal Revenue office in the Ingalls Building here Thursday afternoon (2) with Max Weaver, senior agent of the headquarters in Dayton, O., to discuss proposed new regulations on amusement excises in keeping with the amended Federal Revenue Act, as reported in The Billboard last week.

Meeting with Weaver, who is on a special assignment out of Washington to meet with amusement industry representatives, particularly outdoor showmen, in his area to determine their views and proposals on tax regulations affecting their business. Meeting with him here to outline their views on the matter were Paul Huedepohl, national secretary of the National Association of Amusement Parks, Pools and Beaches; Edward L. Schott, president and managing director of Coney Island, Inc., Cincinnati; Don Dazey, manager of LeSouresville Lake Park, Middletown, O.; William B. Schmidt, manager of Riverview Park, Chicago, and Ralph Wachs, manager of Coney Island here.

The talks centered on amusement park operation and the problems created by an intricate taxing system, with Weaver asking the questions and the park men giving the answers. Questions included one concerning admissions tickets and the use of turnstiles in checking admissions, and also whether tickets should carry a number or code, as well as the printer's name, and how long after date of use the tickets should be stored. The law now requires that tickets be held six months. The park men expressed themselves in favor of a shorter storage period for tickets, citing both the storage problem and fire hazard involved.

While the park men present voiced themselves as being in favor of a change in tax regulations as concerning their industry, they were also unanimous in their proposal that the present 20 per cent excise tax be reduced appreciably, declaring that altho it is on the books as a 20 per cent nick, it actually runs much more than that on the lower admissions.

In the absence of Harry J. Batt, of Pontchartrain Beach, New Orleans, Schott read a paper prepared by the former outlining in detail the problems faced by amusement park operators under the present tax regulations, suggesting a number of proposals on new regulations, and suggesting further that the present tax law

be changed to exempt all taxes on admissions under 60 cents. Batt pointed out that the amusement park industry catered to the small wage earners, principally women and children, who sought amusement and recreation at a cost fitting their pocketbook. He also cited the fact the park men worked with coins of small denominations, requiring considerable extra handling.

The park men present were much impressed with Weaver's attitude in directing his questions and the capable and efficient manner in which he conducted the hearing. Weaver told The Billboard that a detailed report of the session would be filed with the U. S. Commissioner of Internal Revenue in Washington. He also declared that a final hearing would be held in Washington at a date to be determined later.

While in Cincinnati, Weaver also met with representatives of the local movie interests as well as with Morris Zaidins, official of Cincinnati Garden and business agent of the local box-office men's union, to obtain their views on the tax situation.

Weaver also announced plans for meeting with Floyd E. Gooding, of the Gooding Amusement Company, Columbus, O., and other outdoor showmen in the area at an early date to pick up their views and suggestions.

Riverside

(Continued on page 86)

Western unit, featuring Pee Wee Menard and Slim Coxx.

Prior to reopening, Riverside underwent a complete face-lifting with new decorative motif, miscellaneous repairs and increased lighting and landscaping.

Special events again are featured, with stock car auto race starting opening night in the stadium and the annual Easter Parade and kiddies' egg hunt Easter afternoon.

Dancing in June
 Dancing will be added in June, along with fireworks, stage and aerial acts, clambakes, picnics and organization outings.

The Ocean Beach Park Board, which supervises city-owned-and-operated Ocean Beach Park at New London, Conn., has voted to open the season Sunday, May 24. All concessions are required to open on that date. The board also voted not to levy night parking charges until Sunday, June 20.

TIMES ARTICLE

Evolution of Carrousel Is Traced

NEW YORK, April 4.—The sound of Carrousel music from the park is synonymous with the arrival of spring. Using this as a theme, Phyllis McGinley wrote an article entitled, "Carrousel! Spring!," which appeared in The New York Times Sunday Magazine (29). With photographs and drawings, she showed the evolution of the ride thru the years.

The article credits William F. Mangels, who wrote "The Outdoor Amusement Industry," with a considerable amount of background on the development of the ride down thru the centuries. The Mangels firm builds Carrouseis at its Coney Island plant, as well as other adult and kiddie rides.

Photos show children riding the Carrouseis in New York's Central Park, London, Paris, Berlin and India. Reproductions of old woodcuts and drawings show 14th-century knights spearing the brass ring in a game then called little war, young princes learning to joust aboard the revolving ride and the rides being operated manually by men walking a circular platform while they pushed the beams from which the riders and their steeds were suspended.

Rosy 1953

Continued from page 85

the additions are in the way of show fronts, concession stands and parking areas.

Once again, the parksters are holding back on major ride purchases. Some are buying replacements; a few are popping for new varieties. But the majority of parks figure they have all the adult devices they can use. It's likely that industry reports of the need for some new major ride designs are borne out by the absence of big ride sales to parks.

Kiddie rides, however, are selling. About half of the parks represented in the survey are buying some sort of rides for this season, and almost without exception these are in the kiddie class.

Generally, each park is sticking to its tried and true policies of past seasons in regard to publicity and promotion. Those in new television areas are watching that medium's effect and may pop for some time. A few others are making switches in emphasis from one medium to another. But the usual practice this spring is for the funspots to stay with whatever combination of newspapers, radio, billboards and ties they have used before.

Similarly, there is no over-all change in the special events phase of the business. Most parks are planning extra attractions on a schedule similar to that they had in '52, and usually this calls for holiday affairs or regular free acts.

Somewhat surprising is the park labor supply situation. Despite high employment thruout the country and consequent demand for workers, the parks declare they are in a satisfactory position labor-wise. They all recognize that wages will be up, but they report the increases are relatively small, and the usual word is that the funspots have the folks they need.

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SANTIAGO, LIMA

Batt Sizes Up Chileans As Likely Midway Fans

By HARRY J. BATT
President, Pontchartrain Beach, New Orleans

(This is the second of three articles in which the author discusses the status and opportunities of recreation areas in South America.)

Imagine modern, bustling cities of over a million population without amusement parks or beach resorts and you have a picture that might make any alert United States park operator drool.

Yet that is the picture of both Lima, Peru, and Santiago, Chile, the first two South American stops of the caravan of 54 mayors and other business and civic officials which recently visited our Southern neighbors en route to the Inter-American Mayors Congress at Montevideo.

I was amazed at the size and business activity of both cities and was keenly interested in the concern that municipal authorities in both places showed in the future development of recreational facilities for their people.

Leaders See Need

The government has built a 60,000-seat stadium in Lima. It is one of the most beautiful I have ever seen, and it's near the heart of the city. Football is the most popular sport, but it seemed to me that Peruvian capitalists and municipal officials now realize that they need other entertainment facilities and are about ready to invest in North American know-how and initiative.

Peru is a land of the very rich and the very poor. Prices are extremely low. Gasoline is 6.5 cents a gallon, since there are no taxes. A haircut is 10 cents and a bottle of fine wine is 30 cents.

At the port city of Callao, on the Pacific only a short distance away, we found beaches were not sandy, but were made up largely of small rocks, and provided no recreational or entertainment features whatsoever.

Peruvians are counting heavily on a recent rich oil strike to bring the prosperity which they have heard so much about from North America. General Manuel Odria, president of Peru, welcomed us at the palace, a most beautiful structure, and there was a reception later by the mayor for our entire delegation.

Santiago Nearly Ready

Of the two big cities, Santiago, Chile, seems to offer the greater immediate possibilities.

Here are located a million and a half friendly people, made up largely of German, Spanish, Irish and Italian stock, who have practically none of the amusement park facilities and services found in our country.

Our visit to Chile coincided with the official visit of General Peron, president of Argentina, to Gen. Carlos Ibanez, Chilean president. The town was decorated with flags and bunting and seemed quite gala.

However, the wage scale for the mass population is still low. Office help now receives \$50 to \$60 per month but North American living standards are beginning to have their effect. Everyone looks to a fairly rapid increase in wealth and consequent buying power in the near future. There is a beach resort, Vina del Mar, about 125 miles west of Santiago, which boasts

a casino, hotels and other facilities catering to the upper class. Santiago has two race tracks that operate thruout the year, and the Chileans, who enjoy this sport, would certainly find well-run attractions of the midway to their liking. Any people that go to the races at 8 a.m. would certainly patronize amusement resorts as operated in the States.

We met President Ibanez, of Chile, at the Presidential Palace and Mayor Mamerto Figueroa, of Santiago, at a reception in the city hall. Incidentally, these city halls below the equator look more like libraries and public museums, and they are equipped with beautiful gardens and spacious and elaborate reception rooms.

Flying over the Andes from Chile to Montevideo, Uruguay, was a thrilling experience.

Double-Deck Carousel

At Montevideo one sees miles and miles of beaches, and across the street from the largest of these—Ramirez Beach—is the I lo Parque. The beach attracts thousands of people a day, but the poorly equipped Rodo Parque leaves much to be desired as a modern amusement park.

The entire park area does not occupy more than four or five acres. It includes two No. 5 Ferris Wheels, one 1930 model Skooter, two carousels, one gondola type kiddie swing, one Chairplane, and a few homemade rides, all in the poorest state of repair.

One of the carousels was a double-deck variety, the only one of its kind I have ever seen.

A few beer-garden type food and drink emporiums with stage entertainment complete the entertainment picture at Rodo Parque, and I couldn't help but think how I would like to transplant any one of a dozen of our better amusement parks down there for the edification of the Uruguayans.

While in Montevideo I conferred with Senor Rafael Vandrell, minister of trade and industry, who is directing the planning of an exposition to be built in this city. He is seeking someone with the know-how to install the amusement zone and will grant a long-term lease to the person who will properly develop this part of the exposition. At the conclusion of the exposition the amusement zone will remain as a permanent park.

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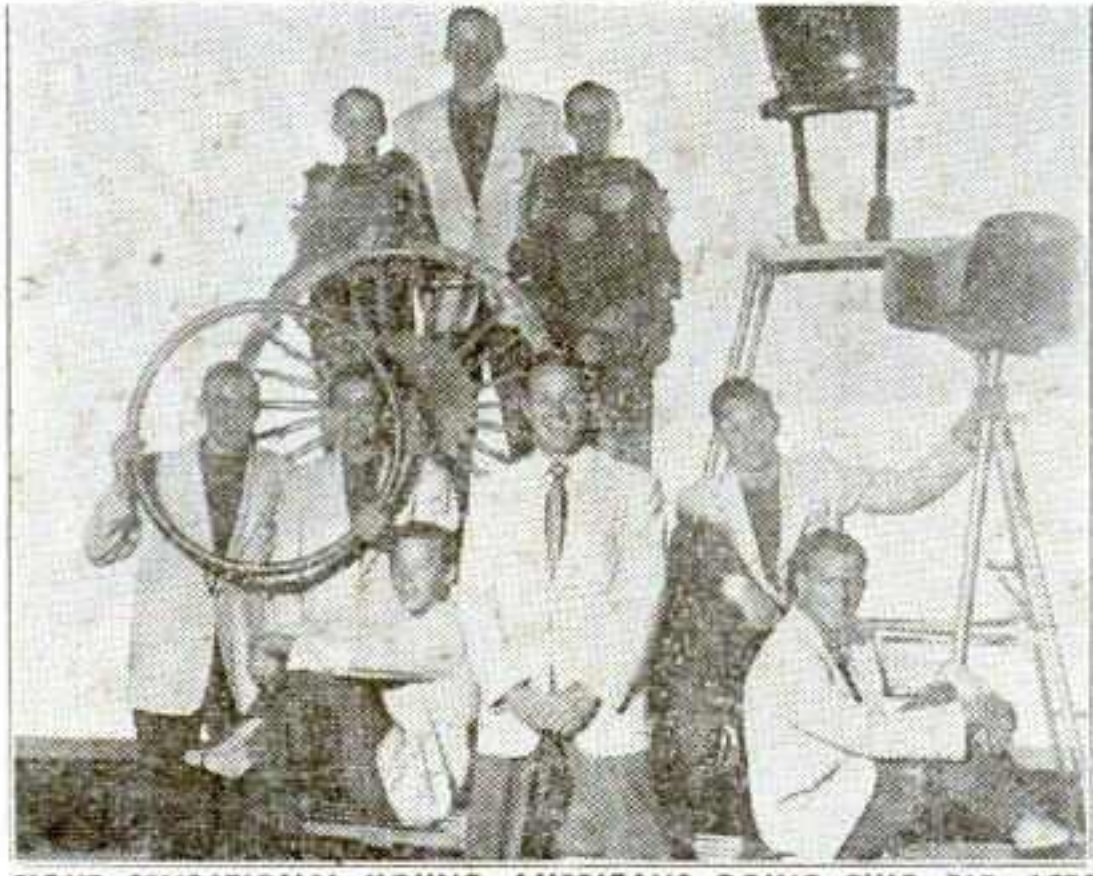


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SET FOR 38TH YEAR

**Horse-Buggy Age-Born
IMCA in Solid Growth**

The International Motor Contest Association, organized by a generation of fair executives of the horse and buggy era, this season will launch its 38th year as the sanctioning body that governs more big car dirt track racing than any other organization.

Oddly, not one fair manager among the six who organized the IMCA was an auto racing authority but each was aware of the appeal of the new-fangled sport to fair-going crowds. That was in 1914, when Midwest fairs were faced with the need for regulations for fair-ground speed programs and a desire to cut the high sanction fees which had been in force. The six, named as a committee by the American Association of Fair Managers, represented five of the major State fairs, including Minnesota, Iowa, Illinois, Oklahoma and Michigan. They were G. W. Dickinson, Detroit; E. J. Curtin, Decorah, Ia.; C. E. Cameron, Alta, Ia.; B. M. Davison, Springfield, Ill.; J. C. Simpson, St. Paul, and I. S. Mahan, Oklahoma City.

to operate profitably and yet keep sanction fees at a minimum, prompted directors to appropriate \$2,000 for medals and trophies for record-breaking drivers in 1922. In addition that year, trophies were presented three IMCA promoters, Sloan, Hankinson and Vernon Soules.

Org Expands
Despite the growing pains of the early years, the new organization continued to expand. By 1918, stockholders included State fairs of Iowa, Kansas, South Dakota, North Dakota, Missouri, Illinois, Oklahoma, Wisconsin, Texas, Kentucky, Michigan, Minnesota, Nebraska and Louisiana as well as the Southeastern State Fair, Atlanta; Eastern States Exposition, Springfield, Mass., and the Tri-State Fair, Memphis. About that time Sloan launched an IMCA conquest of Southern fairs. His invasion of the South was successful and he pushed successfully into California and Canada and soon into New Jersey, Massachusetts and Virginia. In 1917, to the accompaniment

Good Response
The committee polled the fairs to determine whether they wanted an organization of their own. The mailing produced a strong affirmative response, 35 members of the American Association of Fairs signing up immediately as IMCA founders.

The organization was incorporated in Illinois with capital stock of \$2,500 in the spring of 1915. Shortly after the first five subscribers, each holding 50 shares of stock purchased at \$10 per share, met in Chicago for the first directors' meeting. Dickinson was elected president and Mahan secretary. Licensed promoters the first year included J. Alex Sloan, who subsequently became top dog in the Midwest; the Friedman brother, Bill Pickens and Ralph Hankinson. The IMCA operated on slim funds, yet in its first year netted a \$310.75 surplus and \$721.68 the second year, with the surplus rising to \$1,981.40 in 1917. The ability of the organization

**150G Lakehead
Exhn. Building**

FORT WILLIAM, Ont., April 4.—Construction of a \$150,000 general purpose building has commenced at the Canadian Lakehead Exhibition plant, which straddles the Fort William-Port Arthur boundary. It is expected to be ready in time for the August 10-15 exhibition.

According to exhibition Secretary-Manager William Walker, the 75 by 165-foot buff brick structure will be used for exhibition of poultry, rabbits, dogs and cattle judging. It will also be available for non-fair activities throughout the year. The building will have a smooth floor without pillars, rest rooms and interior construction of tile Dado and plywood.

**B. C. Assn.
Sets Dates**

CLOVERDALE, B. C., April 4.—Dates for British Columbia fairs were set at the annual meeting of the B. C. Fairs Association here recently. L. W. Johnson, supervisor of the group, urged closer co-operation between small fairs in order to develop more annuals.

Dates accepted by the association were Sarnia, August 26; Courtenay, September 4-7; Lasqueti, September 8; Cobble Hill, September 9; Alberni and Duncan, September 10-12; Luxton and Sooke, September 12; Nanaimo, September 16-19; Ladysmith, September 23-24; Gibsons, August 10-14; Chilliwack, August 20-21; Haney, August 21-22; Pacific National Exhibition, Vancouver, August 26-September 7; Squamish, September 7; Agassiz, September 11; Cloverdale, September 18-19; Langley, September 11-12; North Burnaby, September 11-12; Abbotsford, September 15-16; Aldergrove, September 25, and Ladner, September 19.

**Clinton, N. C.,
Buys Grounds**

CLINTON, N. C., April 4.—Sampson County Agricultural Fair and Live Stock Show directors have purchased a 25-acre tract of land for a permanent fairgrounds. The plot is located two miles west of Clinton on Highway 24. It is understood that the tract was acquired at a cost of \$10,000.

**Va. Association
Issues News Letter**

DANVILLE, Va., April 4.—A newsletter, titled "Fair Topics," has been inaugurated by the Virginia Association of Fairs. Undated, the four-page mimeographed bulletin will be compiled and circulated as often as sufficient news of interest to association members is compiled. President C. C. Finch announced.

The first issue, already in circulation, contains news of several Virginia events. However, the emphasis is on the Danville Fair, operated by Finch, and an effort is being made to secure the full cooperation of all member events so that the contents will be representative of the activities of the association and its membership, Finch said.

President Finch was aided in the publication of the first issue by W. E. Finch, association secretary.

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Altho still confined to Cooper Hospital, Camden, N. J., from my last accident doing my Man From Mars Act, with 3 broken vertebrae and 4 breaks in the left wrist and 2 in the right wrist, thanks to medical science, I'll be able to do my same death-defying performance after just 1st. The act that no attempt has ever been made to duplicate. The act where ANYTHING can and sometimes does happen. To date 51 broken bones from neck to toes. How much longer can I take it? Has THE MAN FROM MARS A CHARMED LIFE? Now booking for indoor and outdoor dates. THIS IS NOT A STUTTCASE ACT (I wish it was). Some open time available. Write, wire; Midwest: Wilson Storey, 850 Euclid Ave., Cleveland, Ohio; East Coast: Wm. Shilling, 1560 Broadway, New York City; New England: Al Martin Agency, Hotel Bradford, Boston, Mass., or "Speedy" Babbs, 2160 Patterson St., Cincinnati 22, Ohio.

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P.S.: I'll be on "YOU ASKED FOR IT" TV, aired West Coast April 6, and East Coast later. My second appearance by demand.

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Edgar V. (Bud) Smith, Director, 317 West Forsyth St.
NORFOLK, VA., April 26 thru May 3
Jack T. Craig, Director
P.O. Box No. 6156
MAY
SAN ANTONIO, TEXAS, May 10 thru 17
Carl Olson, Director
199 Gunter Building
KNOXVILLE, TENN., May 5 thru 10
Paul Waters, Director
317 Gay Street
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First National Bank Bldg.
WICHITA, KAN., May 2 thru 6
L. A. Gifford, Director
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CHARLESTON, S. C., May 19 thru 24
J. Walker Owens, Chairman
Chamber of Commerce Bldg.
DALLAS, TEXAS, May 2 thru 10
H. F. VanHorn, Director
"Penthouse," Stoneleigh Hotel
WACO, TEXAS, May 12 thru 17
Dorothy Godfrey, Director
620 North 5th Street
NASHVILLE, TENN., May 20 thru 24
Paul Waters, Director
205 Exchange Building
TACOMA, WASH., May 20 thru 24
George Colouris, Director
1103 1/2 North Division St.
CEDAR RAPIDS, IOWA, May 27 thru 31
Paul Waters, Director
606 Guaranty Bldg.
CHATTANOOGA, TENN., June 8 thru 15
C. B. Osborne, Chairman
Electric Power Company
NEW ORLEANS, LA., Sept. 26 thru Oct. 4
H. F. VanHorn, Director
c/o Municipal Auditorium
DENVER, COLO., Sept. 22 thru 27
Carl Olson, Director
c/o Rocky Mountain News
SOUTH BEND, IND., Sept. 22 thru 27
Dorothy Godfrey, Director
c/o Waco Home Show, Waco, Texas
BILLINGS, MONT., Nov. 3 thru 8
Carl Olson, Director
c/o Don Jewell, Box 744
BOOKED BUT DATES NOT ALLOTTED: BATON ROUGE, LA.; FAYETTE, COLUMBIA, ROANOKE, LYNCHBURG, ALEXANDRIA, LAKE CHARLES, SAN ANGELO, TEX.; GREAT FALLS, MONT.; SAN DIEGO, CALIF.; OTTUMWA, IA.
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1953 Fair Dates

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Continued from page 83

- Cando-Towner Co. Fair. June 25-27. Harry Hanson.
 - Carrington-Poster Co. Fair. Sept. 15-18. H. C. Duntley.
 - Cooperstown-Griggs Co. Fair. June 29-July 1. George Simons.
 - Crosby-Divide Co. Fair Assn. June 18-20. Vernon Nichols.
 - Fargo-Red River Valley Fair Assn. Aug. 31-Sept. 5. A. D. Scott.
 - Fessenden-Wells Co. Free Fair. July 7-10. Tony Lill, Cathy, N. D.
 - Flaxton-Burke Co. Fair. July 6-8. B. B. Bair.
 - Forman-Sargent Co. Fair. Sept. 7-9. Beth Wucherpfennig.
 - Grand Forks-Greater Grand Forks Fair. July 19-26. Ralph Lynch.
 - Hamilton-Pembina Co. Fair. July 16-18. Franklin Page.
 - Jamestown-Stutsman Co. Fair Assn. July 2-4. G. A. Ottinger.
 - Langdon-Cavaller Co. Fair. July 11-15. Dick Forkner.
 - Lisbon-Ransom Co. Fair. July 23-25. L. E. Lillyquest.
 - Minot-North Dakota State Fair. July 27-Aug. 1. Bob Finke.
 - Minnewaukan-Benson Co. Fair. Sept. 2-4. V. A. Heiberg.
 - Mott-Hettinger Co. Fair. Sept. 7-8. Adelia Soehren.
 - Rolla-Rolla Fair, Inc. July 6-8. Laurel Youtz.
 - Rugby-Pierce Co. Fair. July 2-4. August Schnelbel.
 - Wishek-Tri-Co. Exhibs. Assn. July (Open) Herman Olson.
- Ohio**
- Andover-Andover Street Fair. Sept. 11-12. George R. Sanford.
 - Ashland-Ashland Co. Agrl. Soc. Sept. 29-Oct. 3. H. G. Dotson. P. O. Box 329.
 - Athens-Athens Fair. Aug. 23-27. L. C. Baker.
 - Attica-Attica Ind. Seneca Co. Fair. Aug. 12-15. Grover C. Meyers.
 - Bellefontaine-Logan Co. Fair. Aug. 24-28. C. E. Johnston.
 - Bellville-Bellville Ind. Agrl. Soc. Sept. 16-19. E. O. Kochhelsier. R. D. 1, Butler, O.
 - Berea-Cuyahoga Co. Fair Assn. Aug. 19-23. Wm. H. Kroesen.
 - Bowling Green-Wood Co. Fair Assn. Aug. 10-15. John L. Clarke.
 - Burton-Geauga Co. Fair Assn. Sept. 3-7. Thane Atwood, Middlefield.
 - Bucyrus-Crawford Co. Fair Assn. Aug. 4-8. James F. Gebhardt. R. 3, Sycamore.
 - Cadiz-Harrison Co. Agrl. Assn. Sept. 17-19. Lane H. Borger.
 - Caldwell-Noble Co. Agrl. Soc. Sept. 3-5. J. K. Walkenshaw.
 - Canfield-Mahoning Co. Fair Assn. Sept. 3-7. E. R. Zeiger, 1404 Central Tower, Youngstown 3.
 - Canton-Stark Co. Fair Assn. Sept. 7-11. Mrs. Fern Saal, 933 N. Market Ave.
 - Carrollton-Carroll Co. Agrl. Soc. Sept. 30-Oct. 3. E. Weaver Casper. Sandy Valley, Malvern, O.
 - Celina-Mercer Co. Fair Assn. Aug. 16-21. W. F. Archer.
 - Chillicothe-Ross Co. Fair Assn. Aug. 24-28. Charles J. Betsch.
 - Cincinnati-Carthage Fair. Sept. 16-19. Clarence A. Peters. 124 W. Court Street, Cincinnati.
 - Circleville-Pickaway Co. Fair Assn. Sept. 16-19. Henry L. Reid Jr.
 - Circleville-Circleville Pumpkin Show. Oct. 21-24. Ned H. Dresbach.
 - Columbus-Ohio State Fair. Aug. 28-Sept. 4. H. S. Foust.
 - Coshocton-Coshocton Co. Fair Assn. Oct. 7-10. C. V. Croy, R. 1, Trinway.
 - Croton-Hartford Co. Fair Assn. Aug. 11-15. Wm. Arter.
 - Dayton-Montgomery Co. Fair. Sept. 7-10. Goldie V. Scheible.
 - Delaware-Delaware Co. Fair. Sept. 22-26. W. B. Deal.
 - Dover-Tuscarawas Co. Fair Assn. Sept. 23-26. W. G. Findley, New Philadelphia.
 - Eaton-Proble Co. Fair Assn. Sept. 15-18. Wm. E. Fryor, Eaton.
 - Findlay-Hancock Co. Fair Assn. Sept. 7-11. C. Ray Moore.
 - Fremont-Sandusky Co. Agrl. Soc. Sept. 6-11. Russell S. Hull.
 - Georgetown-Brown Co. Soc. Oct. 7-10. Luther Kestel.
 - Gallipolis-Gallia Co. Fair Assn. Aug. 13-15. Wm. R. Smith, Bidwell.
 - Greenville-Great Darke Co. Fair. Aug. 22-28. Chester A. Riegel, Route 4.
 - Hamilton-Butler Co. Agrl. Soc. Sept. 27-Oct. 2. Bartow Truster, Seven Mile, O.
 - Hicksville-Agricultural Fair of Defiance Co. Aug. 23-28. S. G. Blosser.
 - Hilliards-Franklin Co. Fair Assn. Aug. 19-22. Arch A. Alder.
 - Hillsboro-Highland Co. Fair Assn. Sept. 9-12. Clarence Larkin.
 - Jefferson-Ashtabula Co. Fair Assn. Aug. 11-15. E. F. Walburn.
 - Kenton-Hardin Co. Agrl. Soc. Sept. 29-Oct. 2. Mrs. I. E. Wetherill.
 - Lebanon-Warren Co. Fair Assn. Sept. 1-5. Corwin Nixon.
 - Lancaster-Fairfield Co. Agrl. Soc. Oct. 14-17. Russell W. Alt. R. R. No. 1, Baltimore, O.
 - Lisbon-Columbiana Co. Agrl. Soc. Aug. 25-29. Clarence Crosser. R. F. D. 4.
 - Lima-Alten Co. Fair Assn. Aug. 22-27. Harold W. Poling, Box 1015.
 - Logan-Hocking Co. Fair. Sept. 23-26. Edward G. Miller, R. No. 3.
 - London-Madison Co. Fair Assn. Aug. 23-27. Robt. Hines, R. 2, Mt. Sterling.
 - Loudonville-Loudonville Agrl. Soc. Oct. 6-8. Donald L. Nash.
 - Lucasville-Scioto Co. Fair Assn. Aug. 4-8. A. S. Moulton.
 - McConnellsville-Morgan Co. Agrl. Soc. Sept. 9-12. Ray G. Smith, Route, No. 2.
 - Mansfield-Richland Co. Fair Assn. Aug. 12-15. Glenn Guthrie, 357 Bartley Ave. Marietta-Washington Co. Agrl. & Mech. Assn. Sept. 6-9. V. C. Schriver.
 - Marysville-Union Co. Fair Assn. Sept. 16-19. Otto E. Rausch, R. 1, Plain City.
 - Marion-Marion Co. Fair Assn. Aug. 22-27. Clifford Campbell, R. 1, Morral.
 - Maumee-Lucas Co. Fair Assn. Aug. 4-9. O. W. Disher, Waterville.
 - Medina-Medina Co. Agrl. Soc. Sept. 9-12. C. W. Mapes, R. D. 6.
 - Millersburg-Holmes Co. Fair Assn. Aug. 20-22. Verle H. Spreng, Lakeville.
 - Montpelier-Williams Co. Agrl. Soc. Sept. 13-19. Woody Schlegel.

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Richardson—Richardson Community Fair. Aug. 25-29. F. R. Hickman.
Plainview—Plainview Fair. Oct. 8-10. W. B. Smith.

Utah

Brigham City—Box Elder Co. Peach Days. Sept. 11-12. D. M. Mason.
Cedar City—Southern Utah Livestock Show. Sept. 10-12. Alex Williams.
Coalville—Summit Co. Fair. Sept. 3-5. Eugene Pace.

Vermont

Barton—Orleans Co. Fair Assn. Aug. 20-22. Mildred Baker.
Essex Junction—Champlain Valley Expo., Inc. Aug. 31-Sept. 5. Harris K. Drury.
Hartland—Hartland Fair. Inc. Aug. 13-16. M. P. Rogers.

Washington

Battleground—Clark Co. Fair. Aug. 27-30. R. E. Tribe, R. 5, Box 356, Vancouver.
Bremerton—Kitsap Co. Fair. Aug. 27-30. R. E. Hensel.
Chehalis—Southwest Washington Fair. Aug. 26-30. Mrs. Pearl Miller.

Spokane—Spokane Interstate Fair. Sept. 4-7. P. H. Welch.
Waterville—North Central Washington Fair. Sept. 18-20. G. Merton Dick, Box 238.

West Virginia

Lewisburg—Ronceverte—State Fair of West Virginia. Aug. 24-29. C. T. Sydenstricker, Box 829, Lewisburg, W. Va.
Marlinton—Pocahontas Co. Fair. Aug. 17-22. A. C. Barlow, Route 1.

Wisconsin

Antigo—Langlade Co. 4-H Club Fair. Aug. 21-23. Ira V. Goodell.
Baraboo—Sauk Co. Agr. Soc. Aug. 31-Sept. 3. A. H. Thayer.
Beaver Dam—Dodge Co. Fair Assn. Sept. 9-13. Forrest Knaup, Box 96.

CANADA

Alberta

Alberta—Calgary Exhn. & Stampede. July 6-11. M. E. Hartnett.
Edmonton—Edmonton Exhn. July 13-18. Barbara E. Bannerman.
Vermilion—Vermilion Exhn. July 23-25. S. C. Heckbert, Box 1999.

British Columbia

Chilliwack—Chilliwack Agri. Assn. Aug. 20-22. E. Jack Vowles.
Port Alberni—Alberni Dist. Fall Fair. Assn. Sept. 10-12. P. Dorofay.
Vancouver—Pacific National Exhn. Aug. 26-Sept. 7. Ida E. Rae.

Manitoba

Brandon—Prov. Exhn. of Manitoba. June 29-July 2. S. C. McLennan.

New Brunswick

Fredericton—Fredericton Exhn. Sept. 7-12. W. R. Crewdson.

Ontario

Aylmer—Aylmer & East Elgin Co. Fair. Aug. 24-26. T. L. Barnecott.
Apsley—Apsley Exhn. Sept. 8-9.
Bayfield—Bayfield Exhn. Sept. 30-Oct. 1.
Beaverton—Beaverton Exhn. Sept. 17-19.
Bellville—Bellville Agri. Soc. Aug. 17-20. Thos. Walker.

Prince Edward Island

Charlottetown—Provincial Exhn. Assn. Aug. 10-15. Comm. G. H. Buntain.

Quebec

Chapeau—Chapeau Agri. Soc. Sept. 8-9. Mrs. Thomas Kennedy, R. R. No. 1.
Granby—Granby Hort. Soc. Aug. 14-16. Lorin G. Bail.
Ormatown—Ormatown Exhn. June 3-6. Carlyle Dickson.

Saskatchewan

Kelvington—Kelvington Exhn. July 31. Robert Boyes.
Lloydminster—Lloydminster Agri. Exhn. Assn. July 20-22. George K. Ross, Box 560.
Moose Jaw—Moose Jaw Exhn. Co. Ltd. June 29-July 1. Mrs. V. Hyland, Ste. 2, Central Chambers.

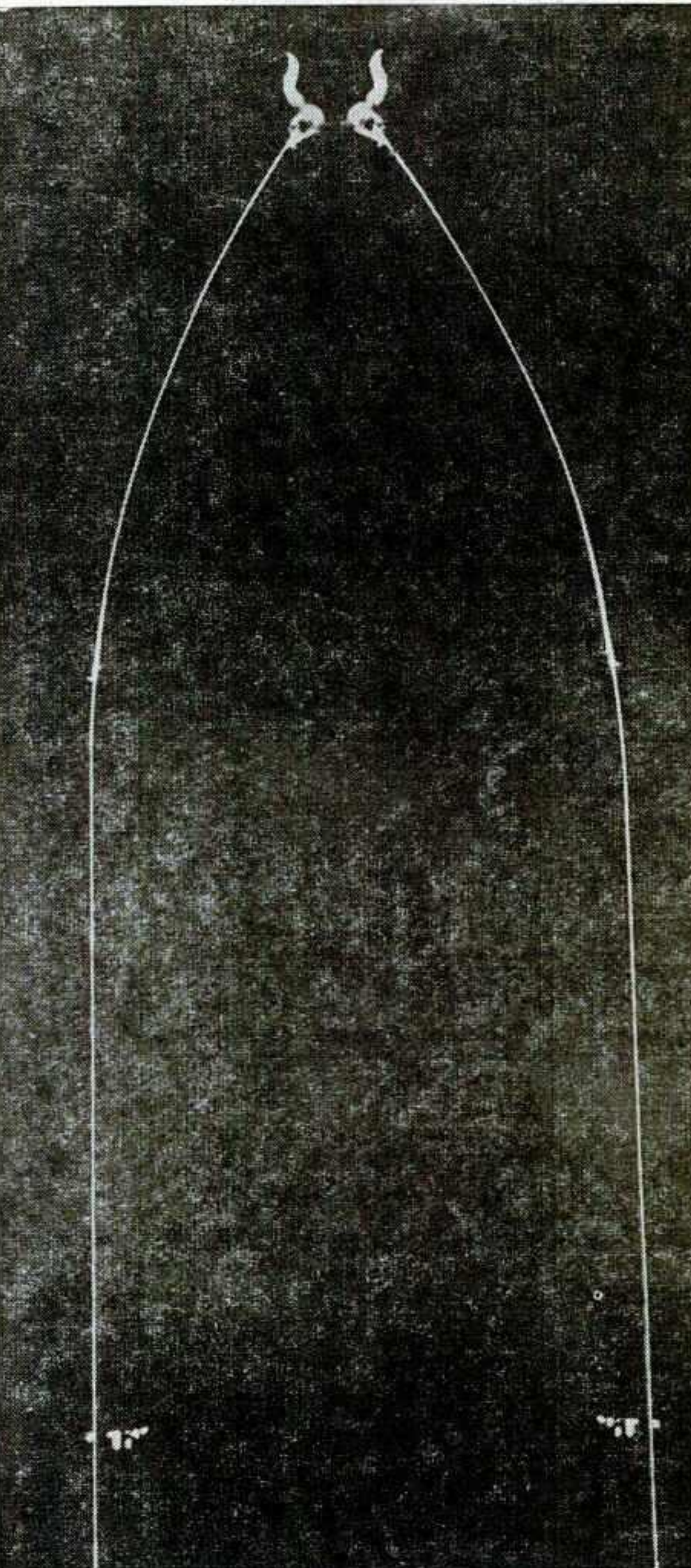
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MINK AND TUXEDO SET

Names at Big One Garden Preem Ap. 1

By FRANK LUPPINO

NEW YORK, April 4.—The Big One opened its 40-day, 79-performance run Wednesday night (1) with a show that saw proceeds going to United Cerebral Palsy and, as usual, the mink coat and tuxedo-black tie clad crowd filled the \$50 boxes to see stars of stage, screen and radio vie with circus regulars for audience approval and applause.

The Circus Premiere Committee and sponsor list read like a Who's Who, containing names like Lady Milford-Haven, Senator and Mrs. Lehman, Mayor and Mrs. Impellitteri, and Mr. and Mrs. James A. Farley.

The show itself was filled with top names of the amusement world. The second display, billed as Merry Making Monkeyshiners, brought forth such costumed clowns as Perry Como, Gabby Hayes, Sam Levenson, Jan Murray, Paul Winchell, Bob Sheldon, Dennis James.

Morey Amsterdam, Gary Moore, Herb Shriner, Imogene Coca, Sid Caesar, Jack Carter, Al Schacht, Bob Smith and the Howdy Doody entourage, Wally Cox, Bob and Ray, and Gene Rayburn. Some took more than their share of time in making the rounds of the tank-bark oval and evidently forgot that good showman should know when to get off to make way for another waiting in the wings. In this case, darkened house lights moved some of the slower "clowns" out of the way to make room for the next display.

While many notables were craning their necks to see others of their society set who were present, display four brought forth the elephants (seven), which were carrying a bevy of females that included Lola Montez, Jane Wyatt, Yvonne Adair, Jinx Falkenberg, Mercedes McCambridge, Nancy Guild and June Havoc. Altho sev-

(Continued on page 137)

Dressing Room Gossip

Bailey Bros.

Season opened with a bang at Kilgore, Tex. We had a good crowd in the afternoon and a full house at night.

Maurice Marmolejo hurt a rib while practicing wire at winter quarters in Gainesville four days before the show opened. Jackson, who does bars and trampoline on the Cole & Walters show, took him to the hospital, and Marmolejo was able to be ready for the opening.

Buck Leahy, of clown alley, also handles the mail. Willie (Tangle Eye Blue) Lundy is serving good meals in the cook-house.

In Nacogdoches the lot was under water. Manager Big Bob Stevens ordered a tractor blade and scraped the mud from the top of the ball ground. The show went on. — MAURICE MARMOLEJO.

Gainesville Unit

Continued from page 96

"Over the Rainbow." There will be 14 ladder girls and nine on webs and sway pole.

The show will carry nine Liberty and high school horses, trick muie and 18 ponies, elephant, chimp and dogs and monks.

A number of circus fans from several States will attend the opening, including a delegation from Wichita, Kan., where the 1953 Circus Fans Association convention will be held in the fall.

Siebrand Bros.

Short jump into Globe, Ariz., from Phoenix gave everyone a chance to catch up on movies and general relaxation. Lot is actually in Claypool and is extremely small, necessitating crowding every possible inch. Charlie Sanders was dazed by a falling pole on set-up day.

Opening night started off with a big house, and attendance improved each night. By Friday (27) they were sitting on canvas, straw and extra planking. A special Friday matinee was given for several hundred Indian children, and most of the midway was also in attendance.

Event of the week was the wire C. J. Matchett received from his

(Continued on page 111)

Oscars Given To Hollywood Animal Stars

NORTHBRIDGE, Calif., April 4.—Following close behind the Academy Award to Cecil B. DeMille for his production, "The Greatest Show on Earth," Patsy Awards (Picture Animal Top Stars of the Year) were made Sunday (22) at Devonshire Downs here. Jackie, the lion, took first place. Bonzo, the Chimp, second, and Trigger, Roy Rogers' horse, third.

Jackie, star of Metro-Goldwyn-Mayer's "Fearless Fagan," appear-

(Continued on page 111)

Under the Marquee

Former president of the Circus Fans of America, James B. Tomlinson, and his wife came in from Portland, Me., for the Thursday night (2) performance of the Ringling circus in Madison Square Garden, New York.

W. L. (Bill) Montague, publicity director of The Circus Fans of America, visited the New York offices of The Billboard Wednesday (1) while in town to attend the Ringling circus Madison Square Garden opening. He returned to West Hartford, Conn., Saturday (4). . . Mr. and Mrs. W. R. Brinley, circus fans from Meriden, Conn., were in New York for the Ringling circus performance Thursday (2).

Terrell Jacobs will be presented with a jeweled fez Tuesday (7) at Cincinnati's Shrine Circus by Harry Geisel of the Indianapolis Shrine Temple. Jacobs is playing the date for Cole Bros.

James E. Douglass is being released from the Army and will join Franco Richards' circus, Ring Bros., as producing clown and juggler. On a recent Army furlough he caught the Hagan-Wallace show's opening at DeLand, Fla. . . Look magazine of April 7 carries color photos of Paul Jerome, Albert White, Arne

Honkola, Ernie Burch, Irv Romig, Frank Cromwell, Felix Adler and Al Bruce.

Clown Jack LaPearl was honor guest at the Walter L. Main Tent, CFA, meeting at Urichsville, O., (22) and he gave the tent the Mills Bros.' 1952 cookhouse flag. Bob Senhauser was elected tent president. Other officers are Floyd McClintock, vice-president, and Norman Senhauser, secretary treasurer. Those attending also included John Boyle, Ralph Stevenson, Ray Markel, Floyd Ben-

(Continued on page 111)

Kuhn Animals Pace Program On Kelly-Morris

TAMPA, April 4.—Kelly-Morris Circus drew four good houses for its two-day stand here. This year's edition is strong on animal acts, with Eddie Kuhn handling several program spots.

Show is using a six-pole top. In front are the Side Show, with menagerie animals including the

(Continued on page 111)

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Continued from page 58

at Little Rock started with Polack in 1939, and Louisville's Kosair Temple signed up in 1940.

H-M's 14th in Montreal
Hamid-Morton has signed for its 14th circus with Karnak Temple of Montreal. The 14 years of Midian Temple's circus at Wichita, Kan., have been divided between Polack and Davenport, with the latter playing his 10th date last November.

Frank J. Schneck produced the first Almas Temple circus in Washington, D. C., in 1942. Hamid-Morton has had it each year since then except for Frank Wirth's 1945 stint and Davenport's 1948 show. Denver's El Jebel Temple has booked Polack Bros. annually since 1942, but in 1952 it bought the show for a flat fee and handled its own promotion, as it will do this fall.

Gil Gray worked 1941, 1942, 1945 and 1946 for El Riad Temple, Sioux Falls, S. D., and Orrin Davenport has had that date since 1947. Chicago's Medinah Temple, which started its show with Orrin Davenport, recently completed its 11th annual Polack Bros. engagement.

Another 11-timer is Antioch Temple, Dayton, O., where Polack had the first seven years and where Davenport completed his fourth run a few weeks ago. Evansville, Ind., Shriners have staged 11 shows, and Hammond, Ind., had Polack Bros. for the 10th time this January.

New Major Changes
Despite the long-term runs by many Shrines and the tendency of some to stick with a single producer, the field is far from stable. Each season brings important changes. Here are some of the latest:

Salaam Temple, Newark, N. J., states that it does not plan to sponsor a circus this year. Hamid-Morton played the stand for the past five years.

Cole Bros.' Circus has entered the Shrine field by capturing the Cincinnati temple's contract for this spring. Polack Bros. formerly played that stand.

Philadelphia's Lu Lu Temple, which contracted Hamid-Morton from 1942 thru 1951 and skipped any 1952 promotion, will resume with Polack Bros. holding the contract.

El Maida Temple, El Paso, Tex., resumed circus auspices last year, with John Andrews producing the show, but it does not contemplate a circus in 1953.

Tom Packs has signed Ali Ghan Temple, Cumberland, Md., for a July date. The temple's first circus was King Bros. in 1951, and it sponsored Ringling Bros. and Barnum & Bailey in 1952.

Media Temple, at Watertown, N. Y., which sponsored King Bros. & Cristiani Circus last year, reports it is seeking a contract with Clyde Beatty Circus for this season.

Columbus In, Portland Out
Similar developments found Aladdin Temple, of Columbus, O., returning to circus business in 1951, with Davenport. That temple had staged no show since 1923. Portland, Ore., dropped its contract with organized producers a few years ago and since then has produced its own circus or circus revue annually.

El Karubah Temple, Shreveport, La., sponsored Polack, the defunct Ward Bros., Clyde Beatty and other shows in the past, but in 1950 it began producing its own program. For the first two years under this plan, it bought mostly Gil Gray acts. Maskat Temple at Wichita Falls, Tex., began circus in 1946, with Polack Bros. It switched to Hamid-Morton for 1950 and since then has contracted with Suez' Clyde Bros. At Rawlins, Wyo., Korein Temple changed from Polack Bros. in 1948 to Gil Gray in 1952. Ashland, Ky., Shriners had Polack in 1949 and talent from the Gus Sun Agency in 1951.

Some Forced to Quit
About as rapidly as new temples are added to the circus list, others drop out. Zor Temple at Madison, Wis., formerly was a Polack client, but lack of an adequate place to stage the show forced them to halt. Polack also lost Marquette, Mich., several

years ago because membership of Ahmed Temple was too widely distributed to permit participation by enough Shriners. Springfield, Mass., Shriners abandoned their circus many years ago, but they began a Home Show in 1947, sponsored a water show for the past two years, and this season will be the auspices for a Spike Jones appearance. Tampa's Egypt Temple substitutes an amateur minstrel show and produces the burnt cork show in its Shrine Club locations as well as in Tampa.

Among the other temples which have no circus are those in Albany, N. Y.; Bridgeport, Conn.; Cleveland, Dallas; Greenville, S. C.; Jackson, Miss.; Knoxville; London, Ont.; Montpelier, Vt.; Muskogee, Okla.; New York; Richmond, Va.; Spokane; Springfield, Mass., and Trenton, N. J.

Clubs, Temples Co-Operate
Shrine clubs play an unusually important part in the circus schedules of several temples. Outstanding is the example of Ainad Temple, East St. Louis, Ill. It has no circus at its home base but instead sponsors the Tom Packs shows on a trek of one-day stands thru Southern Illinois where its clubs are located. This summer will be the sixth time around for the plan.

Elf Khurafeh Temple at Saginaw, Mich., has a twin circus set-up, with Orrin Davenport playing for it in Saginaw each year and Polack Bros. coming to Flint under auspices of the club there. Duluth, Minn., plays host to the Davenport show each year, and in 1953, as it did in 1951, Aad Temple's club at Hibbing will have the same package for three days just before the Duluth stand. Polack inaugurated the Duluth date in 1946 and Davenport took over the following season.

A club also figures importantly with Najd Temple, Deadwood, S. D. Since Rapid City is larger, the Deadwood temple and Rapid City club jointly sponsor Polack in Rapid City. The coming engagement will be the third.

El Kaly Temple has sponsored the Gil Gray show for the past four years. In 1953, Gray will stage his circus for five of the Pueblo temple's clubs as well.

Texas, Idaho Clubs Busy
This will be Polack's ninth year at San Antonio, and during that time it also has played five years for the club at Harlingen and three years for the club at Corpus Christi.

Clubs also enter the picture for Polack at El Korah Temple, Boise, Idaho. Their first contract was in 1936, but that was in the early days and Boise residents weren't convinced the show at the high school auditorium was a real circus; it had no tent. The date was dropped until 1951, when the show also began playing for that temple's clubs at Idaho Falls, Pocatello and Twin Falls. Another of the many Shrine club sponsors is Canton, O., which backs Polack for a stand just prior to the show's engagement for club's home temple at Akron.

Typical of many situations is that in Georgia. Yaarab Temple in Atlanta has sponsored Hamid-Morton annually since 1943. In

addition, some of the temple's 14 clubs have sponsored performances by King Bros. & Cristiani and Rogers Bros. circuses for one-day stands. Included among these auspices clubs are those in Athens, Catersville and Marietta, Ga.

Rogers Bros.' Title Resumed

QUINCY, Fla., April 4.—Circus Enterprises is returning to its former title, Rogers Bros.' Circus, it was learned this week. Si Ruben has assumed management of the org again. Under the Enterprises tag, which was put into use at the first of the current season, the show was billed under the title selected by each local auspices.

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Floyd Gooding Preps Big Revue-Type Show

All-New Units to Be Ready in Late July; Many Other New Tented Attractions Set

COLUMBUS, O., April 4.—Floyd E. Gooding, head man of the Gooding Amusement Company, long ranked as the largest operators of amusement rides in the nation, is pushing plans at the organization's winter quarters here for the introduction of a large-scaled revue-type show.

The unit is to be presented in a 50 by 142-foot top. The order for the tent was placed recently with the O'Henry Tent & Awning Company, Chicago.

Special Lighting

The revue, Gooding disclosed this week, will have a 128-foot neon panel front. The stage will be 32 by 40 feet, with two traveler curtains and some scenery changes. The stage and scenery is being produced by the Charles Tichener Studios, Chicago.

Interior of the top will have striped canvas and special light effects, the latter designed by Federal Electric. Talent for the show will be varied, depending upon locations. Booking will be done thru major talent agencies.

Joy Purvis will produce the unit, which is to be transported in three new 30-foot semi-trailers purchased recently. Bob Purvis, now in Columbus assisting Bert Miner in building the show, will handle the front and canvas.

Gooding's first venture in the show end of the business proved highly successful last year and, in addition to the new revue, considerable work is being done on other tented attractions. The

Eddie Young Adds Shows, Rides for Trek

TARPON SPRINGS, Fla., April 4.—Sterling Crown Shows will go out this year greatly expanded over the '52 edition, E. L. (Eddie) Young, owner-manager, announced at the org's winter base here.

Much effort is being put into building up the back-end. New fronts are being constructed for the Gal, Negro, Side, Snake and Monkey shows, and a Funhouse is being completed. The latter will have a 60-foot front. Work is also going forward on a new front entrance arch. The show, which will be painted almost completely white, has added a Tilt-a-Whirl, No. 12 Ferris Wheel and a Rolloplane.

H. Barkoot, who retired from show business four years ago, has returned to the road and will be in charge of concessions. Org recently took delivery on a supply of electrical equipment and much installation of new wiring is taking place.

A new office wagon recently arrived as well as a searchlight and a number of GMC tractors and trailers. The promotion department is progressing and has mapped a complete campaign for the year.

Macon Cold Hits Majestic

MACON, Ga., April 4.—First week's grosses for Sam Goldstein's Majestic Show were held down by cold and a second week was played at the same lot on Maynard and Mitchell streets, East Macon. Warmer weather brought out good crowds and profitable business.

The Goldstein org moves Saturday night (11) to a lot at Broadway and Concord streets in the business district, across town from the first lot. Goldstein plans an indefinite run on Macon lots.

C. M. Willis, former show owner, joined with two concessions. Visitors included Paul T. Robertson, operator of Ideal Rides, who had a show on Macon lots for 14 weeks two years ago, and C. S. Peck, of Peck Amusement, en route north from a vacation in Florida.

Vivona Chalks Up Second Solid Week

SUMTER, S. C., April 4.—Vivona Bros.' Shows caught rain here on opening night March 30, but a nifty turnout Tuesday (31), ladies' night, and continuing good business thru the remainder of the run made for a second successful week.

Wednesday (1) a free gate was set up for soldiers as an added inducement for the thousands of servicemen training in the area. Business was termed good, but not up to ladies' night.

Thursday (2), Harry Wilson, promotion manager, staged his "baby give-away" and a good crowd turned out. John Vivona, manager, with only two weeks on which to judge the season, is pleased. Shows made the payroll and banking money on opening week, a pleasant surprise in view of the additional expenses usually incurred with a preem date.

Shows have a special Easter Monday (6) matinee scheduled for New Bern, N. C. In order to make the date a number of units will be torn down early. Jump is about 250 miles.

To Add Shows

In addition to these shows, several have been contracted to open in June and more will be added for the two routes of Southern fairs. The Gooding route this year includes fairs at Atlanta; Columbus, O.; Louisville; Columbus, Ga.; Pensacola, Fla.; Evansville, Ind.; Dothan, Ala.; Columbia, Tenn.; Jackson, Tenn.; Florence, Ala.; Huntsville, Ala.; Lawrenceburg, Tenn., and Athens Ga.

Rides booked this season include Earl Ingalls with four Kiddie Rides, a new Roller Coaster and an Auto Scooter; Floyd Smith's new Roller Coaster, Allen Deggeler's Rolloplane, D. R. Gowin's three Kiddie Rides, Ward's five Kid Rides and Irvin Deggeler's four Kiddie Rides.

Sets Staffs

Staff for the various units follow: No. 1, John Enright, manager, and Joe Gaskell, secretary; No. 2, Gerald Frantz, manager, and Leota Frantz, secretary; No. (Continued on page 110)

Percell Org Bows May 22; Frames Park

SOUTH WILLIAMSPORT, Pa., April 4.—Percell's Pioneer Shows will hit the road May 22 for their route of celebrations and fairs, and Percell's Amusement Park here is being readied for an early opening, Mickey Percell, manager, announced.

The road show, which will be managed by Percell, has a route that includes nearly all celebrations until fair time. First annual on its sked is the Troy, Pa., event, July 27-August 1. Northern trek will end at the McClure, Pa., fair and a Southern tour will follow. Several new rides have been added along with a new office, three tractors, four semis and much new canvas.

Mrs. Mickey Percell will manage the permanent location here where much new equipment is being installed and construction is going along at a rapid pace. Recent visitors here at the combination park and winter quarters included John Garlock, Mickey La Marche, and Mr. and Mrs. Frank Frederk.

Hold Last Rites For Duke Doebber

SAND SPRINGS, Okla., April 4.—Funeral services were held here this week for H. M. (Duke) Doebber, 45, general agent for F. C. Bogle Shows, who died recently in Tulsa, Okla., following a brief illness.

Doebber was a concessionaire and pitchman for many years. He was formerly associated with Cole-Walters Circus and served as agent with Reynolds & Wells, and Pepper's All-State Shows as well, as the Brownie Amusement Company.

Orange Show Gives Crafts Record Gross

Good Weather, Two Saturday Kid Days Hike Spending 35 Per Cent Above '52

SAN BERNARDINO, Calif., April 4.—Crafts 20 Big Shows got the biggest carnival gross on record here at the National Orange Show, which closed Sunday (29). Orville N. Crafts, owner, said that the gross was up nearly 35 per cent from 1952 and the total take exceeded that of 1949, the annual's peak year.

Crafts attributed the top revenue to two kid days. Held on Saturdays (21-28), ride business was augmented by an estimated 40,000 moppets. A 9-cent rate prevailed thruout the midway during the specified hours.

Altho 1952 was a bad run here for both the Orange Show and the carnival, the added attendance of 59,422 this year helped, as did additional per capita spending. The show owner said that had the last Saturday and Sunday been clear, the total take would have gone higher.

To play the date, Crafts combined the 20 Big Shows with his Exposition Shows. The former was returned to the barn in North Hollywood, while Exposition Shows moved to San Gabriel for 10 days. After a five-day

run in Santa Paula, the latter org moved on to Los Banos, Calif., for the "It's May Day in Los Banos" celebration.

Crafts has again booked the Elks' Helldorado and Rodeo in Las Vegas, Nev., and opens there May 14 for four days. In the past, the event has attracted 100,000 people with operations continuing thruout the day and into the early morning hours. The lot is inside the Elks Village, about a block from the rodeo grounds.

Ed Schutz Show Owner, Succumbs at 32

BATON ROUGE, La., April 4.—Funeral services were held here Wednesday (1) for Ed Schutz, 32, owner of the Harry Burke Shows, who died Monday (30) of leukemia.

Schutz was one of the youngest show owners in the business but had been brought up in the business. His father, Ed Schutz, secretary of the Burke show, was co-owner of the former Barnett & Schutz Shows.

The younger Schutz took over the Harry Burke Shows about three years ago following the death of Burke. The show will go out as per schedule under management of the elder Schutz and will play its route as booked.

Schutz is survived by his widow and a 2-year-old child, Matt M. Dawson and his son, Tom, of Acme Premium Supply Company, St. Louis, flew here this week to attend the final rites.

HANNUM OPTIMISTIC

Believes Short Hauls Will Fatten 1953 Net

PHILADELPHIA, April 4.—Barring bad weather breaks or other hazards to which outdoor shows are subject, Morris Hannum, operator of the Morris Hannum Shows, looks forward to the new season being one of the best he has experienced in many years.

One of the reasons for Hannum's optimism is the elimination of long jumps in this year's route of Pennsylvania fairs. Long noted for having a minimum of lengthy jumps on his routes, Hannum has come up with a route, involving short hauls, which he says has seldom been matched by truck shows in the past.

For instance, Indiana and Ebensburg, Pa., two fairs new to the show this year and considered among the best in the State, are less than 30 miles apart. In the Philadelphia area Hannum will have two big Catholic dates in June and the Spring Mill Fair. Other well-known Pennsylvania fairs on the Hannum card to follow are Hughesville, Mansfield, Kutztown, Dallastown, the Indiana and Ebensburg annuals, Elizabethtown and the big street fair at Ephrata. A Fourth of July date at a seashore resort is the only out-of-State appearance by the show.

On the staff this year, in addition to Hannum, will be Garnet Hannum, treasurer; Ben Herman, business manager; Marshall Green, advance and publicity; Lehman Moor, lot superintendent; Harry

White, builder; Homer Dixon, in charge of Diesels, and Sam Murphy, formerly with Endy Bros. Shows, who is returning this year as ride superintendent.

Lew Alters has reported from Reading, Pa., quarters that he has completely rebuilt his Side Show and has contracted 12 people who were with him last year. Others returning to the show this year are Austin Dentinger with a Girl Show, Dennis Duffy with Girl, Snake and Wild Life shows, and Langhine's Mechanical City. Mrs. Marie Scott's new \$10,000 mobile (Continued on page 110)

Peck Company Switching to Key City Title

PEOTONE, Ill., April 4.—The former Peck Amusement Company will go out this year under the title of Key City Shows, it was announced by Manager and General Agent C. S. Peck at winter quarters here where preparations are being made for the May 18 opening at Sheldon, Ill. Robert L. Peck will serve as assistant manager and secretary and Richard Kern will also act as an assistant manager.

This year the show will carry five major rides and a kiddieland with four riding devices, including a newly purchased Sky Fighter and Tractor. All rides and trucks are now getting a painting in preparation for the 1953 debut.

Officials have mapped a spring-summer route that will take the organization thru Illinois, Indiana and Iowa. Recently signed was the Kankakee (Ill.) Centennial. The show also holds contracts for eight fairs and 11 other celebrations. Tentative plans have been made to take the show south in the fall.

Keystone Sets May 1 Opener

SUNBURY, Pa., April 4.—Keystone Attractions, managed by Mel Sober, open the season May 1 in West Berwick, Pa., for an eight-day run, to be followed by a stand at Riverside, Pa. Sober is also routing the Frames Greater Shows thru Central Pennsylvania, and will combine the attractions for his line-up of Virginia dates and fairs, including Adams, Tioga and Sullivan county annuals in Pennsylvania.

Already set for the Keystone line-up are Garbrick's Ferris Wheel and Chairplane; O. J. Bach, two Kiddie Rides, glass pitch and cigarette gallery; Peck Martz, office and popcorn; Mr. and Mrs. Fred Sassaman, cookhouse; Mr. and Mrs. Hugh Gross, French fries and stock spindle; Harry L. McKinley, electrician and Side Show manager, and Mr. and Mrs. Max Butterbaugh, ball games and high striker. Currently under construction for the show is a transformer truck.

Bogle Sets Kansas Dates

ARMA, Kan., April 4.—F. C. Bogle Shows this year will play six fairs in Western Kansas, Ferd Bogle, owner, announced here at the show's winter base. Annuals signed include those at Downs, Phillipsburg, Colby, Wakeeney, Dodge City and Liberal.

According to Bogle, the show will open April 11 in Pittsburg, Kan., and plans are to have 13 rides, 8 shows and upwards of 30 concessions.

Blue Grass Bows April 16

OWENSBORO, Ky., April 4.—Winter quarters work on C. C. (Specks) Groscurth's Blue Grass Shows is humming here in preparation for the org's Owensboro opening April 16.

Show recently added another celebration to its route by signing to play the Ottawa, Ill., event, July 12-19. Org will play a total of 18 fairs and celebrations, the first fair being at Paducah, Ky., the first week in July, according to Owner Groscurth.

Staff line-up for the season, in addition to Groscurth, who is president-general manager, lists Esther Groscurth, vice-president and hostess; Gus Taliaferro, assistant manager and purchasing agent; Ephraim (Ep) Glosser, business manager; William Bouchea, office secretary; Bill Rabon, lot man and electrician; William Krieger, mailman and agent for The Billboard; Earl D. Backer, general representative, and Raymond A. Walton and Willie Wilhite, promotional directors.

Syracuse Club Sets Holly Unit

SYRACUSE, April 4.—C. A. Hollister, North East, Pa., has signed contracts with the Third Ward of Salina Men's Club, a youth activity organization here, to supply midway features for the club's 10th annual carnival, according to George Mundy, chairman of the club's outdoor events committee. The affair is to be held May 22-30 at the Mattydale show grounds.

Hollister, who was with Roxy's Rides last year, is taking out a new organization this year titled Holly's Rides. A Ferris Wheel and several new kiddie rides augments his Merry-Go-Round and Roll-a-Whirl.



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Flash for Cash: Freedman Creed

W. Coast Novelty Concessionaire Bases
Thriving Biz on Eye-Catching Stands

LATE last February, when the board of directors was considering bids for the California State Fair in Sacramento, one for \$17,300 for novelties was challenged. A bidder had advised the group that it was too high. To satisfy themselves, the board members called upon Alex Freedman to see what he had to say about it. Freedman, who owns Freedman Concessions, often called Freedman Novelties, in Los Angeles, pulled himself from his chair and walked a bit nervously to the front of the room. "Gentlemen," he said with a slight stammer, "it is high. I'll admit that. But I think it is fair and that I can come out all right on it." Freedman then sauntered to his seat and heard the contract awarded to him and his firm. The selection of Freedman to supply the State Fair marks the

The interiors are painted white with blue trimmings. However, the sides and back of each are identified by a different pastel shade. In large letters in contrasting colors is the word "Novelties." The construction of these stands came some years after Freedman had decided to concentrate upon novelties. The newly designed bins do not have to be staked down to prevent their tipping or falling over in the wind, and the merchandise is protected both on the road and on the fairgrounds. The flash they afford accounts for additional sales and cash. From his point of view, a saving of time in opening each day means money. Thus he increases the selling duration—the agent only opening the doors and stringing a few items on the display racks. And Freedman has speeded up his delivery by using a trailer with tandem wheels to cart as many as 10 stands at a time over California's highways. These time and labor savers are imperative in the Freedman operation. This year he will travel the State from Eureka, near the Oregon line, to San Ysidro and National City near the Mexican border. Of his dates there will be about 30 fairs. Because he has units on Crafts 20 Big Shows, Crafts Exposition Shows, West Coast Exposition Shows, and Frank W. Babcock United Shows, some of the annuals will be supplied fence to fence. The California State Fair will be one of these, for Babcock's carnival was the successful bidder and it is one of the shows that Freedman serves. At the Santa Clara County Fair in San Jose, it will also be from boundary to boundary, for he has the independent midway, and the West Coast Exposition will join its co-unit West Coast Shows for this date. Freedman takes the design of his stands as a matter of fact. "If you can flash up a stand and keep it appealing, it draws people and sells more merchandise," is the way he expresses his thinking. "The main thing that has always interested me in novelties is to try to help the kids out the best possible way. To do this I have tried to maintain a standard—tried to find out what they wanted and get it for them at a fair price." Obviously Alex Freedman has done this, for his novelty selling experience goes back to 1929, two years after he had arrived in Los Angeles from his native Michigan. Then only 15 years old, he began hustling balloons and song sheets on the streets, getting the usual sly glance and bounce from the cop on the beat. From balloons and lyrics he moved into the airship pitch that was to bring him much publicity. The airship hustling was done after school and Freedman used to take his place on the sidewalks to sell them. One day a car pulled to the curb and the driver jumped out to shoot a picture of him in action. The next day the photo was in a newspaper. It showed Freedman holding a large airship. The caption evidently explained the "crusade" being made by the photographer. "Here's what he shows—here's what he sells," it stated. What he "sells" was pictured as a much smaller item. Upon seeing his picture in the paper, Freedman was reluctant to return to work. He was practically commanded to resume his selling and was promised security by the bosses. Freedman recalls that people flocked around him to buy airships regardless of the "expose." During a fast-selling period he looked up to see a policeman standing at the curb giving him the once over. The patrolman disgustedly nodded his head from side to side and moved on. Freedman moved on, too. The hustling of balloons, song sheets and other items continued on a more or less regular basis until about 1933. Then he took to the road working novelties for the first time at the American



ALEX FREEDMAN

second time that it has been done. He had the contract in 1951, losing it in 1952. But beyond this particular victory and the fact that it will enable him to keep his agents together at a time when good ones are hard to get, it is a personal triumph for this novelty man. It showed conclusively that he had come a long way in his chosen field of selling. In fact, the gap was from that of selling balloons and song sheets on the streets of Los Angeles to being the largest individual novelty man in California. The California State Fair contract fits well into Freedman's scheme of operations. In 1953 he will have the novelty concessions at about 30 fairs, on four carnivals and play other big souvenir-buying events such as the Rose Bowl game in Pasadena, the Desert Circus in Palm Springs, and others. Because of his extensive—and intensive operation—Freedman has only a few weeks of the year off. These are only "theoretical" "vacations" for from about November 15, when he closes at the Arizona State Fair in Phoenix and until he puts about 60 agents into the famed Rose Bowl, he is busy selecting, buying and storing merchandise and booking spots. Along with the stocking of good items for the spots, there is another chore that Freedman must do. He has to build stands, which have well identified him in the business. There are 12 of these already completed and in use and four more under construction. They are designed with dual purposes in mind—to sell merchandise and to enable agents to open and close without the old time-losing process of unpacking and repacking. The stands are eight feet across and seven feet high. Two doors spread open for the display of the merchandise. And there is a canvas top that drops over the front for four feet, affording shade for the agent during hot summer days and protection for both the man and the merchandise during rain. The bins slant backward to a 6 by 6-foot square, giving them a streamlined effect.

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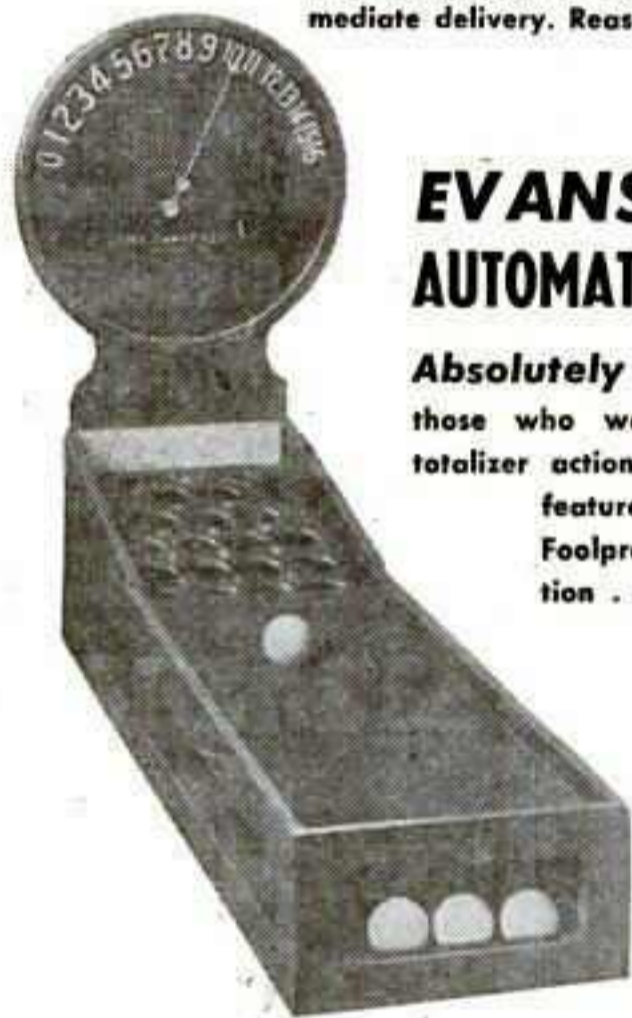
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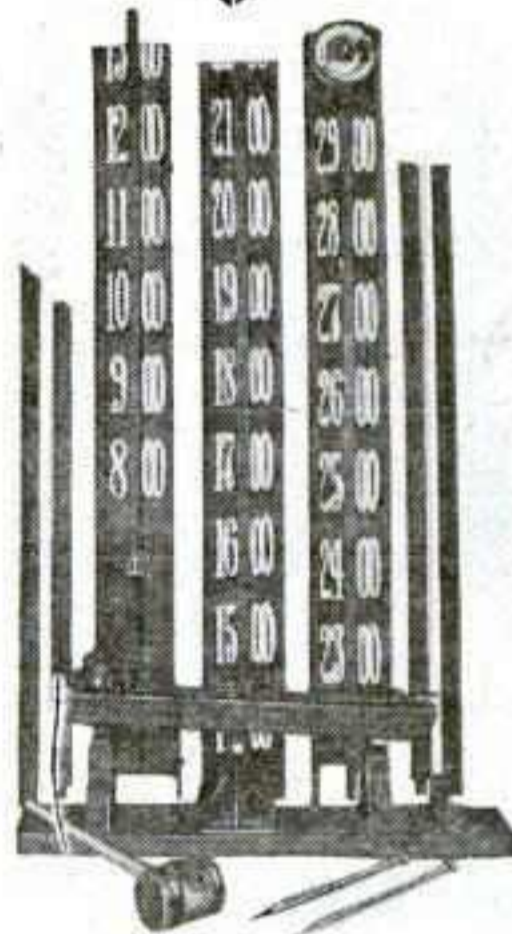
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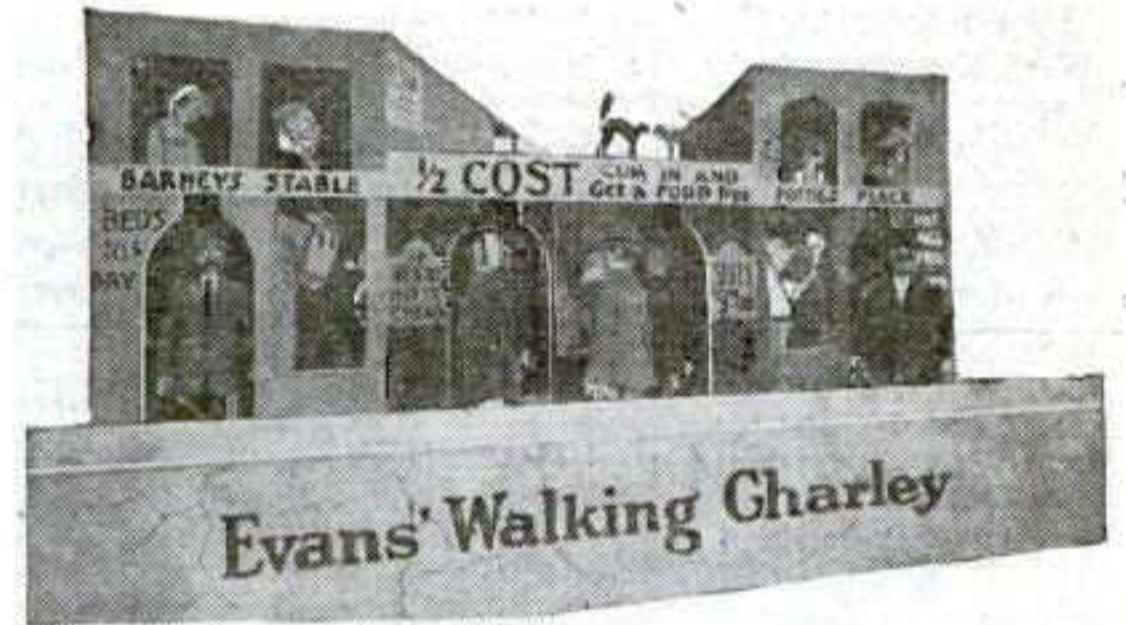
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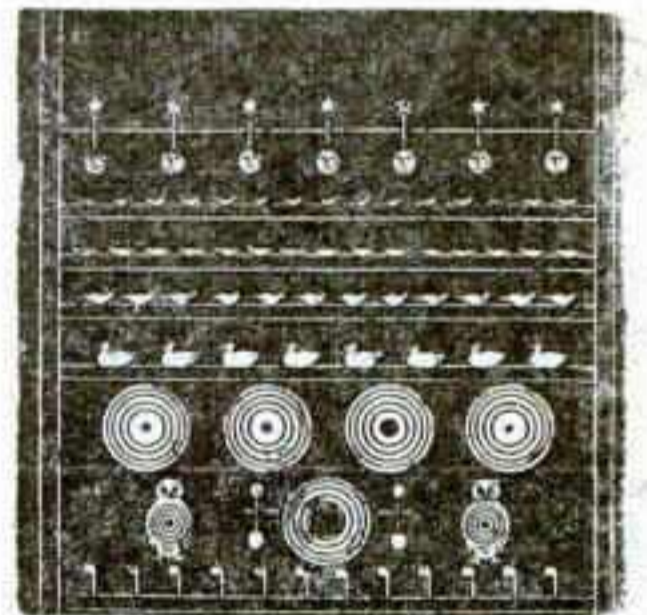
The baseball throwing game hasn't been made that can beat this one! Year in, year out, the most consistent money maker . . . most dependable performance! Life-like, full size indestructible figures, always on the move, make an irresistible sight bally that gives the talker the big edge! Scenic backdrop. Easy, inexpensive operation. 8-Figure or 6-Figure Models. Let Charley do it!



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They haven't beat it yet for flash and dependable takes! The liveliest bally on the Midway, and does that merchandise and candy ever show a profit! Just ask any old hand! Fast action—live monkeys . . . what a natural! 3 oval-shaped tracks. AC or DC operation. Easily assembled and knocked down. Built for years of dependable service. Complete with miniature autos. Want to eat high up on the hog? Write NOW for complete details.

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You're all set when you set up with one of these! Small, large, simple or elaborate . . . we got it and you can get it. Practically lifetime steel construction with malleable iron targets. Plenty of targets, parts, supplies and accessories available, too. If you aim high, an Evans' Gallery will suit your style!

Prices are worth investigating!



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None better has ever been offered to the trade! Has more flash—gets more action! Precision built and quality made for a lifetime of service. Brightly nickel-plated for outstanding appearance and top attraction value. Ball-bearing wheels. No overhead wires. Indestructible! Weight 18 lbs. Complete with bumper posts.

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W.G. WADE SHOWS

Opening Friday, May 8, Vicinity of DETROIT, MICH., KALAMAZOO and BATTLE CREEK, MICH.

and an excellent route of still dates and celebrations to follow with an unexcelled fair route starting in July.

CAN PLACE

RIDES—Looper, Coaster, Rollo-a-Plane and Dark Ride.

SHOWS—Monkey, Snake, Wild Life, Mechanical or any worthwhile non-conflicting Attraction.

GAMES—Have opening for a limited number of Merchandising Concessions and Hanky Panks. Also have opening for Names-on-Hats, Age and Scales.

NOTICE—All persons contracting with Charles H. Hodges Circus Side Show and other attractions please confirm that you will be ready for official Show Opening, May 8.

Don't Delay, Write or Wire Now!

W. G. WADE SHOWS

G.P.O. Box 1488 Detroit 31, Mich.

JAMES H. DREW SHOWS

LAST CALL—OPENING MARMET, W. VA., APRIL 16—LAST CALL

Followed by choice spring route and celebrations and Fairs solid from June 1st until Mid-November

Will place experienced Ride Help and Workingmen in all departments to join now.

Will place Arcade, Novelties, Custard, etc.

Want Two Dancers for Girl Show. Also Truck Driver. Address Sunny Smith, c/o show. Have good opening for Wild Life Exhibit.

Address JAMES H. DREW SHOWS

Dunbar, W. Va., until April 13. Phone 89-129.

Note: All people booked and contracted with this show please acknowledge this advertisement by phone or wire.

WOLFE Amusement

FOLLOW THE WOLFE ARROW

THE SHOW THAT GETS UP ON SUNDAY

GAFFNEY, S. C., THIS WEEK, THEN HEADING NORTH

GENERAL AGENT WANTED, who knows the Carolinas and Virginia

Can place a few Hanky Panks. Will sell "X" on Mitt Camp. Will book Snake Show, Monkey Show or will furnish same for reliable party. Very small percentage.

ROY ALLEN CAN PLACE BINGO HELP AND ONE COUNT STORE AGENT.

Can use secretary. Masters and Dugan, answer, P. S.: Art Ludwick, get in touch with Roy Allen.

LAST CALL LAST CALL LAST CALL

GREAT SUTTON SHOWS

50th ANNIVERSARY—ALL NEW BUT THE NAME

PREVIEW OPENING HARRISON, ARK., SATURDAY, APRIL 11

CAN PLACE BINGO

Also Long Range, Short Range, Penny Pitch, Photos, Hanky Panks and Ball Racks.

SHOWS: Can place any Show with own equipment.

RIDE HELP: Can place Second Men on all rides.

ALL ADDRESS: F. M. SUTTON SR., BOX 790, HARRISON, ARK.

ROYAL MIDWEST SHOWS

Opening April 25-May 2, Charlestown, Indiana. Two Saturdays and Sunday.

Want Stock Concessions: Lead Gallery, Basketball, String, Hoop-La, Cork, Ball Games, Mouse, Pan, Scale, Age, Darts, Custard, Novelties, High Striker, Coke Bottle. Can place Grind Shows, Fun House, Monkey, Motordrome, Side, Snake, Wild Life, Arcade or Mechanical. Can place Ride Help on all Rides. Report Charlestown, April 15. Dennis Duffie, contact.

ROXIE HARRIS

General Delivery, Vevay, Indiana

WANT MOSHER AMUSEMENTS WANT

Concessions that work for Stock. Will book small Cookhouse. No Flats. (J. W. Western, Lela Nelson, Ollie Bryer, Belgie, let me hear from you). No Payoff for Locations here. Rest Route of Fairs and Celebrations in Michigan. Ride Help for Merry-Go-Round, Ferris Wheel, Tilt, Chairplane and three Kiddie Rides. Can use two good Shows. Excellent proposition for Mechanical Show, (Emil, Whitey Nolte, let me hear from you).

BOB LEWIS, MANAGER

915 Scott Ave. Port Huron, Michigan

LAST CALL MAY 22-30 INCLUSIVE LAST CALL

10th ANNUAL CARNIVAL OF THE THIRD WARD MEN'S CLUB OF SALINA, INC.

Want Concessions: Hanky Panks, Age and Scales, Ball Games, Cork Gallery and other good, clean Concessions. This is a good spot for Snake, Monkey and Mechanical Shows, Motordrome and Fun House, exclusives. Write to

GEORGE MUNDY, CHAIRMAN, 103 BREMEN AVE., SYRACUSE 11, N. Y.

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WILSON FAMOUS SHOWS

OPENING MAY 2, MEXICO, MO.

Want Foreman for Merry-Go-Round, Second Men on all Rides who drive and can stay sober. Want Help in all departments. Man to take full charge of Fun House. Good opening for Monkey, Snake, Mechanical or any Shows of merit with own equipment. Ball Games, Scales, Weight and Basket Ball Concessions open. We have a strong and proven route of Fairs and Celebrations through Illinois. Address:

ASTORIA, ILL., TILL APRIL 20; THEN MEXICO, MO.

ACA INKS WILNO FOR STILL DATES

Cannon Act Is First Unit Booked By McCaffery as Free Attraction

NEW YORK, April 4. — J. C. McCaffery, co-owner and general agent of Amusement Company of America, this week booked the Wilno cannon act to bolster still date activity for his organization's Midwest territory.

Wilno's appearance with ACA this season will mark the first time that any of the several units owned or operated by McCaffery have ever used a free attraction. McCaffery recalled that his shows failed to join the trend when virtually all traveling units presented thrill acts free as midway lures in the 30's. The Amusement Corporation of America, the amalgamation of major carnivals blanketing two-thirds of the nation, also excluded the free features from its operating policy.

McCaffery indicated that the booking of a free attraction was the result of calculated necessity. The show annually plays virtually the same still date territory and,

Prell to Open At Fayetteville On April 23

FAYETTEVILLE, N. C., April 4.—Prell's Broadway Shows open the 1953 season with a 10-day stand here, April 23-May 10. Date figures to be big since 60,000 soldiers are stationed at near-by Fort Bragg.

Owner Sam Prell announced a 16-date fair route, beginning July 27 at Harrington, Del., for the shows.

It includes Nazareth, Bedford and Carlisle, Pa.; Cumberland, Md.; Fredericksburg, Va.; Washington, Goldsboro, Mount Airy and Rocky Mount, N. C.; Frederick, Md.; Greenville, N. C.; South Boston, Va., and Columbia Colored, Brunswick and Valdosta, Ga.

Brown-Wallace Opener Hurt By Weather

HAPEVILLE, Ga., April 4. — Brown & Wallace Shows moved here this week after opening at their winter quarters in Savannah, Ga. The org bowed Thursday (19) and, after losing the first Saturday to rain, did fair business the remaining days of the Savannah stand.

The Fizie Brown-Al Wallace show was painted for the opener and a new entrance arch was used for the first time. The lineup is expanded this year by the addition of several rides and two new shows. A new office, built on a 30-foot semi, contains offices for the secretary, and manager as well as a reception room.

Much new canvas was noted on the front end. Familiar faces along concession row include Issy (Murphy) Firesides, who has the cookhouse and a grab joint, Dave Fineman, bingo; Speedy Merrill, custard and floss; Laura Manos, glass pitch, and Roy McGovern with popcorn and candy apples.

Recent visitors included James E. Strates, Oscar Buck, Dave Endy, Ross Manning, and Mr. and Mrs. Jack Perry.

Personnel includes:

Staff

Brown and Wallace, co-owners; Marshall Green, manager; Cash Wilcox, general agent; David A. Wise, secretary; George Carter, publicity; Eddie Newcomer, advertising; Art Courtney, purchasing; F. W. Paul, electrical superintendent; Bucky Yeager, assistant concessions manager; Howard Ward, mechanical superintendent; Charles Kunkle, scenic artist; Mrs. David A. Wise, front gate tickets, and Roy McGovern, mailman and agent for The Billboard.

Rides

Merry-Go-Round, C. F. Reese; Ferris Wheels, Charles Sanders; Chairplane, Roy May; Tilt-a-Whirl, Frank Miller; Spitfire, Joe Flickinger; Caterpillar, John Wilson; Octopus, Ray Williams; Fly-o-Plane, Leo Lane; Kid Rides, Earl Ragland.

Shows

Side Show, Gene Knight; girl revue, Clarence Thames; posing show, Mrs. Judy Bruce; colored revue, Clarence Samuels; life show, William H. Brownell, and funhouse, Betty Teffeletter.

he said, a stand-out feature was needed to bring people to the midway.

The worth of the usual carnival-type show attractions as advertising and publicity material were minimized. McCaffery pointed out that the billing of revue attractions had little appeal for the public.

Judges Cannon Best

While he was intent on securing a cannon act, which was obtained thru Nick Falzone, it is likely that McCaffery would have gone on again without a free midway attraction if a cannon act was unavailable. In his opinion, a cannon act is the most suitable of all possible midway attractions, both because of its spectacular nature and unusually rapid presentation. The latter minimizes the possibility of creating a dead period on the midway while an act goes thru a lengthy make-ready and routine.

The worth attributed to a cannon act is heightened by the fact that the presentation will be brand new in the territory covered, McCaffery said. Altho the East has been blanketed by this type of attraction appearing with numerous criss-crossing carnivals, as well as many circuses, the attraction should prove a distinct novelty, McCaffery said.

The Wilno act will be presented only at still dates for an estimated 15-week run. Wilno, who has done considerable trouping with carnivals, adds to the super-duper thrill by being shot over a Ferris Wheel. Altho cannon acts appeared to have declined somewhat in the last couple of years, Wilno played several highly successful dates last year, including the Westchester County Fair, Peeskill, N. Y., a date which resulted in Life magazine featuring him in a full-page layout.

No Trend Seen

While show owners generally realize the need to stimulate still date attendance, there is no indication of a full return to the booking of free attractions. In recent years, New England show operators were the most consistent users of free thrill acts, but the general tightening up and curtailment of operations in that area resulted in a sharp decline in the use of thrillers.

While the use of a thrill act in the East for a long time was regarded virtually as standard procedure, the big turnouts of plush years seemed to minimize their worth and they were abandoned by many units. With a decline in business, operators found themselves tussling with the prospects of a large additional nut when they thought of free acts being the answer to their crowd problem.

In the late 30's, the bigger shows found their lavish and unique display of lighting with the emphasis on neon did the job, with the natives attracted like moths to flames. But today, the displays mostly only mirror those that can be seen on main streets in even small towns all over the nation.

Severin Hilo Org Sets Strong Line-Up For April 15 Bow

RIVER ROUGE, Mich., April 4.—Down River Shows will open their '53 season here April 15 with one of the strongest line-ups yet, Severin Hilo, owner-manager, announced. Plans call for 12 rides, 10 shows and upwards of 55 concessions, he said.

Following the winter quarters stand here, Down River will move to Roseville, Mich., and will remain within the State's boundaries all season.

Harold J. Lucas has booked his Rock-O-Plane and Screw Ball; Earl Ingalls, Dodgem and Kid Roller Coaster; Rex Sutton, Crime Show; Henry Brumm, Funhouse, and Edward Blackwell, Motordrome and Torture Show.

Victor R. Ferguson, show's assistant manager, is reported en route here from his Poplarville, Miss., ranch. Ride men already here include Lawrence Irwin, Harry Cummings, Bill DeWolf, Mike Fitzgerald, Tom Randall, Ralph Burnell and Mark Hoebeck.

WANTED — WANTED

Ride Men on all rides to join at once, must have chauffeur's licenses, can place a few more Concessions, good proposition for Penny Arcade.

Eddy Coy wants people for Side Show, 10-in-1, also Manager for Fun House. Can place Turtle Show or any new Novelty acts.

Marion Thompson wants Agents for Six Cats, Buckets.

ADDRESS

Wolf Greater Shows

P. O. Box 2725, Powderhorn Sta. Minneapolis, Minn.

WANT CARNIVAL OLD HOME WEEK CELEBRATION

LIMESTONE, N. Y. JULY 27th-AUG. 1

(three miles north of Bradford, Pa.)

Sponsoring club: **Circus Saints & Sinners**

5 Congress St. Bradford, Pa.

GIRLS GIRLS GIRLS

We can use a few more dancers for our girl shows. We supply wardrobe and transportation. Will teach girls with no experience. Those who worked for us before, answer. Can also use caravanserai. This show will play eleven weeks in Canada this summer. We open April 29 in Albany, New York. All replies to:

ANDY ZANE KING REID SHOWS

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FOR SALE

Complete Popcorn and Candy Apple Concession, including even smallest details, 10x10 Top one year old, panels, floor, brand new Star Model Popper and new Star Model Chrome Case, Peanut Warmer, and also Ford Panel Truck with new motor and new tires to carry the above concession. A real buy. Apply:

A. R. WHITESIDE

c/o METROPOLITAN SHOWS

Winter Quarters, Florence, S. C.

Side Show Acts Wanted —MARKS SHOWS—

Opening April 13th, Richmond, Va. Can place Pin Cushion, Taftoo; Sig Anderson, answer, Freddie, Armless Boy with Mark Williams, write me. Fire Eater and any Novelty Act, Girls for Bally and any useful Side Show People.

SANDRA LEE

c/o Marks Shows

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WANTED

The right Man for all types of Rides. Must be sober and reliable.

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MORRIS G. STOKES

Have been trying to locate you. Please contact me.

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Detroit-Leland Hotel, Detroit, Mich. Phone: Woodward 2-2300

WANT — WANT

Bingo Caller and Counterman who can drive trucks. Also Man and Wife for Bingo.

CHARLES CHANEY

3109 St. Clair Ave. East St. Louis, Illinois. P.S. James Gunter, get in touch with me.

MICKEY RE WANTS AGENTS

For 6 Cats, Buckets, also Sium Store Agents. 17 Fairs and Celebrations booked. All Agents I have contracted, please get in touch with me immediately. (Arnie, get in touch with me).

Wire or Call: Jefferson Hotel, Dallas, Tex.

FOR SALE

Allan Herschell Merry-Go-Round, 40 ft. 3-abrest, 36 large beautifully carved horses, all different styles; 2 chariots, steel pole, gears, iron work O.K.; new top. Today's value \$35,000 new; the real McCoy for park or carnival. Sacrifice \$5,500.

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Greatest Colored Show on Earth. Can use additional useful people. See our ad Road Show-Rep. page this issue Billboard.

Midway Confab

Charley Lueder, show electrician, infos that he has closed his electric shop in Long Island City, N. Y., and is heading for Tarpon Springs, Fla., to join the Sterling Crown Shows. Mrs. Lueder will join him later with their kid rides. The Lueders recently took delivery on a new station wagon.

Mr. and Mrs. Cecil Mosley recently joined Bohn's United Shows in Hondo, Tex., with three concessions and two rides.

Also arriving there were Mr. and Mrs. Bailey with their cookhouse. Private Jack Bohn, son of the show's owners, is with Company D, 87th Infantry Regiment, 10th Infantry Division, Fort Riley, Kan.

Staff on the B & H Amusements includes W. E. Hobbs, owner-manager; E. A. Murray, business manager; Ray Shumaker, electrician; Donald Hobbs secretary; Jean Dowdy, mail and agent for The Billboard; Earl Brown, carpenter; Fred Owens, painter, and Ray Shumaker, lot man.

Jean Porter, who was discharged from Bay Pines Veterans' Hospital recently, has returned to his home, Box 484, Gibsonton, Fla., where he will spend several weeks recuperating. He reports that he received numerous cards and letters from friends during his hospitalization. . . . While Jean (Plateena) Lee was appearing at the Shamrock Night Club, East St. Louis, Ill., she was the guest of Lisa Del Mar at the latter's home in St. Louis.

Mrs. John T. (Mayo) Tinsley, wife of the owner of the Tinsley Shows, planned to be on hand for the opening of the show at the Donaldson (S. C.) Air Force Base. She has been convalescing at home following recent surgery.

Bingo Hauser, who wintered his wild life unit in Vancouver this year, left recently to join Leader Shows at its Edmonton, Alta., winter base. Org will preem May 25 at the Edmonton Exhibition grounds along with Odyson's Two-Ring Circus. . . . Alberta Slim, flew from Vancouver to Toronto Thursday (2) to wax four of his numbers for RCA Victor.

Alberta Slim, Western singer and owner of back-end shows, will tour four units this year with the Royal Canadian Shows. Slim recently purchased a Funhouse from L. E. Breeze, of Long Beach, Calif., and will be operated by Carl Young with Annabell handling the front. Work at Slim's Edmonds, B. C., winter base is going strong with Steve McKay working on canvas. Texas Roy will work in the circus unit along with Susie the elephant, purchased last fall. Other two shows are a Western unit and a-Snake Show.

Zala Williams has booked her grind show with the Amusement Company of America this season, and Clifford Carns will handle the fronts.

HANKY PANKS

TEN OF OUR BEST HANKY PANKS

PUNKS OR CATS for Cat Racks—15 various styles, 12" finest wool . . . \$36.00 dz.
 SIX CATS—2 various styles, \$12.00 and . . . 15.00 ea.
 SLOT ROLL DOWN—26" style . . . 25.00 ea.
 SLOT ROLL DOWN—40" style . . . 40.00 ea.
 HUCKLY BUCK KEGS in bound cases—set of 6 . . . 30.00 set
 Set of 15 . . . 75.00 set
 PITCH TILL YOU WIN BLOCKS—also complete inside frames . . . 3.00 ea.
 DART BOARDS—Sponge Rubber . . . 20.00 ea.
 Beaverboard . . . 5.00 ea.
 SLUM BUMPER SPINDLES new types make it science and skill . . . 60.00 ea.
 COIN PITCH BOARDS—uses both pennies and nickels. 60.00 ea.
 BUMPER CAR RACER—without overhead wires. 85.00 ea.
 ADD-A-BALL GAMES—the counter game beautiful. 60.00 pr.
 3-BALL MECHANICAL BUCKETS—hexagon shaped . . . 55.00 ea.
 POINT CHARTS—red plastic balls, 1", 7/8", 3/4" . . . 140.00 ea.
 SPOT THE SPOT GAMES \$25.00 for 3 HOOPS—All Pitch Games, sizes 4, 5, 5 1/2, 6, 6 1/4, 7 . . . 1.20 dz.
 DARTS for dart games . . . 2.00 dz.
 DAM FAMILY BALL GAME 60.00 ea.
 ALUMINUM BOTTLES—1 1/2 lbs. . . . 2.00 ea.
 3 lbs. . . . 3.50 ea.
 HOOP-LA BOXES—30 to set 50.00 set
 We also have six different types of percentage games, six arrow spindles, wheels of all types, high strikers and many other items too numerous to mention. . . . Write for Prices.
 MOST OF OUR ITEMS ARE READY FOR IMMEDIATE SHIPMENT. Write for Catalog.

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Beam's Attractions

30 weeks of celebrations and fairs — Open Johnstown, Pa., April 30

CONCESSIONS—Can book Novelties, Arcade, Glass Pitch, Cigarette Pitch and any new Hanky Panks.

HELP—Spitfire Foreman, Kiddie Ride Help, Second Men who can drive semis. LaMar Odom wants Concession Agents. Harry Adams, Toni and Al Messerau, Andy Noland please contact. Talker for new Side Show. Other capable Show help can be placed.

SHOWS—Will book Girl Revue that will work according to instructions. Walter Marks wants Motordrome Help.

WRITE OR WIRE M. A. BEAM OR STEVE DECKER, WINDBER, PA.

GEORGE CLYDE SMITH SHOWS

OPENING MAY 7TH

WANT Ball Game, Duck Pond, Fish Pond, Pitch-Till-You-Win, Hoop-La, String Game, Photos, Balloon Darts, Cork Gallery, Six Cats, Swinger, High Striker, WANT Girl Show, Side Show, Monkey Show, Snake Show.
 Chair-Plane Foreman, Spitfire Foreman, Agents for Office-Owned Hanky Pank, General Ride Help, Truck and Tractor Drivers. Winter quarters now open. All reply to
GEORGE CLYDE SMITH SHOWS, P. O. Box 521, Cumberland, Maryland

M. (WHITEY) BEARDSLEY

Wants for concession department of COLEMAN BROS. SHOWS

Grind Store Agents, also Agents for Balloon Darts, Cart Wheels, Slum Stores. General Help on all Concessions. Johnny Wentz waiting for you. Owing to disappointment need Diesel Electrician. We open April 23, Middletown, Conn. Agents get in touch with me before April 15 at Beardsley Auto Exchange, 321 North Pearl Street, Albany, N. Y. After that in care of show Middletown, Conn.

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The Original Taylor Made Dolls and Cats
 Specializing in Queen A, Queen B, Hit and Miss and Six Cats. All hand painted in flash colors. Send for Free Catalogue.
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Keene, N. H.	August 27-30
Lancaster, N. H.	September 4-7
Northampton, Mass.	September 6-12
Lewiston, Me.	September 7-12
South Paris, Me.	September 14-19
Tunbridge, Vt.	September 24-26

NOTE: Positively No Grift, No Mitt Camps, No Gypsies

WANTED—Motor Drome, 10-in-1 Show, Reptile Show, Wrestling Show for above fairs and New Bedford, Massachusetts, Fire Fighters' Circus, June 29th to July 4th.

CAVALCADE of the WEST

nightly presenting **FEARLESS GREGG**
 "The Man Shot From a Cannon"

WANT FOR STRONG ROUTE OF FAIRS & CELEBRATIONS STARTING IN HANIAMO, BRITISH COLUMBIA, MAY 18, followed by BIG 9-DAY CORONATION CELEBRATION, DOWNTOWN VICTORIA, B. C. and the BIGGEST 4th OF JULY IN THE NORTHWEST.

6 DAYS ON THE STREETS IN EVERETT, WASHINGTON.

WANT • WANT • WANT


RIDES: 1 or 2 flat rides not conflicting with Octopus or Tilt. Kiddie Rides not conflicting with Bulgy or Midge-O-Racer.

SHOWS: Fun House, Snake—or any show of merit with own equipment.

CONCESSIONS: Bingo, Derby—or any legitimate concession. Can Place Agents for Count Stores, pin store that can and will take orders.

COMMITTEES IN OREGON, WASHINGTON AND IDAHO. IF YOU WANT THE FINEST AND CLEANEST SHOW ON THE PACIFIC COAST, WE HAVE A FEW OPEN DATES

Contact: **CAVALCADE OF THE WEST**
 Yreka, Calif., this week; Medford, Ore., April 13-19; Portland, Ore., April 21-26.



Morris Hannum Shows

One of the Great Eastern Shows

Opening in Eastern Penna. the last week in April, with a strong route of still dates, and two terrific Catholic Celebrations in June. Our Fairs are Spring Mill, Hughesville, Mansfield, Kutztown, Dallastown, Indiana, Ebensburg, Elizabethtown and Ephrata, Penna., the biggest Farmers Street Fair in the East.

SHOWS—Glass House, Fun House, Motordrome, Wild-Life, Mechanical City, Fat or Midget Shows, Arcade.

RIDES—Dark Ride, Rock-O-Plane, Caterpillar or Ride-E-O.

CONCESSIONS—Photos, Guess Age and Weight, Novelties, Jewelry, Fish and Duck Ponds, Darts. If you have money will sell exclusive on anything not already contracted.

RIDE HELP—First class Ferris Wheel man and second men on all rides who drive. All Help be in winter quarters at Reading, Pa. Fairgrounds, Monday April 20.

All replies to Morris Hannum 934 Murdock Road, Phila., Pa. Telephone—Philadelphia Chestnut Hill 7-8176

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

WANTED Tilt Foreman, Bill Young, come on. Also Merry-Go-Round Foreman, Roll-o-Plane Foreman, Chairplane Foreman, Second Man for Fly-o-Plane; must be sober and reliable or don't come here. No up's or down's; until Labor Day; then ten fairs to follow. Johnnie Johnson, Ride Superintendent.

FOR SALE OR TRADE
1949 Roll-o-Whirl, good shape. 32'x72' Scooter, floor and ceiling perfect shape. Framing needs minor repairs. No cars or top. Floor plates 4'x8'. 7 Old-style Flat Tops for Tilt Tubs, complete with Brackets. Good shape.

LEO LANE SHOWS
Savannah Beach, Ga.

INTERSTATE SHOWS
Want for Lanett, Ala. All textile mills in full operation. Plenty surrounding towns to draw from also. Halleyville, Ala., to follow. First show in six years. Under strong auspices.

SHOWS: Side Show, will furnish 20x120 ft. top, one 40 ft. steel banner line, or will book one with own equipment. Can book Monkey Show, Wild Life, Funhouse, Penny Arcade or any non-conflicting Grind Shows. Will give good proposition to Motordrome. RIDE HELP: Want Foremen for Merry-Go-Round, Dark Ride, Fly-o-Plane; Second Men on all Rides; must drive. Will book Octopus, Roller Coaster, Little Dipper, Jim Carmac, contact M. M. Roland; or any ride boys knowing him, get in touch. CONCESSIONS—All Hanky Panks open. Good opening for Long Range, Short Range, Jewelry, Novelties, Age & Weight and Hi-Striker. Want two Counter Men for Cookhouse.

Replies to H. B. Rosen.
Interstate Shows, Monroeville, Ala.

CARL D. FERRIS SHOWS
APRIL 6-11—VICTORY DRIVE AND SKIDAWAY ROAD, SAVANNAH, GA.

Want all kinds of Shows, Motordrome, Penny Arcade and Unborn: Novelties, Jewelry, Short Range, Balloon Dart, Duck Pond and Hanky Panks. Also want Cookhouse.

Carl D. Ferris, Western Union or Route 5, Box 547F, Savannah, Ga.

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Operating as a unit at present, but will be on the road in a few weeks

Will book small neat Cookhouse. Also want legitimate Concessions such as Glass Pitch, Fish Pond, Ball Games, String Games, Hi-Striker and especially P. C.

All replies
PAGE AMUSEMENT CO.
C/O WESTERN UNION COLUMBIA, S. C.

TIVOLI EXPOSITION SHOWS
GRAND OPENING APRIL 13-18, JOPLIN, MO.
ALL CONCESSION AND SHOW PEOPLE CONTRACTED.
PLEASE ACKNOWLEDGE THIS AD.

CONCESSIONS: Have Space for a few more Hanky Panks. What have you?
SHOWS: Have opening for a few more good Shows. What have you?
RIDES: Can place Train Ride and any major Ride not conflicting.
HELP: Want Ferris Wheel Foreman to join at once.

Address H. W. PETERSEN or H. M. BOOTH
BOX 742 JOPLIN, MISSOURI.

BABY DUCKS FOR PRIZES
★ SHIPPING BY AIR OR MAIL ★
EVERY MONDAY AND THURSDAY
WESTERN HATCHERY
7232 Moody St., Artesia, Calif. Phone: TORrey 5-3298

WANT FERRIS WHEEL FOREMAN
Must drive Semi, Equipment first class. Salary (\$55.00) per week with meals in cookhouse. Bonus paid at close of season. Address:
R. C. LEE, Inc.
Box 1219, Hendersonville, N. C.

PALMER SHOWS
Wanted Concessions—Ball Games, Pitch-Till-You-Win, Scales, Bingo, Hoop-La. All legitimate Concessions open. Three weeks, then Charlotte, N. C., the big one. Wanted any good Grind Shows. Have tops and fronts for same. Wanted Ride Help and semi Drivers.
This week, Albemarle, N. C.
East Spencer, N. C., April 13-18, Bi-Centennial Celebration.

A.M.P. SHOWS
Juggs
OPENING AUGUSTA, GA., APRIL 10, FIRST IN ON ANDERSON ST. LOT
Can use all types Hanky Panks such as String Games, Ball Games, Pitch-Till-U-Win, etc. please. We need plenty Agents for Buckets and Six-Cat, must grind. No grift on show. Want Ride Help who drive semis. Due to disappointment can use Colored Girl Show. Want Wild Life, Monkey Show or other worth-while Grind Shows. Space limited.
All replies, A. M. Podsobinski, Augusta, Ga.

HUMBLE, TEXAS, FAIR, April 15-20
All Concessions open, contact at once. Can use Shows and Rides not conflicting. Want Ride Help, Concession Help. Buddy Braden wants Agents who can win money: Six Cats, Rollovers, Razzes, Swingers, Skillo, Clothespins. Answer at once.
GREAT SOUTHERN EXPO.
H. C. AYERS, Mgr.; BUDDY BRADEN, Concession Mgr., Gonzales, Texas.

AMERICAN BEAUTY SHOWS
WANT FOR OPENING—STE. GENEVIEVE, MO.—APRIL 15
Foremen for Tilt-a-Whirl, Merry-Go-Round and new Rock-o-Plane. Superintendent over all Rides who can get them up and down. Good opening for Fun House and Motordrome, also Girl Show. Can place a few more CONCESSIONS.
All address: J. H. SHARP
Box 29, Perryville, Mo., until April 13; then Ste. Genevieve, Mo.

RALEY BROS.' EXPOSITION
Want Agents for 14 office-owned Concessions. Can always place good Help; no drunks, please. We need plenty Agents for Buckets and Six-Cat, must grind. No grift on show. Playing Charleston lots. Business good. Special rates to Grind Shows and Hanky Panks. Dorchester Avenue at Woodlawn Naval Base, South Carolina.
HAROLD RALEY
WESTERN UNION, CHARLESTON, S. C. No Phone Calls.

Carnivals Urged to Organize Tax Fight

Hamid Proposes Owners Back ACA, Aim To Join With NAAPB in Industry Try

NEW YORK, April 4.—Organized effort on the part of carnivals for the purpose of securing reductions in the 20 per cent federal admissions tax was urged this week by George A. Hamid, president of the National Association of Amusement, Parks, Pools and Beaches. Hamid, an industry leader with interests in virtually every phase of the outdoor amusement industry, other than carnivals, said that a united effort on the part of show operators could lead to a close affiliation with the park group, as well as bodies representing all other affected segments of the amusement industry.

While praising the co-operative effort of Max Cohen, general counsel of the American Carnivals Association, Hamid said that the Rochester, N. Y., attorney had been hampered in his efforts because industry leaders contributed very little in the way of money or time to the cause. He urged the nation's 325 carnival organizations to join up with the ACA because only thru organization effort can they obtain recognition in Washington and so contribute to the over-all industry effort.

that carnivals cater principally to children and family groups in the comparatively low-income classes. The taxing of a ride on a Merry-Go-Round, for instance, is the sort of levy few congressmen will condone when it is called to their attention.

The seasonal nature of the business and the uncontrollable weather factor provide an awesome business hazard that most political leaders are quick to sympathize with but, again, only when it is brought to their attention since, for the most part, they have no personal knowledge of the operations of outdoor show business.

Hamid pointed out that several of the larger carnivals paid in excess of \$80,000 a year in federal excise taxes alone, and estimated that the total paid by the industry ran into "several millions." On the basis of the potential savings that would be forthcoming thru tax relief, Hamid said that any investment of money and effort at this time would bring unbelievable dividends.

The marshaling of carnival forces will still have to be done by industry leaders, Hamid said. He added that a group representing a united front in the form of an organization could do much to aid the over-all industry effort.

Good Arguments

Carnivals have the same appealing arguments for tax relief that amusement parks have, Hamid said. These are built on the fact

Bergen Preps WOM For Washington Bow

Ottawa Again Heads Choice Fair Route; Outlook Hazy But Hopes Are Set High

RICHMOND, Va., April 4.—Frank Bergen this week began to direct the sprucing up of his World of Mirth Shows preparatory to kicking off the season Thursday (30) with a 10-day stand in Washington.

Bergen said that the business outlook is difficult to judge and, that a deciding factor probably would be the approach the government takes to economy measures. A concerted retrenchment in the allotting of government funds would, he believes, tend to be reflected in lower grosses.

However, as of now, Bergen foresees a season at least on a par

with last year. And perhaps the season will be a better one, he says, with a break in the weather thru the still date season. Shows played a number of good spots last year that were hurt by weather and any gains registered this year should help to boost the over-all gross.

Ottawa Run Extended

With the Central Canada Exhibition, Ottawa, topping a long list of choice Eastern fairs, shows are well set up to corral a hefty season's gross. Ottawa, one of the biggest grossing annuals on the continent on a day-for-day basis, will extend its midway operation this year. World of Mirth will get in an extra day of play by opening the Saturday preceding the event's usual Monday preem.

The route, including still dates, is likely to be virtually the same as last year, or for that matter, for the past decade. All things being equal, Bergen can at this time pretty much call his grosses, almost down to odd dollars and cents.

As in the past, Bergen will refrain from dumping any huge sums into show improvements before hitting the road. A money-saving device which has worked out well for the shows calls for major refurbishing to be done while they are playing still dates, with completion scheduled in time for the Ottawa event. Spic and span always going into Ottawa with all of the planned new trappings added for that event, the refurbishing will carry the shows thru their fair season with relatively minor touch-ups.

More Economical

Bergen reasoned that much of the money and many of the improvements made by the shows in quarters in the past were largely wasted since the effects were damaged by the time the shows got to their fairs, the most important part of their route. This way, he says, the shows are made to look their best for fairs with no increase in costs.

Gerald Snellens, general representative, has lined up a number of national advertising accounts which will assure the shows a bigger pictorial magazine and more lavish midway displays.

Coleman Bow Set for April 23 In Middletown

MIDDLETOWN, Conn., April 4.—Coleman Bros.' Shows open their 1953 season here Thursday (23). Shows have winter quarters here.

Dick Coleman said the shows will play their usual New England and New York territory again this year, following the opener. Whitey Beardsley, concession manager, has lined up a strong front end. He looks for dates in heavy industrial territory to pay off well.

Shows have been overhauled and refurbished and all equipment is in first-class shape.

RIDE HELP WANTED

Want Tilt Foremen, will furnish house trailer for man and wife, wife to sell tickets. Have winch and electric boom to load with. Want Second Men on Tilt Wheel, Jenny, Mix-Up, also Kid Ride Help and Night Watchman. Have all late model equipment, no junk tires and trucks to fix. Top wages and good treatment. If you can stand this, write, wire or phone.

J. W. MAHAFFEY
Erie, Kansas

NOW CONTRACTING

RIDES—SHOWS—CONCESSIONS. Also want Ride Help who drive, on all Rides.
GOLD BOND SHOWS
Box 229 (Phone: 320), Mt. Sterling, Ill. Winter Quarters at Fairgrounds.

CENTRAL AMERICAN SHOWS

OPENING APRIL 18, EMPORIA, KANSAS. Want legitimate Concessions of all kinds. Open: Popcorn, Floss and Cookhouse. Ride Help needed for Wheel, Merry-Go-Round and Kiddie Ride. Top wages with bonus. Can use Girl Show with or without equipment, Monkey Show, Snake Show. Have new 80-ft. Pit Show, would like reliable party to run it. This show has Celebrations and Fairs in Kansas, Nebraska, Colorado and South Dakota.
Wire MAC MCCOY or BENNIE HAZEN, c/o Western Union, Emporia, Kansas P. S.: Sam Bunch and Zora, contact me at once—Mac.

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TRIANGLE POSTER CO.
of Pittsburgh
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SHOWMAN SPECIALS

37' Stewart with running water system, 3 bedrooms, \$3,875; 30' Vagabond, like new, \$2,700; 22' Vagabond, \$2,350; 25' Spartanette with bath, \$2,450; Concession and Sleeping Trailer, \$785; 25 others, all below \$1,500. Showmen's financing. Write, phone or visit
SELLHORN'S
T. W. Kelley—Dude Huffman
Sarasota, Fla., also Lansing, Mich.

FOR SALE CALUMET COACH
Equipped for French Fries, Electric Peeler. Plenty of equipment for capacity output. Used one season at Fairs.
MRS. E. ANDERSON
8638 State Rd. Millington, Mich.

HERSCHELL-SPILLMAN
MERRY-GO-ROUND, 40 FT. 24 rebuilt, repainted horses, ready to go, \$3,500 cash.
MARDI GRAS, INC.
1000 N. Rolling Road, Baltimore 28, Md. Ph.: CA 2330

WANT CARNIVAL
For Thursday, Friday and Saturday, Sept. 10-11-12.
GOLDEN FALL FESTIVAL ASSOC.
If you have 3 Majors, 2 Punk Rides, 2 Shows, 25 Concessions and P.C. Absolutely no flats or gypsies. Contact **WILBUR FLESNER**
Phone 2930 or 116 Golden, Ill.

DROME RIDERS
Boy and Girl Riders wanted for 17-week park season. Guaranteed salary. Also want Talker and Ticket Grinders. Write
Thrills, Incorporated
Riverview Park Chicago, Ill.

WANT TO BOOK
Nice clean Grab, Sit Down. Will serve breakfast and short orders. Prefer East. Will consider West Virginia.
FRED HEDRICK
219 S. Main St. Winston-Salem, N. C. Ph.: 42346

WANTED
Colored Performers and Musicians for "Bronze Varieties of 1953." Rehearsal starts April 19—opens May 1. Pay your own wires, I'll pay mine.
PAT ADAMS
33 Mars Place New Orleans, La.

FOR SALE
Carnival, Rides, Stands, complete; partially booked. Flat rental. Buyer can book remainder of summer. Reasonable. Write
SECRETARY
Box 13 Pittsburgh 30, Pa.

WANT CARNIVAL
Adult Rides, Wheel, etc.
Old Home Week Celebration, June 21-27. Good week with parades, etc. Write
DEL HAND
Tower City, Pa.

Carnival Rides Wanted
FOR RICHEYVILLE FIREMEN'S CARNIVAL, AUGUST 10th to 15th; AND COKEBURG FIREMEN'S CARNIVAL, AUGUST 17th to 22nd. CONTACT
FELIX TARORICK
- RICHEYVILLE, PA.

COMING EVENTS

California
Los Banos—May Day Celebration, April 29-May 3, Art Craner.

Connecticut
Hartford—Shrine Circus, April 27-May 2, Address Box 1708.

Florida
Jacksonville—Home Show, April 28-May 3, Edgar V. (Bud) Smith, 317 W. Forsythe St.

Maryland
Baltimore—Notre Dame Council K. of C. Circus, April 16-19.

Michigan
Bay City—Builders & Better Homes Show, April 11-19, Jack Davis, Box 12.

Missouri
St. Louis—Police Circus in Arena, April 23-May 3, Frank Wirth.

New York
New York—Internat'l Motor Sports Show, Grand Central Palace, April 4-12, Charles Saitow.
Syracuse—Third Ward Men's Club of Salina Carnival, May 22-30, George Mundy, 103 Bremen Ave.

Ohio
Cincinnati—Home Builders Show, Cinti. Garden, April 18-26, Earle W. DeLaittre.
Cleveland—Auto Show in Public Auditorium, April 23-26.
Youngstown—Home Show, April 7-12, Charley Goffen, 405 Home Savings & Loan Assn. Bldg.

Oregon
Portland—Home Show in Portland Ice Arena, Al Learman.

Texas
Dayton—FFA Livestock Fair & Rodeo, April 30-May 3, A. W. Rigby.
Humble—Humble Fair & Rodeo, April 23-25, J. P. Smith.
Plainview—Dairy Show, April 11-17, Wayne B. Smith.
Poteet—Strawberry Festival, April 17-18, Emory Franklin.
San Antonio—Battle of Flowers, April 19-25.

Virginia
Boydton—American Legion Carnival, Week of April 6, W. B. Bryson.
Norfolk—Home Show April 26-May 3, Jack T. Craig, Box 6156.

Canada
Montreal, Que.—Hotch Potch Spring Festival & Expo, April 4-12.

DOG SHOWS

Alabama
Birmingham—April 25-26, Mrs. J. Bryan, 728 9th Ave. W.
Gadsden—April 28, Mrs. J. Gibson, Box 112.
Mobile—April 19, Mrs. M. Simons, Box 321.

California
Bakersfield—April 12, Jack Bradshaw, 1412 W. 12th St., Los Angeles.
San Diego—April 12, Mrs. A. R. Wray, Box 929.
Walnut Creek—April 26, C. Hatfield.

Delaware
Wilmington—April 25, Foley, 2009 Ranstead St., Philadelphia.

District of Columbia
Washington—April 17, C. Alexander, Kensington, Md.

Georgia
Atlanta—April 17-19, Edgar A. Moss, Greensboro, N. C.
Columbus—April 23, Clell Dildy, Biloxi, Miss.
Macon—April 21, Mrs. Guy Fisher, 3367 Osborne Place.

Iowa
Cedar Rapids—April 18, Viva Rowray, 3210 E. Ave., N. E.
Sioux City—April 28, Albert Loest, Kansas City, Mo.
Waterloo—April 19, Bow Org, Detroit.

Kansas
Wichita—April 19, Miss E. Jones, 3536 E. 13th St.

Kentucky
Louisville—April 25, Mrs. H. Johnson, 4910 S. 3d St.

Maryland
Baltimore—April 19, Foley, 2009 Ranstead St., Philadelphia.
Bel Air—April 20, Foley, 2009 Ranstead St., Philadelphia.

Michigan
An Arbor—April 26, Bow Org, Detroit.
Minneapolis—April 11, M. Phillips, Wayzata, Minn.
Saint Paul—April 19, Mary Johnson, 2807 W. Broadway, Minneapolis.
St. Paul—April 19, O. Wallo, 5800 W. 84th St., Minneapolis.

Nebraska
Lincoln—April 26, Bow Org, Detroit.

New Jersey
West Orange—April 12, Foley, 2009 Ranstead St., Philadelphia.

New York
Buffalo—April 25, Foley, 2009 Ranstead St., Philadelphia.
Garden City, L. I.—April 12, Mrs. W. W. Smith, Cold Springs Harbor, L. I.

North Carolina
Wilson—April 25, Edgar A. Moss, Greensboro, N. C.

Ohio
Columbus—April 19, Bow Org, Detroit.
Dayton—April 11-12, Bow Org, Detroit.

Rhode Island
Pawtucket—April 26, Myra Oakland, 75 Barney St., Rumford, R. I.

Tennessee
Chattanooga—April 14, Clell Dildy, Biloxi, Miss.
Knoxville—April 12, Clara M. Carter, 608 Shelbourne Towers.
Oak Ridge—April 11, Clell Dildy, Biloxi, Miss.

Virginia
Arlington—April 18, Foley, 2009 Ranstead St., Philadelphia.
Fort Myer—April 17, Foley, 2009 Ranstead St., Philadelphia.
Fredericksburg—April 12, Foley, 2009 Ranstead St., Philadelphia.
Richmond—April 11, Foley, 2009 Ranstead St., Philadelphia.
Roanoke—April 9, Edgar A. Moss, Greensboro, N. C.

Washington
Olympia—April 19, Mrs. Helen Maring, Portland, Ore.

Wisconsin
Milwaukee—April 25, Mrs. Wm. Webs, R. 2, Box 239, Mukwonago, Wis.

WANTED
Non-Competing
KIDDIE AND MAJOR RIDES
for new
Adrian, Michigan
Amusement Arena
CONCESSION SUPPLY CO.
3916 Secor Rd. Toledo 13, Ohio.



BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

Opening April 23 thru May 2. 10 Big Days. Fayetteville, N. C. Pay Day—60,000 Soldiers

WANTS Side Show Manager—We have complete outfit for reliable party. Will book Shows of merit. Fred Saunders, we will expect you. **KIDDIE RIDES;** Mr. Taylor, please get in touch with me. Good Dancers for Girl Shows. Pay out of office. Also man and wife to Manage Show. Cookhouse; must cater to show people. Ride Help in all departments; also Semi Drivers. Park Ride and Fun House. We have proven territory. Photo, Novelties, Age and Scale, Short Range and all kind of Hanky Panks. Route supplied to interested parties.

WANTS Will book Shows of merit. Fred Saunders, we will expect you.

WANTS Will book Shows of merit. Fred Saunders, we will expect you.

WANTS Will book Shows of merit. Fred Saunders, we will expect you.

BOOK EARLY FOR OUR 15 BONA FIDE FAIRS, STARTING JULY 27—Kent-Sussex Fair, Harrington, Del., July 27 to Aug. 1; Nazareth Agriculture Fair, Nazareth, Pa., Aug. 3 to 8; Great Bedford Fair, Aug. 10-15; Carlisle Fair Assn., Carlisle, Pa., Aug. 17-22; Cumberland Fair, Cumberland, Md., Aug. 24-29; Fredericksburg Fair, Fredericksburg, Va., Aug. 31 to Sept. 5; Beaufort County Fair, Washington, N. C., Sept. 7-12; Wayne County Fair, Goldsboro, N. C., Sept. 14-19; Mt. Airy Fair, Mt. Airy, N. C., Sept. 21-26; Nash County Fair, Rocky Mount, N. C., Sept. 28-Oct. 3; Great Frederick Fair, Frederick, Md., Oct. 5-10; Pitt County Fair, Greenville, N. C., Oct. 12-17; Halifax County Fair, South Boston, Va., Oct. 19-24; So. Carolina State Colored Fair, Columbia, S. C., Oct. 26-31; Exchange Club Fair, Brunswick, Ga., Nov. 2-7; So. Georgia Fair Assn., Valdosta, Ga., Nov. 9-14.

All answers to SAM PRELL, Tropical Hotel, Kissimmee, Florida.

O. C. BUCK MODEL SHOWS, Inc.

America's Finest Railroad Show

GRAND OPENING—ALEXANDRIA, VIRGINIA, APRIL 16TH-25TH INCLUSIVE — TEN DAYS

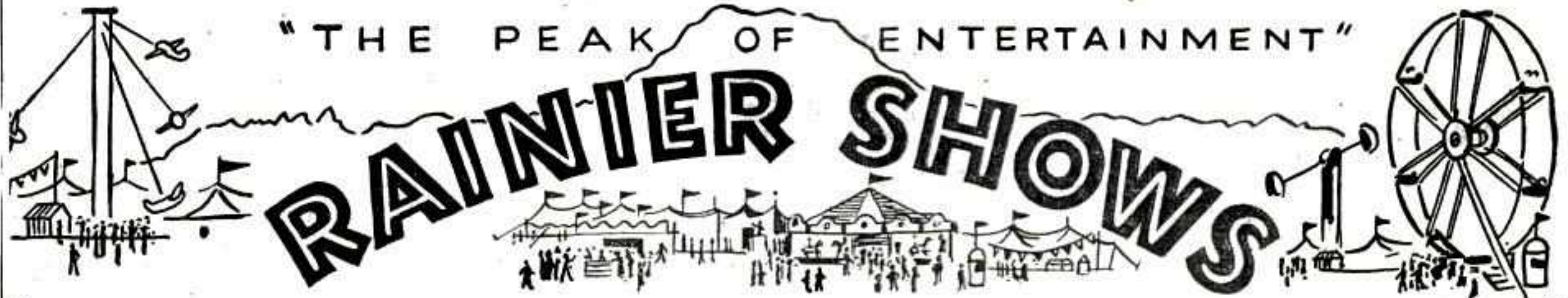
THREE CELEBRATIONS—FIFTEEN FAIRS

CAN PLACE Roll-o-Plane, Dark Ride, Arcade, Unborn, Wild Life, Operator for Motor Drome (furnish wagons for same). **NEED** Operator for Fun House and Glass House. Want Canvasman for Girl Show. Chorus Girls; top salaries, office paid. Ride Help, Tractor Drivers.

WANT Man to operate sound system. We own outfit.

PLACE Talkers, Grinders; Red Marcus, answer. Men to handle towers. Organ Repair Man, answer. All answers to **O. C. BUCK, General Manager, Alexandria, Va.**

Open Midway this week; come on.



OPENING TACOMA, WASHINGTON, APRIL 27

followed by

WASHINGTON STATE APPLE BLOSSOM FESTIVAL at WENATCHEE, WASHINGTON

125,000 Expected Attendance

And a Strong Route of Celebrations and Fairs

WANT

This Show Carries No Gate

WANT

SHOWS

Capable Managers for the following office-owned Shows: Motor Drome, Athletic Show and Girl Show. Have already contracted for Illusion Show, Fun House and Mouse Show. **WHAT HAVE YOU?**

RIDES

Will book Rides not conflicting with what we have. Also want some Kiddie Rides.

RIDE HELP

For all Rides who drive semis. All people who worked for us before get in touch.

CONCESSIONS

Punk Rack, Scales and Age, Hi Striker, String Game and others.

Write or Wire K. R. (ANDY) ANDERSON, Owner-Mgr., 57 Broadway, TACOMA 2, WASH.

NEW LAURENCE HARBOR AMUSEMENT BEACH
Want Ride Men, no ups and downs; Painter. A few Concessions open. Will buy Little Dipper, also Ferris Wheel; cash. Address **HARRY HELLER**
P. O. Box 46, Campgaw, N. J.
Look this one over!

HELLER'S ACME SHOWS
Want Ride Men—Merry-Go-Round, Ferris Wheel, Spit Fire, Octopus and 4 Kiddie Rides. Cook House, Custard, Popcorn and a few Concessions open. Show opens April 24, 10 days, 2 Saturdays and 2 Sundays. All Help with me before answer. All address **HARRY HELLER**
P. O. Box 6 Campgaw, N. J.

AT LIBERTY
Want to book flashy 20x40 Bingo and 60 KVA Diesel Plant on show for entire season. Would contract to wire show and furnish power on weekly basis or suitable arrangement.
DICK NEUGENT
128 Huron St. Phone: 4-8255 Syracuse, N. Y.

INDEPENDENT RIDE OWNERS, NOTICE
Need Rides—Will book or lease on good percentage. The best route in intermountain territory. Utah, Idaho, Montana, Wyoming. Twenty weeks with thrill show in rear of midway, all sponsored dates and celebrations assured by competent promoters. Concessions and other Show People, contact **MEDERMOND & CABOT SHOWS**
New Grand Hotel Salt Lake City, Utah.

MERRIAM'S MIDWAY SHOWS
OPENING ATLANTIC, IOWA, MONDAY, MAY 4.
Playing two a week starting June 1; Celebrations and Fairs.
Want following Concessions: Short Range, String Game, Scales, Cork Guns, Roman Target, Basketball, Hi-Striker, Bumper, Watch-La, Ball Games, Knife Rack, Heart Pitch, Ice Cream, Candy, Apples. Want Ride Help: Foremen for Wheel and Spitfire; Second Men on all Rides. Bonus if you stay the season.
ALVA MERRIAM
OGDEN, IOWA PHONE 456

WANTED—PROPOSITIONS FOR CHARRO DAYS
CARNIVAL CONCESSIONS
Contract to cover 9 days, February 20 to 28, 1954.
Largest fiesta of its kind in U. S. will support top flight show. No grift. Adequate major rides. Submit your proposition before May 15, 1953.
H. C. APPLETON, General Manager
CHARRO DAYS, INCORPORATED
Brownsville, Tex.

Winter Quarters

Chrome "Perfecta" BLANK PISTOL
A fully automatic 8-shot pistol



Ejects empties. Ideal for Fairs, Carnivals, Sports Events, etc. Provides protection, scares intruders. Dozens of uses.

Chrome Finish. \$12.50
Special at
Reg. Model Blank Pistol, blue finish..... \$9.95
Blank Cartridges—100 for \$1.50.
ORDER BY MAIL—No permit required. Send check or money order.

J. L. GALEF & SON
Dept. BD-2, 85 Chambers St., N. Y. C.

Ideal Rides

MARTINSVILLE, Ill., April 14.—Quarters have been set up at Shady Rest, one and a half miles east of this city. Location is owned and operated by Mr. and Mrs. Henry Hickman, concession operators, formerly of Chicago. Work is progressing and trucks and trailers are being finished in org's new colors. Kiddie rides and Chairplane have been repainted and work on the Merry-Go-Round and Ferris Wheel is under way.

Org plans to open near Indianapolis in May. It will play Indiana and Illinois dates until the week of July 4 and then make the annual Home-Coming Celebration in Arcadia, Ind. The following week the rides move to the Centennial Celebration in Kansas, Ill.

First fair is the 4-H annual, Clay City, Ind., after which the org plays Mills County, Ringold County, Adair County and Shelby County fairs, all in Iowa. Next on the list is the annual Labor Day Celebration, Ashkum, Ill., followed by the Montone County Festival, Indiana. From that date the org moves south and expects to hit winter quarters in Valdosta, Ga., the last week in November.

Mr. and Mrs. L. H. Hardin, formerly with the Galdstone Shows, are here getting their concessions in shape. Art Putska will have popcorn, snow ball, peanut, cotton candy, custard, jewelry and duck pond stands. John Kugelmann has booked his basket ball, milk bottles and hi-striker stands. Hank Hickman has purchased the bingo and will operate it along with three other concessions. Whitey Calor is expected soon with his concessions. Some of the ride men are here and the remainder will come in about April 15.

Elmer Benefield has his new house trailer parked in Hickman Park. Owner Paul T. Robertson attended the Mardi Gras in New Orleans and spent some time in Georgia and Florida on the return trip. Visitors here included Jess Monroe, W. H. Campbell, Eddie Shaw, C. S. Peck and Rodger Wolberg.—MRS. PEARL ROBERTSON

Royal Midwest

FINDLAY, O., April 4.—Work is nearly completed for the April 25 opening at Charlestown, Ind. All equipment left here yesterday for Fairview, Ind., where it will be incorporated with gear stored there. Complete show is scheduled to arrive in Charlestown April 19.

Two new trucks have been added to the fleet and one more is expected to be purchased before the opener. All other rolling stock has been repaired and painted.

Staff includes Roxie Harris, owner-manager; Bill Harris, general manager; Eddie Steele, legal adjuster; Nip Harris, special agent; Bud Birchman, ride and truck superintendent; Bob Harris, assistant to Birchman and electrical superintendent; Mrs. Bud Birchman, cashier and agent for The Billboard; Dottie Harris, secretary, and Patrick Brady, publicity man.

Virginia Greater

SUFFOLK, Va., April 4.—Shows moved all equipment to the opening lot in suburban Kimberly. All equipment is newly painted and ready for opening.

Recent arrivals include Mr. and Mrs. Hap Arnold, Mr. and Mrs. Calvin Nelson, Mr. and Mrs. Arthur Christian, Mr. and Mrs. Sotly Logan, Charlie Drake and Mr. and Mrs. E. C. Weber. F. C. Hannigan reported and will manage the Side Show. Doc Jones reports soon to take over two revues.

Visitors included Sam Stallings, postmaster, and his two grandchildren; Harry P. Taylor, local electrical contractor; P. G. Cox, lot owner; W. R. Webb Jr., Suffolk Junior Chamber of Commerce, and sponsors of the opening date; C. T. Eley, Hertford, N. C., Lions Club, and Bill Sanders and crew, American Tent & Awning Company, Norfolk.

Scotty Logan and Hap Arnold are getting their concession equipment in shape. Mrs. Hap Arnold, daughter and son-in-law, and Mr. and Mrs. Calvin Nelson recently motored to Pennsylvania to visit relatives. Charlie Drake is readying his hi-striker. Bill Murray, general agent, is on a trip in the North for the org.

Drago Amusements

KOKOMO, Ind., April 4.—Paul Drago, owner of Drago Amusements, has returned from a booking tour, during which he added another centennial, making it his fifth for '53.

Work is in full swing at winter quarters. Bing Randolph has returned from Florida and is busy rebuilding ticket boxes, fronts and a new office for the No. 2 unit. Chet Pierce is overhauling trucks and ride motors. Kenneth Ritchie and other help are repairing and painting equipment. A special built Merry-Go-Round van has been added to the No. 2 unit. Plans are being made for an April 30 opening.

United Amusement

PAWTUCKET, R. I., April 4.—Opening date set for April 20 at Providence, under auspices of the Children of St. Lucy and the Association of the Catholic Blind. Show will play a city-owned park.

The management has lined up several contracts for early spring celebrations in the centers of Rhode Island and Massachusetts. Unit, under the supervision of Arthur J. April and Florence M. April, will travel on 12 trucks and trailers, all newly painted. There will be eight office-owned rides and eight office-owned concessions, in addition to 12 independent concessions and a bingo.

Capt. Jimmy Jamison, high fire diver, will be the free act. Rest of the personnel will be announced later.

Veteran's United

WORTHINGTON, Minn., April 4.—Show will open its '53 season at its winter base here on May 14. Owner Charles Carroll reports the route is all set and expects a bigger season in view of the new fairs and celebrations booked thruout North Dakota, Nebraska and Minnesota. Painting and repair work is under way.

Jerry Ramsey, who will handle the office, is already on hand getting his department in shape. Ross Sinderson, who was added to the staff, and Mrs. Sinderson were recent visitors following a vacation in Mexico.

Mr. and Mrs. Bob Evans and their daughter, who will have concessions on the show this season, are expected to arrive April 10. The Evans family will be with the show for their sixth year.

Clarence Lanke, electrician, has been working here but plans to go to Minneapolis soon to pick up his wife and their house trailer.—MRS. CHARLES CARROLL

Mosher Shows

PORT HURON, Mich., April 4.—Work supervised by Bob Braddock has been progressing rapidly. Much of the equipment purchased from the Merryland Shows is being overhauled.

The Kemper-Middleton popcorn wagon and concessions have been given a thoro going-over. Chuck Middleton is in charge of the paint shop. Bob Lewis was a recent arrival. Visitors included Mr. and Mrs. Lacey, concessionaires; Mrs. Lela Nelson, Charlie Carr, Joe Mix and Floyd Walters.—H. G. MOSHER

Page Bros.

SPRINGFIELD, Tenn., April 4.—Equipment is all set for the April 11 opener. John Starkey is decorating the rides and show fronts.

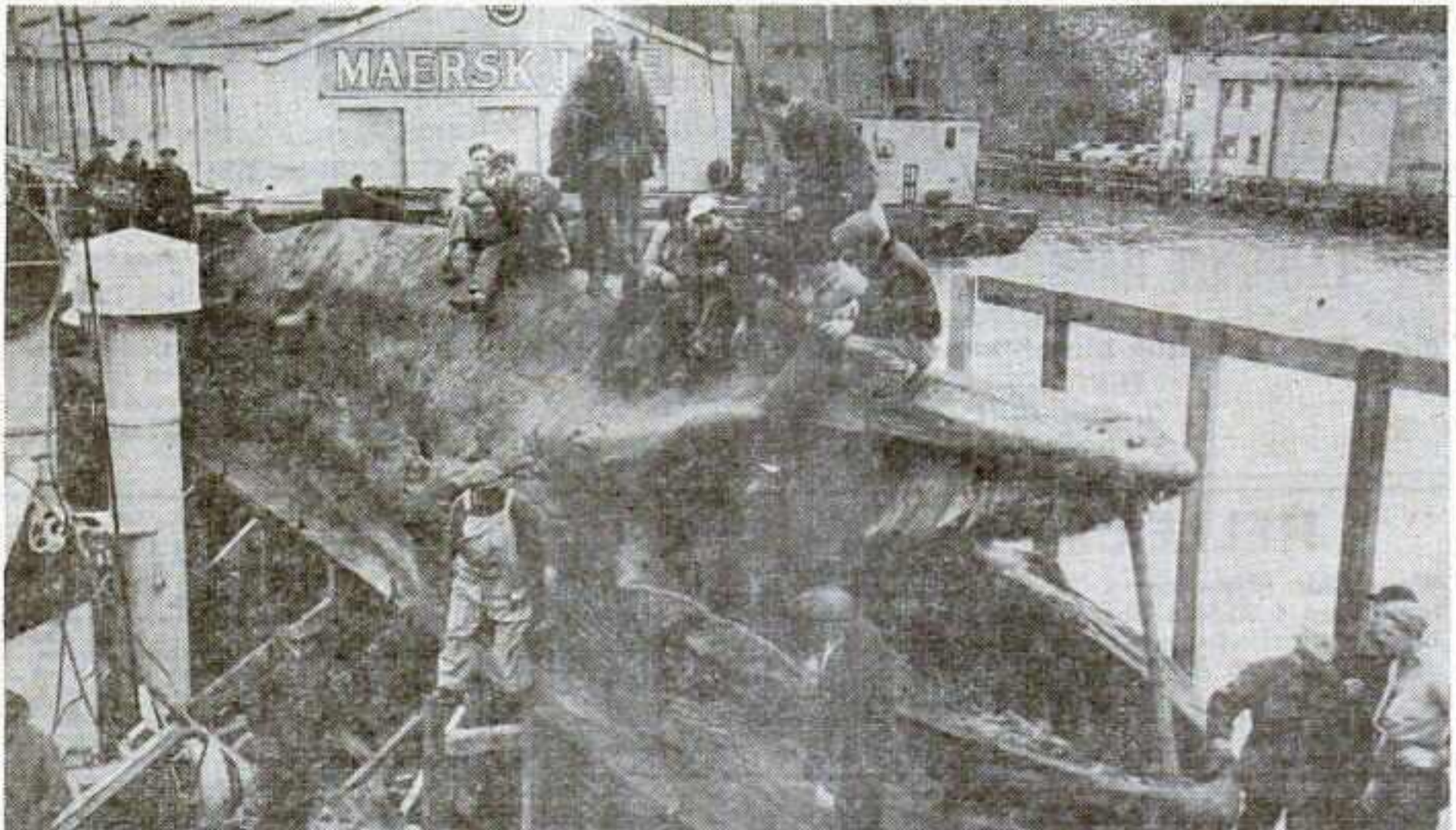
Mr. and Mrs. Jim ShROUT have arrived here in quarters. Shorty Baker is busy readying his eight concessions. George Whitehead is due to arrive soon from his Miami home. Plans are to carry 9 rides, 7 shows, 30 concessions and a free act.

Recent visitors included Jack Settle, Baker United Shows; Bob Stewart, Gem City Shows; Bryant Carter, Tennessee Novelty Company; Charles Garvin, Beech Ben Park, Bowling Green, Ky.; Mr. and Mrs. Jack Hope and Mack Hoag.

Motor State

DETROIT, April 4.—Owner J. J. Frederick and Manager Schultz, of the No. 2 show, returned from a buying-booking tour thru Arkansas and Mississippi. Much equipment has been added.

Manager Schultz has ordered a new house trailer. Two rides and a Penny Arcade have been added. Show will carry the Great Texan as free act this year. Celebrations start in mid-June, followed by fairs. Work in quarters is about completed. A Merry-Go-Round has been bought from the Nessler Greater Shows.—LEO SCHULTZ



MRS. HAROY, 65-ton, 75-foot fin whale, is shown being unloaded in New York Monday (27). The largest floating derrick in the U. S. was needed to transfer the mammal and its 16-axle, 90-foot railroad car from the ship. European coupling devices on the car are being changed now to permit a proposed U. S. tour by rail. Owner Lief Soegaard plans a two-month exhibition of the whale in and around New York prior to the tour. Announcement of the first exhibition site is expected from him shortly.

SACRIFICE
TWO LATEST MODEL P D Q 2 1/2 by 3 1/2 CAMERAS WITH LATEST PRISM REFLEX MIRRORS. THESE CAMERAS USED SHORT TIME AND GUARANTEED LIKE NEW. COST \$375.00 EACH
\$400.00 Takes Both
AMUSEMENT CENTER
815 JEFFERSON AVE., TOLEDO, O.

OKLAHOMA EXPOSITION SHOWS
Big Spring Festival open Nowata, Okla., April 18.
Want Concessions: All Hanky Panks open. Have good route in Arkansas, Missouri, Nebraska and Oklahoma. Want Grab Stand and Bingo. Wheel Foreman for new #5 Ell, Help on all Rides. Will book any Major Ride not conflicting. Can place any Shows with own equipment, small P.C. Owing to disappointment can place General Agent familiar with this territory; prefer one with Concessions. Good proposition. Address:
BOX 1423
Wapanucka, Okla.

WANTED ILLUSION SHOW TALKER
Also useful Help. Charlie Noller, contact.
A. W. McASKILL
2617 Roosevelt Rd.
San Antonio, Texas

CARNIVAL AND CIRCUS
Photo List Covering Shows for the Past 16 Years Is Now Ready, Mail 25c, a Quarter, for Sample and List.
W. H. B. JONES
P.O. Box 777 Galveston, Texas

Our Buddha Papers
Tells Fortunes by Magic.
Still only \$7.00 per 1000 postpaid.
S. BOWER
Belle Mead, N. J.

WANT For Side Show on Marks Shows
Pin Cushion, Fire Eaters, Bally Girls, Freaks, Freddie, armless boy with Mark Williams, answer, Sig. come on. Opening April 13, Richmond, Va. Wire, no time to write. Talker and Canvasman; Art and Karol, answer.
SANDRA LEE
Marks Shows Richmond, Va.

H. & M. SHOWS
Scottsdale, Ga.
Want Ride Help for Wheel, Kid Ride, Red Chick, come on. Agents for office-owned Concessions, Duck Pond, Glass Pitch, Devil Bowling Alley, I. T. Miller wants Agent for High Striker. Eight weeks Atlanta, Ga., lots; then Pennsylvania. Show has 4 Rides.
WILL MYERS & JOLLY JAILLET
H. & M. SHOWS, Scottsdale, Ga.

CARNIVAL PLASTER
Large assortment. Plenty of flash and color. Also slum line.
DE LUCA'S ARTCRAFT
R. D. 1, Sharpville, Pa.
Phone: 2825—Day or Night

WANT
A good Carnival for our ANNUAL SOLDIERS' REUNION August 18-19-20. All replies to
C. E. FISCHER
GRISWOLD SOLDIERS' REUNION
P. O. Box 137 Griswold, Iowa.

WANTED
Shows with own outfit, NO GIRL SHOWS or gypsies. Rides: Any Ride not conflicting, with transportation. Concessions: Hanky Panks of all kinds, Percentage, NO FLATS. Opening early in May. Good territory. We answer all letters.
ELLISON BROS.' ATTRACTIONS
4005 So. First St. Abilene, Texas

WANT GENERAL AGENT
With car, capable of booking 12-Ride Show, knowing Tennessee, Kentucky, Illinois and Indiana. Salary no object if you can produce. References required.
BOX D-23
c/o Billboard Pub. Co.
2160 Patterson St. Cincinnati, Ohio.

FOR SALE SINGER HAT MACHINE
Brand new. Complete with stand and light. \$300.00.
RUSS EDWARDS
2411 Spencer Overland 14, Mo.
(Phone: Winfield 8707)

16 FAIRS & CELEBRATIONS—16
Want for now and Humble, Tex., Fair and Rodeo, April 20-25; fifteen others to follow.
Want Ferris Wheel Foreman and other Ride Help. Rides: Kiddie Cars, Planes, Train, Street Car, Ponies, Chairplane, Merry-Go-Round and others. Concessions: Bingo, Scales, Cork Gallery, Duck Pond, Penny Pitch, Ball Games, Coke Bottles, String Game, Balloon Darts, Photos, Lead Gallery, Bumper and Palmistry. Shows: Snakes, Wild Life, 5-in-1 or any good Grind Shows.
Phone: M. E. 9897. Write or wire
BREWER'S UNITED SHOWS
3421 Melbourne Houston, Tex.

FOR SALE Six Eli Airplane Cars
Good running condition. Motors included. Priced for immediate sale.
\$75 each
Can be seen at
TIRELLA AMUSEMENT COMPANY
86 Elizabeth St. Dover, N. J.
Telephone: Dover 6-1968

Strange and Weird Attractions
Shrunkun Heads, Ape Boy, Wolf Boy, Devil Child Many others Your ideas made up. Write for Folder Free
Tap's Curiosity Shop
3858 E. VanBuren St., Phoenix, Ariz.

DUE TO DISAPPOINTMENT
Want good Griddle Man and all-round Cookhouse Help, also Man to take charge of Six Cat and Duck Pond Agent; must be able to drive Semi Truck and Trailer. Answer at once, opening now. Have for sale Devil's Bowling Alley, good shape, \$65.00. **JOE SALADINO**, Mecca Hotel, Birmingham, Ala. P.S.: Wm. T. Kelley and "Sleepy" Hubert Sanders, get in touch with me.

Thank You MAE AND HENRY MCCAULLY
Diesel engineer with Thomas Joyland Shows, for your new Buick purchase.
JOHNNY CANOLE
Canole Buick
Monessen, Pa. Phone 2500.
Altoona, Pa. Phone 9347.

7 Rides—NOW BOOKING—4 Shows
Concessions that do not conflict. Grind shows, Funhouse and Arcade. Want Second Men on all rides, must drive. Join a proven route of Still Dates, Celebrations and Fairs. Opening May 1. Boone. All Concessions report by April 30.
BOONE VALLEY SHOWS, INC.
Boone, Iowa

CARNIVAL WANTED
For Big Annual Decoration Day Celebration. Chaffee, Mo.
Auspices V.F.W. Post 3127. Carnival can stay for full week, either closing Decoration Day or opening on same.
ALL REPLY TO: Leland Ancell,
Commander, V.F.W. Post 3127 Chaffee, Mo.

FOR SALE
Bull-plates and Intermediates, for seven (7) car Tilt, complete with irons and painted, ready to use. Excellent condition, \$500.00 cash. Write or phone
J. W. MAHAFFEY
Eric, Kansas

LAST CALL GEORGIA AMUSEMENT CO.
Opening April 13 in Cornelia, Ga. Will book Concessions of all kinds that work strictly stock. Want Second Men on Jenny and Chairplane and Wheel who drive. Sell Ex on Bingo, will buy small Bingo with transportation. Mitt Camp is open if you have no children. Sell Ex on Ring outfit, \$28.00.

WANTED
Carnival and Rides for Memorial Day week-end.
KEN JENKINS, Com.
Clements Post, VFW Bangor, Wis.

MADDOX BROS.
Kansas' Finest
Will Open May 1st.
Can use Ride Help, also Concessions that do not conflict. Will show 15 Fairs and Picnics. Will be in full swing. Please contact
ORIE MADDOX, Mgr.
Phone: 26 Atlanta, Kansas

CARNIVAL PLASTER
Highly midway flash. Sensational new numbers.
PELLEGRINI BROS.' STATUARY CO.
814 Moosic Rd. Old Forge, Pa.
Phone: Moosic 3801

BAINBRIDGE, OHIO, SESQUI-CENTENNIAL AND FIFTH ANNUAL OPEN HOUSE WEEK

APRIL 29-MAY 3

Concessions: Want Bingo, Arcade, Photos, Lead, Age, Jewelry and Stock Shows of all kinds; Concession Agents, men or women. Shows: Want Girl Show, Posing Show, Athletic, Grind Shows, etc., with or without equipment. Rides: Will book Fun House, Roll-o-Plane, Roll-a-Whirl, Chairplane, Live Ponies, Kid Rides and Rides not conflicting. Ride Help for Wheel, Merry-Go-Round, Octopus, Loop and Kid Rides. James Anderson, Ed Cox, Berl Payne and Curley Rivers, write.

APRIL 29-MAY 3, BAINBRIDGE, OHIO—FIFTH ANNUAL OPEN HOUSE WEEK. 10,000 people last year. Parades, Acts, etc. Main Street, Crookesville, Ohio, April 17-25, heart of town.

FRED NOLAN

NOLAN AMUSEMENT CO.

MOXAHALA PARK, SOUTH ZANESVILLE, OHIO Phone 2-8252 or 2-7671

ROCKY MOUNTAIN EMPIRE SHOWS

WANT FOR 21 FAIRS AND CELEBRATIONS PLAINVIEW DAIRY SHOW APRIL 13-18

Clean legitimate Concessions; will sell ex on Novelties and Cook House.

Shows—Any well framed show that has something to offer.

Business is good; need Second Men on all Rides. Can use electrician and First Man on Wheel. Route includes Belle Fourche; Custer; Colorado's 50th Anniversary Celebration; Casper, Wyo., Fair. Choice still dates in Colorado and Wyoming.

FRANK O. SWARTZ

3519 Newton St. Denver, Colo.

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

GRAND OPENING, SUFFOLK, VIRGINIA, APRIL 10TH

Want Ex. on Custard, Novelties, Long and Short Range Gallery, American Camp, Coca-Cola Bottles. All Hanky Panks open. Al Roberts and Arthur Christian want Hanky Pank Agents. Due to disappointment want to join at once Girl Show Manager. (Doc Tramp Jones no longer here.) Show is already up. Want Snake Show, Ex. for Side Show. Bertha Bert wants Side Show Acts. All former Help write. Want Fun house or Glass House, Unborn, Wild Life, Pony Ride. Want Diesel man at once. All mail and wires to WM. C. (BILL) MURRAY

Box 461 Suffolk, Virginia

SUNSET AMUSEMENT CO.

OPENING APRIL 30, EXCELSIOR SPRINGS, MISSOURI

Billposter Wanted: For 8 weeks' work starting April 20 with or without transportation.

Cookhouse Exclusive: Must make deposit for same \$60.00.

Ride Help: Second Men for Rides, must be semi drivers.

Concessions: Can place Jewelry Sales, Buckets, Set Spindles, Coke Bottles, Milk Cans, Ball Games, Country Store.

Exclusives: Derby, Custard, Live Ducks, Fish Bowl and Hats.

WINTER QUARTERS OPEN, LOT LAID OUT APRIL 20

701 N. MAIN STREET EXCELSIOR SPRINGS, MISSOURI

RIDE HELP WANTED

Foreman for two-abreast Jenny; salary, \$65.00 plus bonus. Foreman for #5 Eli Wheel, \$65.00 plus bonus; Foreman for Octopus, \$55.00 plus bonus. Man for four Kiddie Rides. Two men to handle concessions. Good deal. Mrs. Kahn can use two Concession Agents. Have two weeks open. Committees in New England contact. All replies to

HARRY J. KAHN

60 Parkside St. (Phone 6-0237, after 6 p.m.) Springfield, Mass.
P. S.: Al Charland and Whitey Bell get in touch with me.

CHOICE LOCATION AVAILABLE

for a Kiddie Center. Can use up to five Kiddie Rides on percentage basis for entire season. Have parking space for 2,500 cars, located on main highway and featured in connection with and on the grounds of Rink's Bargain City. This large store is open 7 days a week and draws between 8,000 and 10,000 persons over week-ends. For further information, write, wire or phone

HY ULLNER, RINK'S BARGAIN CITY

DIXIE HIGHWAY, ROUTE 4 HAMILTON, OHIO

First Call—KEYSTONE ATTRACTIONS—First Call

Opening Friday, May 1, West Berwick, Pa. West Berwick, May 1-9; Riverside, May 11-16.

WANTED: Major Ride not conflicting with Ferris Wheel and Chairplane. Also Kiddie Rides not conflicting with Kiddie Swings and Train. CONCESSIONS: Fish and Duck Pond, Ace and Weight, Bumper, Pitch-Till-You-Win, Photos, Long and Short Range, Arcade, Custard, Hoop-La, String Game, Floss or any Prize-Every-Time Concession. NO FLATS OR GYPSIES. SHOWS: Snake, Monkey or Pit Shows. Contact MEL SOBER, Manager, 343 Market Street, Sunbury, Pa. Phone 1409. P.S.: CY SPRENKLE, contact Fred Sassaman. KELLY HEINLY, contact.

FOR SALE—ALL OR ANY PART OF SIX RIDE SHOW—FOR SALE

Including Eli #5 Wheel, late model; 7-Tub Tilt, late model; 8-Tub Octopus, Super Roll-o-Plane, Smith & Smith Adult Mixup, Cage Kid Wheel on Trailer. All Rides are in first-class condition, with good Tractors and Trailers. Have three Panel Fronts, one Wagon Front on Semi, Fun House, several good Show Tops, new Banners. This complete Show can be bought right or will sell any part. Will consider leasing to responsible parties. Show is up now for inspection. Must have fast action.

WIRE: BOX 411

c/o BILLBOARD, 390 ARCADE BLDG., ST. LOUIS 1, MO.

STOCK TICKETS

One Roll\$ 1.50
Five Rolls 4.50
Ten Rolls 6.50
Fifty Rolls 22.00
100 Rolls 40.00

ROLLS 2,000 EACH
Double Coupons
| Double Prices
No C.O.D. Orders
Size: Single Tkt., 1x2

★ TICKETS ★

THIS AD WITH CASH ORDER — 20% DISCOUNT — on SPECIAL PRINTED Tickets if postmarked before April 18, 1953.

THE TOLEDO TICKET CO.
Toledo 12, Ohio

SPECIAL PRINTED
Cash With Order. Prices

2,000\$ 4.90
4,000 7.80
6,000 8.70
8,000 9.60
10,000 10.50
30,000 15.50
50,000 20.50
100,000 33.00
500,000 133.00
1,000,000 258.00

Roll or Machine Double Coupon, Double Price



ANNOUNCING A STAR STUDDED ROUTE OF FAIRS AND CELEBRATIONS STARTING AT LANDER, WYOMING, 4TH OF JULY CELEBRATION, 5 DAYS ON THE STREETS

HARDIN, MONT. WHEATLAND, WYO. SPRINGFIELD, COLO.
RAPID CITY, SO. DAK. MITCHELL, NEBR. LAMESA, TEX.
LUSK, WYO. (NEBRASKA'S LARGEST EASTERN NEW MEXICO
TORRINGTON, WYO. COUNTY FAIR) STATE FAIR, ROSWELL, N. M.

ONE OF THE BIGGEST FAIRS IN THE MIDDLEWEST TO BE ANNOUNCED LATER COLORADO SPRINGS, COLO., SOLDIERS' PAY DAY, FIRST WEEK IN JUNE.

CONCESSIONS: Want Hanky Pank Concessions of all kinds.
SHOWS: Want Side Show with or without frame-up. Also Fun House, Glass House, Geek Show, Snake Show. Hedy Jo Starr wants capable Girls for 2 beautifully framed Girl Shows. Salary no object if you can produce.
RIDES: Will book Octopus, Dipper, Rock-o-Plane, Boat Ride, Sky Fighter. This Show has all other office-owned rides.

All Wires and Calls to: H. P. HILL, Mgr.

Portales, N. M., April 6-11; Dumas, Tex., April 13-18.

PLAYTIME SHOWS

OPENING MANCHESTER, N. H. (FIRST IN), APRIL 17
11 DAYS — 2 SATURDAYS & SUNDAYS PLUS HOLIDAY

WANT
SHOWS—RIDES

That do not conflict, Hanky Panks, Ferris Wheel and other Ride Foremen.

24 WEEKS
12 FAIRS AND
CELEBRATIONS

ED BURR General Delivery
Manchester, N. H.



"HONESTY IS OUR POLICY"

Opening April 13 on the streets of Evergreen, Ala.; Demopolis, Ala., following. We play all downtown lots, no out-of-city-limits locations. We have the Piedmont, Ala., Spring Fair.

CONCESSIONS WANTED—Will sell exclusive on Photo, Long Range and Scale and Age. Want French Fries, Chocolate Dip, Milk Bottle, Basketball, Hit and Miss, Coke Bottle, Balloon Dart, Bumper, Cothes Pin Pitch, High Striker, Heart Pitch, Hoop-La, String Game, Cork Gallery, Slum Spindle and Jewelry.

SHOWS—Want Manager for office-owned Side Show (due to disappointment); must furnish Acts and inside equipment. Tiny Cowan, contact; liberal offer.

Have Top suitable for Monkey or Snake Show. I will furnish all equipment except animals. Want Monkey, Snake (Whitey Usher), Illusion, Fat or any clean show of merit, Motordrome (maiden territory for this show); liberal proposition. HELP—All last year's help contact. Bill Handler, contact me.

All replies: John Portemont, Gantt, Ala. Phone 13, person to person

METROPOLITAN SHOWS

"America's Newest and Most Modern Railroad Show"
WINTER QUARTERS OPEN NOW—SHOW OPENS MAY 11TH, ASHEVILLE, N. C.

J. J. McClain wants Polers, Chalkers, Mule Drivers and all useful experienced train men, also Cat Driver. Top salaries and good treatment.

CONCESSIONS

Custard, French Fries, Novelties, Age, Scale, Shooting Galleries and all Hanky Panks being booked now; Photos.

SHOWS

Have good Snake Show for capable operator. Want operator for Big Girls' Revue. Will book Glass House, Wild Life and any worthwhile Grind Shows.

GENERAL HELP

Want good Carpenter, Blacksmith, Painters, and Scenic Artist.

RIDES

Will book Coaster or Dipper. Any Major or Kid Rides not conflicting. All address

METROPOLITAN SHOWS, Fairgrounds—Florence, S. Carolina

PHONE 4467 — NO COLLECT CALLS — PAY YOURS — WE PAY OURS

DJE TO LOSS BY FIRE

Will book or lease good, clean Merry-Go-Round. Guarantee season's work. Can assure long contract and furnish transportation, playing choice Celebrations in Western New York and Pennsylvania.

ARTHUR ROXY

Roxy's Amusement Rides
East Aurora, N. Y.

WANTED

Scale, Age and Novelty Agents for entire season with World of Mirth Shows.

I. NATHAN

1502 Hawthorne St., Bronx 69, N. Y.

THOMAS JOYLAND SHOWS

WANT WANT

Hanky Pank Concessions of all kinds. Can place Foremen for Little Dipper and Dark Ride. Also Second Men on all Rides. Want useful People to handle Shows on percentage.

Address: Williamson, W. Va., now. Show opens April 11.

IMMEDIATELY—RIDE HELP—IMMEDIATELY

Can place Foremen for Eli Wheel, Merry-Go-Round, Chairplane, Kiddie Rides, etc. No drunks. Apply

SAM TASSELL

5839 Walnut St. Philadelphia, Pa. Phone 2-5852



JOIN NOW

The MEMBERSHIP DRIVE IS ON!
\$10—Initiation—\$10 Dues
New Low Rate of \$20

Covers both Initiation and Dues, entitles new members to all club facilities. Send your application TODAY.

PACIFIC COAST SHOWMEN'S ASSOCIATION
1235 So. Hope St. Los Angeles 15, Calif.
MOE LEVINE, Pres.; AL FLINT, Executive Secy.; SAM DOLMAN, Chm. Mbrshp. Com.

48th and Farewell Tour

MAD CODY FLEMING SHOWS

OPEN APRIL 25

Want Foremen for Merry-Go-Round, Eli, Caterpillar, Spitfire, Flying Scooter, Little Dipper, Spillman Speedway and 5 Kid Rides. Good Pit Show Operator. Painter. Boyd, answer. All must drive and be sober. Can use man who can book half a dozen spots and help back on show.
W. L. McMinn and Tiger Mack can use 12 good sober Concession Agents. Bill Knox in market for Fun House or Working World. Ready money waiting. Address Hickox, Ga., or Phone Nahunta 413.

DRAGO AMUSEMENTS

Opening April 30 in Kokomo, Ind., for ten days, including Sunday.

This show well booked with 9 Fairs, 5 Centennials and the biggest 4th of July Celebration and Centennial Combined in Rochester, Ind., and the Court House. Other Centennials include Dunkirk, June 15 to 20; Brookston, June 22 to 27; Medaryville, Aug. 24 to 29; Roann, Sept. 22 to 26.

WANTED

WANTED

Concessions of all kind working for stock. (Absolutely no gypsies wanted.) Shows: Motor Drome, Glass House, Monkey, Side Show, Snake, Fat, Animal, or what have you? Good proposition for Minstrel and Athletic Shows, furnish top and transportation if necessary. All Girl Show workers contact Billie Harville. Rides: Dark, Little Dipper (book for small percentage.) Wanted: Ride Help who drive and are sober. Winter-quarters now open. Good pay with warm place to stay. Come on. Bingo Randolph wants Agents for Hunky Panks. Al Cash, contact Chet Pierce at once. Rusty and Cuddles (with me in '46), contact me at once. All reply:

PAUL DRAGO
1711 E. MARKLAND KOKOMO, INDIANA

DAN-LOUIS SHOWS

Opening May 9th Mount Vernon, Ind., on the Street.
Followed by Sesqui-Centennial on the Street, Newburg, Ind.
Biggest Date of the Season

Can use few more Concessions—Will not carry over 20. Opening for Lead Gallery, Glass Pitch, Ball Game, Basket Ball, Pitch-Till-Win, Cigarette Cork Gallery, Duck or Fish Pond, Hi-Striker, Concessions that are booked with me, contact or report to Owensboro Winter Quarters. We need Ride Help who can and will work for good salary and sure. If you get drunk, go somewhere else.

LOUIS T. RILEY, Gen. Mgr.
P. O. BOX 397, OWENSBORO, Ky.

W. T. "Bill" Hopkins would like to hear from the following Ride Men: Carl "Curley" Rivers, Paul Smith, Rodney "Curley" Grey, Charlie McName. Good pay, good treatment, long season. Any other Ride Boys I know get in touch at once. Shorty Sherman, come to Winter Quarters, I need you.

BADGER STATE SHOWS

OPENING MILWAUKEE LOT, APRIL 19


Can place Photo Gallery and a few stock concessions. RIDE HELP WANTED: Foreman for Ferris Wheel, Rolloplane and Dark Ride, also second men in all departments. Can use Ten-In-One, Illusion and Penny Arcade. Have front and top for a Hillybilly show. Chas. Schanassy can place responsible operator to manage drome. Have all necessary equipment except motorcycles. Cliff and Kitty Hoffman, Jimmy and Jeanie James, contact immediately.

All contact J. VOMBERG
1815 South 108th St., Milwaukee, Wisc.

REDWOOD EMPIRE SHOWS

CAN PLACE legitimate Concessions that do not conflict. WANT Cookhouse, Ball Game, Glass Pitch, Bingo, Novelties. Agents for office-owned Concessions.

Vallejo, Calif., April 7-12.
P. O. BOX 358, Berkeley, Calif.
P.S.—Giberson, please communicate.



HARRISON **GREATERS SHOWS**

presenting the show of shows

WANT FOR LAURINBURG, N. C., APRIL 6-11. SOLDIERS' PAY DAY.

Due to disappointment want Binger, all Slum Stores open. Want A-1 Diesel Electrician who can handle International Diesel Light Plants. Want A-1 Mechanic with own tools. Want Merry-Go-Round Foreman, \$50 week. Harry Lindstrom, get in touch. Octopus Foreman, Chairplane Foreman, \$50 week. Thurman Marshall, get in touch; good proposition for you and Harry. All mail and wires to

FRANK HARRISON
LAURINBURG, N. C., THIS WEEK; THEN AS PER ROUTE.

WANTED—LARGE CARNIVAL

With plenty of flash for three-in-one spot, June 28th to July 4th, inclusive. Legion Convention, Veterans' Reunion and outstanding Fourth. Parade, free acts and fireworks. Ideal lot; co-operative Veterans sponsorship. You show to all Southern Illinois here. Contact

G. G. PURCELL
317 Main Street Phone 2775 Mount Vernon, Illinois

Club Activities

Lone Star Show Women's Club of Texas

DALLAS, April 4.—The last evening meeting of the season was held Monday (30). President Milly Hudspeth presided, assisted by Grace Tinder, secretary, and Pearl Vaught, treasurer.

A large group attended the final birthday party of the season. The social honored members who had birthdays and anniversaries in March, including Pansy Ellis, Martha Moss, Bea Harris, Lola Felton, Joe Istec, Al Cepak, W. A. Mulvey, Bernice Burns, Paul Langly, Paul Grissone, Alice Carroll, Ruby Ewing, Herbert Crangle, Curley Wilson, T. D. McFarland, Wilma and Tom Morris, Alyne and Percy Morency.

Martha Moss reports that Jimmy Allard, Vernon (Pop) Smith, Floy Parker, Bertha Pickens, H. A. Money, and Frances Palmer are in the hospital. Mary Ellen Liberman is recuperating at home. Ill in Houston are Ollie Miesterman and Virginia Barnes. W. A. Fairies is also ill, while Millie Cepak is convalescing at home.

Marie Simms died March 26 after a long illness and was buried in the Lone Star Showmen's Rest in Dallas. The club will sponsor a donation to the Cancer Fund in her memory.

New members include: Bruce and Millie Castine, Betty and Harold Clippard, Shannon and Mildred Glascoe, Tom and Etta Henderson, Sadie Emswiler, Mr. and Mrs. Stanley Williams, Marvel and Bill Luck, Jack and Marguerite Bathay, Al and Francis Bohne, Charles and Mabel Thomas, Alvin Teeter, Jack Adair, Floyd Wheeler, Bobby Freidman, Mr. and Mrs. Hyman Charninsky.

Out-of-town guests included Dick Ford, Ed Johnston, Sammy Wolfe and Chuck Bedell. Kathy Kearns won the prize donated by Martha Moss.

Meetings will continue every Monday at 1 p.m. Dinners will be held every other Thursday until further notice. The April 2 dinner was to be prepared by Edna Hacker, assisted by Pearl Vaught and the house and entertainment committees.

Show Folks of America, Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, April 4.—Showfolks of America brought winter activities to a close with a combined party celebrating the ninth birthday of the club and a going-away party for members. Talented youngsters from the Betty May Dramatic and Dancing School furnished the entertainment. Mistress of ceremonies was Norene Donettee, who has been selected as "Queen of the May" for San Francisco's big May Day celebration this year.

President Jack Christensen announced just before the party that legal obstacles had been cleared and that Showfolks now have clear title to the original plot of 300 graves at Showmen's Rest in Mount Olivet Cemetery. Two attorneys, Nathan Cohn and Albert Roche, both members of the organization, donated their services to clear the title.

Visitors at the party included Lee Brandon, agent for Crafts Shows, and Arthur Hockwald, agent for the Clyde Beatty Circus. Many of the women brought home baked cakes and ice cream. A capacity crowd came early and stayed late. Mel Smith, chairman of the evening, gave a pep talk in which he complimented the presidents, past and present, for the strides made by the club in the nine years.

Pacific Coast Showmen's Association

1235 South Hope Street, Los Angeles 15, Calif.

Ladies' Auxiliary

President Grace Merkel called Monday night's (23) meeting to order. On the rostrum were Madison Hopes, secretary, and Trudi Di Santi, treasurer. Past presidents invited to sit on the rostrum were Nina Rodgers, Edith Hargraves and Margaret Farmer.

Recent visitors have been Past President Margaret Pugh and Secretary Grace Tinder, of the Lone Star Showmen's Club, Dallas. They were entertained by several of the members. Guests welcomed at the meeting were Clara Debosq, Erenstine (Clark) Baer, Kate Dunn, Marie Veet, Mrs. Ansher, Dora Bennington, Kathleen Doolan, Blanche Jones and Isabelle Hester.

Members called on for comments after an absence because of illness or business were: Estelle Hanscomb, Lil Eisenman, Helen Pearl Guthrie, Helen Lorraine Guthrie, Martha Kenyon, Maria Banardi, Martha Riley, Minnie Pounds, Etta Carreon, Marie Veet, Sis Dyer, Morosa Herman and Opal Clark. Members leaving for the road are: Betty G. Coe, Leona Cook, Margaret Farmer and Nina Rodgers. News members are Jeannie Rider, June Meredith, Bee Dragani, Sally Catlin, dith, Bee Dragani, Sally Catlin and Helen Pearl Guthrie.

National Showmen's Association

1564 Broadway, New York

NEW YORK, April 4.—A special meeting of the Ladies' Auxiliary and men's board of governors was held in the clubrooms Thursday night (2). Second Vice-President John S. Weisman presided in the absence of President Phil Isser, who was unable to attend due to his shows' opening. Also present were George Hamid, president-emeritus; Gerald Snellens, third vice-president; Morris Batafsky, secretary, and Louis D. King, chaplain. Ladies group was represented by Past President Bess Hamid, President Dolly McCormick, Secretary Lydia Nall and Chaplain Blanche Kassarow.

Final details on the securing of new quarters will be discussed at org's final meeting April 9. President-Emeritus George A. Hamid returned from a Caribbean cruise. Gifts have been sent to club's shut-ins as an Easter remembrance.

Recent visitors included Irving Sherman, Shep Blumberg, Joseph H. Hughes, John McCormick, Sam Peterson, Dan Thaler, Paul Wagner, Dan Krassner, Henry Kaufman, Saul Seligson, Harry Levine, Mark Rosen, Harry Weintraub, Ben Herman, Jack Owen and Charles (Doc) Morris. Word was received of the death of William J. Cullton in Oswego, N. Y., March 29 and his burial there.

Greater Tampa Showmen's Association

Tampa, Fla. Ladies Auxiliary

On the rostrum with President Bette Rodgers were Hazel Maddox, second vice-president; Grace Fillingham, secretary, and Elsie Owens, treasurer. Myrtle Jetter, ways and means chairman, thanked Dolly Young for \$200 raised on the Royal Crown Shows. Mary Ruth Tillery assisted Mrs. Young.

Mrs. Fillingham reported that the club has 571 members in good standing. Elsie Johnson announced there would be a benefit game party at her home Monday night. Bertie Perrot thanked the following members for working with the mobile x-ray unit: Mrs. Fillingham, Mrs. Johnson, Evie Belew, Lea Warbritton, Helen Julius, Dorothea O'Conner, Ruth Winters, Lela Howey, Clover Fogle, Margaret Porter, Ida Morin, Blanche Ziemann, Mary Clain, Esther Young, and Arlene Diaz.

Zelda Hercha announced that new birthday cards had been purchased and would be sent members during the year. Mrs. O'Conner and Pat Richards served refreshments. Gertie Weiss won the Dark Horse.

Greater Ohio Showmen's Association

30 Buttles Ave., Columbus 8, O.

COLUMBUS, O., April 4.—At the last meeting held in the Deshler-Wallick Hotel members got under way a drive for funds with which to establish permanent clubrooms. Already money is coming in and a building committee is inspecting possible sites.

The club's annual dinner will be held Sunday (12) in the club house on Ohio State Fairgrounds. Demand for tickets has been good, and a large crowd is expected at the affair. Trustees have promised that music and entertainment will follow the banquet. The dinner will mark the last get-together of the club until fall.

NOTICE

DICK COOPER
TEXAS
TONY MARENO
CATHY LEWIS or
LILLIAN BABCOCK
DOWNA ARNALLY
and all others contracted by me, please contact at once.
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Now Booking for the 1953 Season

Need Concessions of all kinds—Bingo, Couple for Cook House, Concession Agents. Ride Help, useful Help all departments. Shows—What have you? Need all but Monkey Show. This show has one of the best proven routes in Oklahoma, Missouri and Arkansas. Winter quarters now open. Will open April 18th for two Saturdays. All inquiries to

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WANT for Biscoe, North Carolina. Sell X on Pop Corn, Candy Apple, Bingo, French Fries, Candy Floss, Snow Cone and Custard, Hunky Panks, Cork Gallery, String Game, Balloon, Dart, High Striker, Short Range, Age and Weight, Cat Rack, Swinger and Buckets, Fish Pond or any Hunky Pank working for stock.

Will book one or a set of Kiddie Rides at low percentage and give X for the season. All replies:

W. R. PRICE
Jollytime Shows, Biscoe, N. C.

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Send 15¢ for Samples.

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Tilt and Octopus Foreman, O. C. McClain, Willard Briggs and Frank Tez-zano, contact at once.

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FOR SALE

Smith & Smith Chairplane (24 seats), Herschel Auto Ride (10 cars), M. T. Miniature Train (Diesel & 3 coaches). All Rides are priced right and in excellent condition. Positively no deals.

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A new Game made with an attractive Formica Top with chrome edges on a wooden stand. It has 5 contactpoints with 1 jackpot. The bell rings and the light goes on with every contact.
Size: 24"x37"
Price \$40 ea.

Complete Line of Wheels. Ask for 1953 Catalogue.
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Michigan Showmen's Association
3153 Cass Ave., Detroit

MIAMI, April 4.—With the close of the winter tour, many members and personnel from Prel's Broadway Shows visited the club daily. Among them were John Hoffman, Henry Goldberg; Sam, Paul and Mac Prel; Patty Finnerty, Joe Arons, Joe Ross and Johnny Miller.

Showmen leaving for the road are Sam Palitz, Dutch Saltus, Eddie Horwitz, Maxie Sharp, Edward Turbin, Irving Biscow, Charles Travers, Johnny Appelbaum, Newell C. Taylor, John Grish and Jack and Edmond (Red) Burke. Col. Howard E. Stahler again will take his med show on the road.

For Sale For Sale

Mirror Maze or Glass House. New 50-foot O. Henry Banner, used 10 weeks. Building 18x30 ft. 45 pieces of glass, 36x22 inches, some extra. Can be booked on World of Mirth Shows this year. Price \$2200.00. Reason for selling, have other interests.

CAN USE HELP
on Tilt-a-Whirl and Dark Ride.

CHARLIE HOLLIDAY
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ROSE CITY RIDES
"The Show You Know"
"Missouri's Cleanest Midway"
WANT WANT

Opening April 25, Farnell, Mo. Foreman for 32-ft. Allan Herschell Merry-Go-Round; also Second Men for Eli #5 Wheel and Merry-Go-Round. Top pay, better than good treatment. Must be sober and dependable. Also want Agents for Hanky Panks. Will book Fun House Monkey or Mechanical Show.

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239 N. Park Ave., Cape Girardeau, Mo.

AGENTS WANTED

For Six Cats and Buckets.
Opening April 13, Clarksville, Ind. (Charles Lehman, get in touch with me.)

CHARLES WRIGHT
Greensburg, Ind.

BILL STACY WANTS BINGO HELP
CALLER & COUNTERMAN
Prefer Semi Drivers.
No drunks.
Wire c/o WESTERN UNION
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FOR SALE FLY-O-PLANE

Mechanically, flash, earning power, there is no better used ride in show business. Priced to sell, a real bargain, \$5,000.00 cash. With transportation—2 Trucks and 2 Semi Trailers, \$6,500.00 cash, F.O.B. Hot Springs, Ark. No collect wires.

Write CHAS. T. GOSS
200 Prospect St. Hot Springs, Ark.

FOR SALE ROCK-O-PLANE

Tractor & trailer, with winch and boom, up and down with 3 men.

Box 1176, Dothan, Ala. Phone 24120

NOTICE LESTER HOWELL
Contact me at once.
GUST KARRAS
St. Joseph, Mo.

Missouri Show Women's Club
St. Louis

ST. LOUIS, April 4. — All officers were on the rostrum at the Wednesday (25) meeting. Mrs. Verna Schantz presented a new member, Mrs. Jessica Cox, of Memphis. Correspondence was read from Nora Gdynia, Helen Germain, the Ladies' Auxiliary of the Tampa Club, and from the Red Cross, thanking the club for donations. Nora Gdynia is in the hospital.

The annual "Daisy Davis Day" was scheduled for Thursday (2). Mrs. Davis is the club's oldest member. The installation party will be held January 21, 1954. Rose Brown made a motion that a card party be held December 8.

Clara Campbell won the prize donated by Babe Weinstein, and Daisy Davis took the door award donated by Faye Davis.

MORE MONEY—LESS WORK
With the New and Modern "SHORTIE" PARAGON MONEY CHANGER—

Just the thing for handling large crowds at carnivals, circuses, fairs, etc. Quick, Accurate, Effortless!
PAYS FOR ITSELF IN A WEEK prevents loss. Compact and convenient. Holds quarters, dimes, nickels.

3-TUBE MODEL \$2.25



A midget in size—A giant in performance. Free folder on request.
Send check or money order (no C.O.D.)
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LAST CALL WORLD OF TODAY SHOWS
(9 DAYS)
DOWNTOWN AUSPICES FIRE DEPT.
OPENING MAY 1st TULSA, OKLAHOMA

★ WANT SHOW ★
MOTORDROME (Art Spencer, contact)
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DING SHOWS
GRIND SHOWS
Have elaborate new WAGON FRONTS

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★ WANT TO BUY ★
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ESP. BABY MERRY-GO-ROUND
BOAT RIDE
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★ WANT HELP ★
MECHANIC with tools to handle fleet of new Chev's. 1st and 2nd MEN ALL RIDES, must drive semis. GLASS HOUSE OPERATOR
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FOREMAN—SPITFIRE AND ROLL-O-PLANE

★ CAN USE FEW MORE HANKY PANKS (\$30.00 PER WEEK PRIVILEGE) ★
★ AMERICAN MITT CAMP ★ LONG RANGE GALLERY ★ CUSTARD ★ DERBY RACER ★
JIM CHAVANNE WANTS FREAKS OF ALL KINDS AND GENERAL SIDE SHOW HELP

ALL PEOPLE CONTRACTED CONTACT AT ONCE AND BE IN MUSKOGEE NOT LATER APRIL 15.
FAIRS START JUNE 25TH, MINNESOTA—REPLIES TO BOX 782, MUSKOGEE, OKLA.

AMERICA'S MIGHTY MIDWAY



50 SHOWS 50
HUGE CARLOADS OF FUN

WANT FOR SEASON OF 1953 OPENING COLUMBUS, GA., APRIL 27 THRU MAY 2

SHOWS RIDES CONCESSIONS HELP

- Organized Side Show, with or without own equipment. Manager and organized Girl Revue (have all equipment for same). Any kind of Grind Show.
- Will book Rock-o-Plane or Roll-o-Plane. No Kiddie Rides.
- Age and Scales, Penny Arcade, Bingo, any kind of "Prize-Every-Time" Concession or Game. (We book only one of a kind at Still Dates.)
- Foreman and Second Men for office-owned Rides: Merry-Go-Round, Octopus, Twin Ferris Wheels. Can use other useful Ride Help. All report to winter quarters at once.

NOTE: Bill Anderson is no longer connected on this show as Ride Superintendent. Want Builder to join at once. Year-around proposition with best of salary.

All Address: DOLLY YOUNG, Mgr., ROYAL CROWN SHOWS
TARPON SPRINGS, FLORIDA. (Phone: 2-7491)

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BLUE GRASS SHOWS
FEATURING THOROUGHbred ENTERTAINMENT

LAST CALL! OPENING OWENSBORO, KY., THURSDAY, APRIL 16


CONCESSIONS Want Hanky Panks of all kinds. Have exclusive openings for Short Range, High Striker, French Fries, Cotton Candy and Snow Balls.

SHOWS Can place any non-conflicting Grind Show with own equipment and transportation: liberal proposition.

HELP Can place Foremen and Second Men on rides. Also capable Help in all departments. Want a good Man who understands Downey Light Towers, to take charge of Towers and company-owned canvas. All must drive semis.

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C. S. PECK Presents



KEY CITY SHOWS

SHOW WILL OPEN MAY 18TH, STREET CELEBRATION, SHELDON, ILLINOIS

WE HOLD CONTRACTS FOR 12 CELEBRATIONS AND 8 FAIRS WITH KANKAKEE CENT. ON DOWN TOWN STREETS JUNE 22-27.

RIDE HELP: Foreman, Merry-Go-Round, Wheel, Octopus, Chairplane; must drive semi. Also man to handle 4 Kid rides. Top wages. Can place wives as agents.

CONCESSIONAIRES: If you really want a gross, get on a proven money getting route with us. **WE HAVE BOOKED** Pop Corn, Floss, Snow, Bingo, Balloon Dart, Archery, Rifle Sport, Roman Target, Pitch-Till-U-Win, Punk Rack. All others open. What have you? **NO P.C., NO RACKET, NO GYPSIES.** We do not duplicate concessions.

SHOWS: Can place Fun House, Arcade, Glass House, Mechanical, or Animal.

SPECIAL PROMOTIONS TO DRAW PEOPLE. Playing Payroll towns and County Fairs.
Ed Brown, Jim West, Old Folks and Queenie, contact.

Wire or write—C. S. PECK, 495 S. Yates, Kankakee, Illinois

LOOK ↓ ↓ ↓ READ ↓ ↓ ↓ WIN

"THE RACING MICE"

NEW TERRIFIC 8 LIVE TRAINED MICE RACE ON AN 8-FT. TRACK AT SOUND OF BELL FROM STARTING GATE. Great crowd pleaser and fast action. Race over in 6 seconds. Big money getter at N. E. Fairs. Works for stock or cash. Hundreds of operators claim this fair, square game the most thrilling invention of the past half century. Complete Outfit: 24 asst. colored trained mice, 12 whirl-i-gigs, 8-ft. track, 3 cages, 3 zoo feeding bottles, instr. feeding, instructions to keep mice healthy and in racing form. Complete \$325.00 F.O.B. 50% deposit, balance C.O.D. 14-day del. Pat. applied for. Sold only by the inventor:

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You'll get more return for your money... show more profits... with our **RIFLE SPORT and CHALLENGER.**

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TILT-A-WHIRL MERRY-GO-ROUND CHAIR PLANE

FERRIS WHEEL #12

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FAIRS ● FESTIVALS ● CELEBRATIONS

WANT

Some outstanding show catering to the entire FAMILY. It could be a **DOG SHOW—MONKEY SHOW—PUPPET SHOW—MOTOR DROME**... What Have You for a list of Good Still Dates and Fairs.

WANT RIDE HELP
Not wanted... so called Ride Men who wear Cowboy hats and boots and are comic (Goof Book) addicts.
DOUG ELLIS wants Hanky Panks. Everyone contact above address.

WANT RIDE HELP
July 3-4-5 Celebration, FALMOUTH, KY., American-Italian Picnic, HAMILTON, OHIO. Civic Assn. Celebration. BLUE ASH, CHIO.

FAIRS BEGIN IN JULY
"Old Reliable" . . . GERMANTOWN, KY.; GRANT COUNTY, KY.; FALMOUTH, KY.; CORYDON, IND.; CAMPTON, KY.; WEST LIBERTY, KY.; GREENSBURG, IND., etc., etc.

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I have the Exclusive Contract for Midway shows at

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Two and One-Third Million People in 16 Days.

It's a Season's Work from Oct. 10 to Oct. 25, 1953.

Want Live Showmen with Complete Outfits. Tents—Fronts—All Canvas must be this year's vintage.

NO DINGS - NO STRIPS - NO SEX ANOMALY

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IT WILL AMAZE YOU!

One of the finest Band Organs ever built. In perfect condition. Music accentuated by life-size moving figures! DIMENSIONS: Width of front, 20 feet. Height at center, 11 feet. Depth, 7 feet. Has been on private estate. Can be seen and heard at Priester Estate on Martha's Vineyard Island, Mass.

Make offer to GODFREY PRIESTER

VINEYARD HAVEN, MASS.

Percell's PIONEER SHOWS
high class midway attractions.

Opening Williamsport, Pa., early in May. Then 20 weeks' Celebrations and Fairs. Free Gate—Free Gate

Want Custard, Pop Corn, Apples, French Fries, Floss, Age, Scales, Photos, Novelties, Jewelry, Glass Pitch, Pan, Hat or Cigarette Store, Ball Games, High Striker, Arcade, any stock or straight sales; reduced rates. Want Shows of merit only. Want to buy or book Kid and Major Rides for park and road units (no junkies). Ride Help—Octopus, Wheel, Merry-Go-Round, Roller Coaster and Dodgem for park and road units. (Positively no undesirables.) For Sale—32-ft. Drop Frame Van Semi, also several Vans and Rack Trailers to haul Rides. 60-Passenger Bus, Marquee and Front. Replies to MICKEY PERCELL, 900 Main Street, Williamsport, Pa. Phone 3-4010 or 2-7926, Williamsport, Pa.

EVANS UNITED SHOWS

Opening May 2nd, Richmond, Mo. 7 still spots—16 Fairs—good ones, the best

We Keep Our Show Clean

Can place legitimate Concessions that do not conflict. Can use Ball Games, String Game, Coke Bottles, Basketball, Hi-Striker, Grab, Fish Pond, Hoopla, Dart Pitch, Age and Scale, Fitch-This-You-Win, Glass Pitch and other legitimate Concessions. Let us know what you have—We book one of a kind. SHOWS—Can place any good Show with own transportation except Girl or Athletic. No Gypsies—No racket—No drunks. FOR SALE—24 seat Chair Ride cheap for cash. Will buy Search Light. Contact Manager, (P.O. Box 119), Plattsburs, Mo. Telephone 156

COOK HOUSE HELP

Want Cook, Short Order Men and Waiters. All former employees contact me. Red Seagrist and Roy Tyson, get in touch. Leaving May 4th. Write or wire:

LOU KANE, 21st & Latta Sts., Allentown, Pa.

WANTED—KEYSTONE EXPOSITION SHOWS—WANTED

This week, Williamston, S. C.; then Belton, S. C., April 13th thru April 18th. This Carnival is playing all mill towns, with pay day every week. WANT CONCESSIONS: Glass Pitch, Bowling Alley, Fish Pond, Balloon Dart, Bumper, Country Store, Jewelry, Coke Bottle, Short and Long Range Gallery, Jewelry Spindle, Six Cats, American Mitt Camp, Custard, Hi-Striker (good proposition for Bingo), String Game, Candy Floss, Age and Scales, Penny Arcade. OFFICE wants Stock Store Agents, P.C. Dealers and any other legitimate Concessions. Want Ride Help who can drive and stand good treatment. SPECIAL ATTENTION TO GRIND SHOWS WITH OWN OUTFITS. CONTACT. All replies to KEYSTONE EXPOSITION SHOWS, this week, Williamston, S. C.; next week, Belton, S. C.

JIMMY ACKLEY WANTS

Hanky Panks—Milk Bottle, Ball Game, Balloon Dart, Glass Pitch, Bingo, Block Pitch, Short Range, Mug Outfit. Agents wanted for Count Store and all Hanky Panks. Billy Bell and Junior, contact. Address: 1097 Buder St., Flint, Mich. Phone: 4-8156

LOT FOR SALE

Excellent for small Carnival or Circus, 150'x375', located in Spokane, Wash., close to central post office. On paved street with bus service—corner lot. Graveled, level and wired. Also ideal for recreation center. Will lease on long or short-time basis. For further details, rates, etc., write, wire or phone. K. E. WHITMAN ROGERS & ROGERS, INC., HYDE BUILDING, SPOKANE 1, WASH.

CARPENTER BROS.' SHOWS

OPENING MAY 12, ST. MARYS, OHIO

WANT legitimate Concessions of all kinds—Hi Striker, Basketball, String Game, Pitch-This-You-Win, Over 12, Jewelry, Novelties, Bumper, Glass Pitch, Mug Outfit, Block Pitch, Chocolate Dip Ice Cream, Guess Your Age and Weight. Carry one of a kind. Contact NORMAN CARPENTER Mendon, Ohio Ph. 95F-3

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Keystone Ticket Co. SHAMOKIN, PA. DEPT. B
Send Cash With Order. Stock Tickets, \$22.50 per 100,000.

100,000 \$29.50
10,000 ... \$ 9.50
20,000 ... 12.00
50,000 ... 18.50

JACK CHRISTENSEN

Show Folks President Applies Biz Methods

By SAM ABBOTT

SAN FRANCISCO, April 4.—Jack Christensen, president of the Show Folks of America, is one who puts toastmasters and chairmen in a quandry. They can not use the usual and time worn line of "and last but not least, here is a man everyone knows and a man who needs no introduction."

Christensen needs an introduction! But it is only because he wants it that way. He has been in show business about 37 years. During that time he has been a game concessionaire, cookhouse



JACK CHRISTENSEN

operator, and for the past two decades a regular with his popcorn and candy floss on the West Coast Shows. Despite his long and successful career, Christensen has chosen to remain in the background, attending strictly to his own business. This may account in a large measure for his financial success.

It is on the value of his varied business experience that the Show Folks membership rely for a successful administration. When he took over as the head of the group, he briefly stated his 1953 aims: To put the club on a business basis and to offer more services.

Strong Start

At the end of his first quarter, Christensen is well on his way to attaining his goals. The club recently staged a successful Hi-Jinks celebration under the chairmanship of M. Whitey Morette. The event swelled the coffers considerably. Under the second part of his goal, he chipped in \$100 toward the purchase price of 300 more graves in Showmen's Rest in Olivet Cemetery.

Christensen is a man who believes in doing things. Even before he had taken the chair at 145 Turk Street, he had pledged the C-note to Harry Seber, chairman of that project. With other showmen, this donation was an influencing factor in the decision of the club to assume the indebtedness for doubling the size of its burial grounds.

Christensen saw the feasibility of this project. The Olivet management agreed to allow the old price to prevail, the rate at which the initial 300 graves were purchased. The plot is situated in a section in which the price of graves has increased with the present inflation. The additional space was needed.

Calls His Shots

Christensen has always been a man of foresight. Even as a youth he realized that he had to call his shots right to get ahead.

Born John H. Christensen in Minnesota in 1888, he moved with his parents to Washington when only 2 years old. In the Northwest, the elder Christensen, who was a maker of wooden shoes in Denmark, provided for his family by doing carpentering.

Jack Christensen's introduction to a carnival was under the title of Browning Bros. The Merry-Go-Round was hauled in a wagon and set up on a lot where it and other ancient rides remained for several months.

About the first time that he viewed a carnival, Christensen started to work. Altho quite young, he had a morning and afternoon paper route. There were other jobs that he held during vacation time. Anxious to get into earning his own way on a larger scale, he left high

school in his second year and went to business college. But, even with schoolroom training, the business world did not offer too much. His job with a can-making company paid 50 cents for a 13-hour day. He started at 6 in the morning and worked until 9 at night.

Moves West

Altho he was graduated as a bookkeeper and was desirous of following that profession, it was not long until his doctor recommended that he work outdoors and in a dry climate. To follow his instructions, Christensen homesteaded 160 acres in Eastern Oregon and remained there for seven years. In that time, he recalls, the jack rabbits ate him out of house and home, leaving only the title to the property intact.

Christensen next tried his hand at harvesting. But this, like the canning company job, was unprofitable. He earned about \$3.50 for a 16-hour day.

Fortunately for Christensen, this bad luck streak was not to last forever. Upon going into Eastern Washington, where there was a fair, he overheard the carnival owner saying that he was without a ticket seller. He got the job. Later Christensen performed magic, which he had practiced on an amateur basis in his home town.

Luck Changes

The change in Christensen's luck came in 1917 when he was asked to substitute for an agent on a game at a fair where Anderson & Kiel Shows were playing. In three hours he earned \$3. Later he handled a ballgame and was paid \$4 for about 90 minutes of work. When he operated the second day and came off with \$16 for his labor, Christensen figured that here was the business for him. However, he wanted to own it and found that for \$50 this could be done. With the \$16 for his day's work he turned over the money on account. The next day was sufficiently profitable and he paid the remaining \$34 to clear the indebtedness.

The Anderson & Kiel Show moved to still dates and Christensen shifted to the J. G. Vogel Shows. World War I made some changes in tramping about that time. Christensen, rejected by both the Army and Navy, went to work in a defense industry. As he had once kept books for a boiler concern, he found it easy to get a job as a boilermaker's helper.

Following the signing of the Armistice, Christensen opened a shooting gallery in a small Washington town. But the road looked better and he tramped with the Puget Sound Amusement Company, then owned and operated by Frank W. Babcock. This association lasted for several months and he then joined the Alamo Shows, which Warren Hoeffer managed. When the weight of the snow crashed the tents in Bend, Ore., Christensen returned to the shooting gallery operation. This time it was in Pasco, Wash.

In 1920, he played with the Vogel shows until after the July 4 date. Later that year he organized his own show, Modern Associated Amusements. Business the first part of 1921 was bad and the show folded when some of the equipment was attached. Christensen got together enough money to pay the help and put the show in storage. This was costing him \$5 per day, which he covered by clerking in a grocery.

Even during these hard times he never gave up the idea of putting the show back on the road. From his place behind the counter, he booked three fairs, borrowing capital from a theater manager next door. To play the first one, the equipment had to be shipped. But after the first two dates the angel had his money and Christensen played his route. After ups and downs during 1922, the slate was cleared and he turned the rides back.

For the next two years he hoppedscotched with concessions, just breaking even. Believing that he might make money with eating stands, he built a large one that was to tour 14 States a year. In 1927 he added candy floss and in

Gooding Preps

Continued from page 99

3, Charles O'Brien, manager, and S. B. (Hap) Berkshire, secretary; No. 4, Homer Dennison, manager and secretary; No. 5, George Pence, manager, and Katherine Pence, secretary; No. 6, Bill Leisure, manager, and Kay Leisure, secretary; No. 7, Harry Lottridge, manager and secretary; No. 8, Ray Riffle, manager, and Eva Riffle, secretary.

Advance and advertising staff is composed of Hal F. Eifort, general agent; Charles Pottorff and W. E. Jack, advance agents and billposters; H. B. Miner, lot superintendent and special advance.

Factory staff includes George Bouic, Ted Smith, Frank Gray, James McDougall and Bill Weekly in the mechanical department; Charles Clymer, Bert Miner, Bob Lawrence, Virgil Derr in the carpenter shop; Jimmy Wolfe, Jack Riegler, Bert Parry, Ross Ackley, Ray Gooding, Homer Rowe and Thomas McComb in the paint department. Erwin Heller recently arrived to supervise the organ room and rebuild and repair the 20-some musical devices.

Office staff includes Doris Zechman, corporate secretary; Anna Reid, bookkeeper; Virginia Crain, pay-roll clerk; Rosanne Major, secretary to Gooding.

Shop employees now number 57, with 25 more to be added April 13. Several new truck units have been added to the fleet to handle the new shows and several new rides recently purchased. These include a Tank Ride, Roller Coaster, Scrambler, Flying Scooter, Dark Ride and Caterpillar. Several others are on order.

The Hurricane Ride will join the Royal American Shows this year to play the Class A circuit of fairs in Canada, and will then rejoin the Gooding org for the larger State fairs and Southern route. Ride will be hauled in two wagons and will be the first time the ride has been presented over this route.

Hannum Optimistic

Continued from page 99

cookhouse is expected to be delivered at the opening stand the last week in April. Lehman Katzenmoyer has taken delivery on another new Allan Herschell kiddie ride, bringing his total to seven, all in top condition, according to Hannum. Marion MacWethy's bingos will be with the show for the 10th consecutive season. Mrs. Peggy Kratzer, widow of Bob Kratzer, and her daughter, Barbara, will have frozen custard on the show, the eighth year a Kratzer unit has been with Hannum.

Other concessionaires set for the tour are James Yotas, popcorn; Owen Cobb, French fries; Mabel Katzenmoyer, waffles, and the following game concessionaires: Stanley and Virginia Mazurkiewicz, Wilbur Starr, Bill Hagelman, Steve Swika, Mattie Novak, Jerry and Edna Gerard and Doris Moor.

1930 candied apples and popcorn. The debut of Christensen handling the combined popcorn-floss-apples was with John Wortham.

Christensen married Hazel Fillmore of Grand Island, Neb., in 1931. Altho she had never been around shows, she pitched in to help him build his successful operation.

Christensen has always been interested in show clubs, being a member of the Pacific Coast Showmen's Association, Los Angeles, for about 20 years, and the Regular Associated Trampers in that city for 12. He joined Show Folks about 10 years ago and was the chairman of a show-within-a-show that raised over \$1,000 for the group.

He is also one who believes in keeping in touch with his friends. About 1927 he was among the first one to buy space on the independent midway at what is now the California Mid-Winter Fair in Imperial. He became friendly with D. V. Stewart, the secretary - manager, and Ben Hulse, one of the directors and pioneers in the organization. Each March, Christensen moves his equipment from San Francisco to Imperial, near the Mexican border, to play the nine days. It is a long haul but he enjoys that date, particularly seeing those who have been so long in the business.

While on the road this year, Christensen will work for the interest of his club. He will work harder than before.

Dressing Room Gossip

• Continued from page 97

wife, Teresa, announcing the birth of a baby girl. A special celebration was held that night (26) after the show.

Harry Froebess and Danita Roche were busy with their movie cameras taking shots of the midway and personnel, while Hans and Herbie Erikson and Tom Erikson and Tom Hodgini filmed the entire layout from a nearby mountain. The Roches gusted at the Hodginis at a recent spaghetti dinner. Captain Clark is really kept on the go since he works the show and also runs his pony track.—**JOE HODGES HODGINI**

Gran Circo Americano

The Slivers Johnson family is enjoying the Santurce, Puerto Rico, beach daily. A new act will join the show Monday, as Globe of Death closes here. Buddy Watkins does a shoulder perch with his baby chimp.

Mell Henry is doing come-ins, shaking hands and working in the ring before show time. This is the first circus to do this in this territory, and the crowd eats it up.

Show will play San Juan for 30 days before moving on to Vega Baja on April 21. Fred Bates, of Sylvia Watkins' dog act, keeps the dogs nice and white.

Manager Jerome Wilson purchased a new car to tour the island. Mr. and Mrs. Wilson gave a birthday party for their 3-year-old son, Jerry. The center ring was banked with toys for the party. All the show personnel was invited.

Jimmie Harrington has purchased a new floss machine.

The Rev. Father Bernard blessed the show at opening.—**MELL HENRY**

Oscars Given

• Continued from page 97

ed with his trainer, Mel Koontz. Bonzo took place honors for his work in "Bonzo Goes to College" at Universal-International Pictures. Trigger got his award for work in "Son of a Pale Face" at Paramount.

Other winners were Francis the Mule for Universal-International's "Francis Goes to West Point"; Tramp Jr., dog in Universal-International's "Room for One More"; Cheetah the Chimp for Sol Lesser's production, "Tarzan's Savage Fury," and Chinook, a German shepherd for "Yukon Gold," a Broidy production.

Rhubarb the Cat, last year's first place winner, was given a permanent trophy. A special award went to the horse, Brackett, owned by Hudkins Bros. Stables, for top performances in various films.

Winners were selected thru a poll of more than 500 columnists, editors and critics. Helping to pass out the awards at the event emceed by Chill Wills were actresses Mari Blanchard and Barbara Ruick and actors Gene Berry, Robert Horton and Paul Picerni. Event was arranged by Dr. W. A. Young, Western regional director for the American Humane Association, sponsors of the Patsy Awards

Kuhn Animals

• Continued from page 97

former Cole Bros.' hippo; Lee Houston's Snake Show and Jimmy Bagwell's concessions. Trucks have been painted. Circus again is playing under local committee auspices

Kuhn and his family joined with their cat acts after closing their Captain Eddy's Circus. Early spring dates for the Eddy show were weak and when a blow-down ripped the Eddy tent, Kuhn out it in the bar and joined Kelly-Morris.

Tiger Bill Snyder has been handling Liberty acts and has the concert.

STUFFED ANIMALS

Bucking Horse, Bucking Steer, Bucking Pony, Standing Pony charging Lion and Bear. Camera, Saddles, Chaps, Jackets and Trailer to haul them. Ready to operate. No reasonable offer refused

H. E. ANDERSON

3606 S. E. 6th Ave. Ft. Lauderdale, Fla.

Bob Hammond Goes Okay in Houston Bow

HOUSTON, April 4. — Bob Hammond Shows moved to the West End ballpark here after a successful opening on another lot under American Legion auspices. Weather has been good and business more than satisfactory, according to Owner Bob Hammond.

Show now carries twin Ferris Wheels and Gene Hammond and Shorty Hall are expected soon from Oregon with a new Kiddie Roller Coaster and a new center for the Octopus. New white tubs have also been purchased for the Octopus.

Mr. and Mrs. Jimmy Beyers and Mr. and Mrs. Odis Cannon have been regular visitors and both couples recently took delivery on new Spartan house trailers. Mrs. Mary Peagler is also sporting a new house trailer and Jimmy and Milly Carlson and Jack and Virginia Barnes purchased new Buicks. Mrs. Ollie Meiserman, who left the road several years ago to open a real estate office here, was a nightly visitor and reported business was good.

Staff, in addition to Hammond, includes Mabel Hammond, secretary-treasurer; Jimmy Carlson, concessions manager; Glenn Hyder, maintenance man, and Virginia Barnes, mail and agent for The Billboard.

Personnel includes:

Bob Mulosky and Roy (Irish) Williams, bumper; Jack Meisterman with Charley Ridings and Nacadoches Blackie, razzle; Mrs. Ace McGarry, glass pitch; High-pockets clothes pins; John Husted with Otto Menzel, roller; Jimmy White and Roy Ketchum, blower; Virginia LaChappelle and Dorothy Cochran, balloon darts; Earl LeChappella, string game; Clarence Terry with James Bowman and Lindsay Richards, ball games; Alex and Lee Downing, slum spindle; J. B. Reinboldt with Ralph Wilson and Harry Vaughn, six cat; Hughie Bowman, bear pitch.

Joe Rosen with Tony Breecher, Dutch Hurley and Joe Santa, grocery wheel, bingo and buckets; Mrs. Joe Rosen, jewelry; Tree Top, mug joint; Mr. and Mrs. J. R. Stutzman, fish and duck pond; Pauline Ellis, cigarette gallery; Cotton Ellis, post office; Alice Snenck, shoot-till-you-win; Snippy and Mary Kolb, cookhouse; Jack and Virginia Barnes with Betty Joe Braun, popcorn, floss, snow cones and candy apples.

Ride help includes John Wingler, Jay Morris, Robert Lee Wilson, Frank Akers, Ace McGarry, Shorty and Connie Hall, John Nelson, Sylvester Junior, Slim Cochran and John Lutteral. Ticket sellers are Freda Hyder, Gloria Hammond, Mrs. J. M. Morris and Mrs. J. Lutteral

Carnival Routes

• Continued from page 84

Dyer's Greater Tuckerman Ark., 9-18
 Ferris, Carl D., Savannah, Ga.
 Franklin, Don, No 1 Victoria, Tex., 11-18; Bryan 20-25.
 Franklin, Don, No. 2; Pearsall, Tex.
 G. & B. Rides Mason City W. Va.; Clendenin 13-18
 Gem City; Attalla, Ala.
 Gentsch J. A., Gloucester, Miss.
 Gledstone Expo., Philadelphia, Miss., 13-18
 Gold Medal; Selma, Ala., Anniston 13-18
 Greater Dixieland Expo., Alexandria, La.
 Great Southern Gonzales, Tex., Humble 15-20
 Great Southern, Gonzales, Tex., Humble Hale's; Independence Ave. and White-Kansas City Mo., thru May 17.
 Hammond, Bob (3000 Lyons St.) Houston, Tex. 6-18.
 Happyland Attrs., Mt. Vernon, O., 11-18
 Harrison Greater Laurnburg, N. C.
 Helman United, New Orleans, La.
 Hill's Greater Portales, N. M.; Dumas, Tex., 13-18
 Interstate, Monroeville, Ala.; Lanett 13-18
 Jollytime; Biscoe, N. C.
 Ken-Penn Am Co., New Kensington Pa., 15-18.
 Keystone Expo Williamston, S. C., Belton 13-18.
 Majestic Greater; Macon, Ga.
 Manning, Ross; High Point, N. C.
 Marion Greater; St. George, S. C.
 Marks, John H.; Richmond, Va., 13-18
 Midway of Mirth; Mound City, Ill.
 Mighty Hoosier State Clarksville, Ind., 13-18.
 Mighty Page, Gainesville, Ga.
 Milliken Bros.; Waycross, Ga.
 Moore's Modern; Terrell, Tex.
 Mullins Royal Pine; Pawtucket R. 1
 Page Am.; Columbia, S. C.
 Page Bros.; Springfield, Tenn., 11-18.
 Palmer; Albermarle N. C.; East Spencer 13-18.
 Palmetto Expo.; Southport, N. C.
 Park Am.; Sapulpa, Okla.
 Penn Premier; Essex, Baltimore, Md., 8-18.
 Playland; Waycross, Ga.
 Redwood Empire; Vallejo, Calif., 7-12.
 Royal Expo.; Brunswick, Ga.
 Schafer's Just for Fun; Longview, Tex.
 Scott's Rides; Commerce, Ga.
 Siebrand Bros.; Douglas, Ariz.
 Skerbeck; Escanaba, Mich., 14-18.
 Southwest Am.; Albuquerque, N. M.
 Southern Valley; Lake Charles, La.
 Star Am. Co.; Hermitage, Ark.
 Tidwell, T. J.; Hobbs, N. M.
 Strates, James E.; Washington, D. C., 9-18.
 Stephens, C. A.; Warner Robins, Ga.
 Tassell, Barney; St. Marys, Ga.
 Tennessee Valley Am.; Clarksville, Tenn., 11-18.
 Thunderbird Am.; Springerville, Ariz.
 Tinsley, Johnny T.; Greenville, S. C.
 20th Century; Alexandria, La.
 United States; Morganton, N. C., 13-18.
 Vivona Bros.; New Bern, N. C.
 Virginia Greater; Suffolk, Va., 10-18.
 Wade Greater; Detroit, Mich.
 West Coast; Bakersfield, Calif.
 Wolfe Am.; Gaffney, S. C.

Under the Marquee

• Continued from page 97

der, Ted Deppish, Curt McClelland, Bill Stewart, Dick Soulsby, the Max Rosses, Don and Ruth DeWeese, Ed and Terry Jones, John Wyatt, Ivan Myers, Glen Bush, O. C. Wallace, the William Nadels and the H. J. Elsons.

Tom Hayes, ring stock groom, plans to join the Ringling show this week after wintering in New York... J. C. Admire has been looking over territory in several Eastern States since closing his indoor circus. He's planning another indoor outfit for next fall.

Al Butler, former circus contracting agent who now is ahead of "South Pacific," stopped over in Chicago last week while en route to Detroit.

Happy Kellems, clown and minstrel man, was in Chicago last week. He played a date in Milwaukee and was booked for Cole stands in Cincinnati and Chicago. Kellems is making plans for a second edition of the Bill Bailey Minstrels and declares he's convinced the show will click. He said kinks in the first try will be ironed out.

CLOSE-UP: DOLLY McCORMICK

NSA Auxiliary Prexy At Home in Shop, Stage

By FRANK LUPPINO JR.

Whether you saw her dancing or clowning on the stage of a New York theater or in Australia, or found her behind the counter of her magic store, or came across her giving a pitch on a muddy fair midway, you would discover that Dolly McCormick, president of the Ladies' Auxiliary of the

National Showmen's Association, is right at home.

For she is a person who has done all of these things, and many more, and still found time to devote to active participation in many organizations and guide their progress and charitable works.

Starting her show business career in Chicago during World War I, while yet a student, she sang songs to slides projected on theater screens. Her growing comedy and singing ability brought her to the attention of Broadway producers, and after finishing school, she joined the cast of "Bringing Up Father" and headed for New York. Her ability, in the song and comedy parts, plus her acrobatic dancing, landed her jobs in "New Moon" and in "Broadway to Paris," the Eugene and Willie Howard show which played the New York Winter Garden in 1918.

Blaney and Williams

Tours followed, and later, in addition to working as a single, she teamed up with Irepe Blaney



DOLLY McCORMICK

(Continued on page 113)

GOLD MEDAL shows

Want for Downtown Anniston, Ala., week of April 13

A No. 1 Electrician, one who is experienced with GM Diesel plants. To this man we offer an attractive proposition. Joe Black, answer.

WANT Ferris-Wheel Foreman and Man to take charge of new Fun House.

WANT three or four up-to-date Kiddie Rides.

WANT Penny Arcade. Must be well flashed and attractive.

WANT all types of Merchandise Games, especially Long Range Gallery.

BILL CHALKIAS WANTS SIDE SHOW ACTS AND GIRLS FOR GIRL SHOW.

All replies to JOHNNY J. DENTON or ART FRAZIER, Selma, Ala.

P.S.: Following people: Joe Black, Sammy Caldwell and Everett, contact Bill Chalkias at once, important.

WILLIAM T. COLLINS SHOWS

"Pride of the Northwest"

WANT WINTER QUARTERS NOW OPEN. SHOW OPENS MAY 1ST TO MAY 22ND, MINNEAPOLIS, MINN. THEN FOR OUR OUTSTANDING ROUTE OF STILL DATES AND FAIRS, INCLUDING THE NEBRASKA STATE FAIR, LINCOLN. FAIRS START JUNE 18TH IN NORTH DAKOTA.

WANT Capable Manager with talent for Girl Revue and Posing Show. Have wagon-type fronts. Must have Girls, Wardrobe and Sound System.

WANT Want Hillbilly Show have all equipment, except sound equipment. Will book Motordrome, animal or high class Wild Life Show. Monkey Show, Mechanical, Unborn or any worth while Show of merit. Low percentage.

Rides—Little Dipper, Looper, Spitfire and Dark Ride.

Concessions—Hanky Panky of all kinds; want Long Range Gallery. No mitt camps.

Ride Help—Foremen and Second Men for Wheels, Allan Herschell two-abreast Merry-Go-Round, Tilt, Fly-o-Plane, Caterpillar, Octopus, Rock-o-Plane. Must drive semi and be licensed chauffeur.

Red Hodge, Sterling Johnson, Ferris Wheel Luther or any Ride Boys who have worked with E. W. (Slim Wells) get in touch.

Tower and Searchlight Man. Mechanic with own tools.

All replies to Wm. T. Collins Shows, 801 East 78th St., Minneapolis, Minn.
E. W. (SLIM) WELLS, Mgr. **WM. T. COLLINS, Owner**

18th Annual...

Elks' Heldomorado & Rodeo LAS VEGAS, NEV.

MAY 14-17, INCLUSIVE

100,000 Attendance—4 Big Days—Around the Clock Operation—Colorful Parades—Pageants—Gay Fiestas.

Carnival plays inside Elks' Village, only one block from Big Rodeo Grounds.

NOW BOOKING SHOWS AND CONCESSIONS.

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ICE CREAM FIDDLESTICKS



ON THE ROYAL AMERICAN SHOWS

THE FAVORITE of ALL AGES

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I am opening with the Royal American Shows at the Cotton Carnival in Memphis, Tenn., on May 9. Experienced personnel contact me at the Claridge Hotel May 3-8.

JOHNNIE JOHNSON

706 Memorial Highway

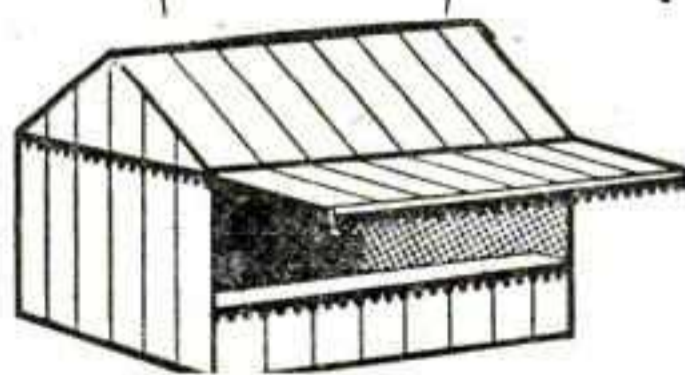
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Plain or flame resistant materials available. 5 DAYS' SHIPMENT ON MOST SIZES

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Evansville, Indiana

FLOYD O. KILE SHOWS

WANT FOR 6TH ANNUAL TOUR, OPENING JUNE 6TH.

Playing two proven dates in Louisiana, then into Missouri, Kansas and Nebraska. All bona fide Fairs and Celebrations till Nov. 14th.

CONCESSIONS: Small Cookhouse, Custard, Apples, Floss, French Fries; must be neat and clean. Photos, Jewelry, Ball Games, Coke, Fish and Duck Ponds, Pitch to Wins, Clothes Pins, Hearts, Blocks, Hoop-Las, Galleries, Cork Long and Short Ranges, Stock Stores open, Penny Pitch, Six Cats, Buckets, Wheels, Aluminum and Grocery, Blower, etc. Contact now; have 23 Fairs. SHOWS: Monkey, Big Snake, Mechanical, Freaks, Life (D. Hyland, advise), Funhouse, Motor Drome; excellent territory. RIDES: Will book or lease Octopus, Tilt, Fly-o-Plane. Will book Train, Boats, Bugles, Kiddie Rides. (Need one Kiddie Ride May 1st.) Roger Ward, contact. HELP: FOREMEN, reliable, for Eli = 5, Allan Herschell Merry-Go-Round, Twister; Second Men and Helpers; must be licensed and semi drivers. Top salary and bonus. (Foremen go to work May 1st.) Also experienced Man for Allan Herschell Auto Ride. All Rides are newly painted, clean and in A-1 condition. Contact at once. ELECTRICAL, sober, reliable, with Concession; must drive transformer truck. Also place Sign Painter. BINGO—Man to manage office Bingo; good proposition if you can show results. All replies: FLOYD O. KILE, P. O. Box 85, Baton Rouge, La., on Winter Quarters (Livingston, La.).

FOR SALE: Two 12 1/2 KVA 110 or 220 VOLT; U. S. ARMY SIGNAL CORPS Special Jeep Powered AC Generators, Clean and in A-1 condition. Good as new, these Plants handled by one man only and never abused. \$1500 cash.

CASH FOR FLASH

Eye-Catching Stands Key To Freedman Success

Continued from page 100

Legion convention in Texas. This was profitable, as he hop-scotched over the nation following conventions. Returning to Houston about 1935, he met a brother, who had written that here was the town. Altho they did not go into business, it turned out to be "the town." Alex was married there that year.

Freedman and his wife, Olivia, moved shortly after their marriage to California. There Alex continued his novelty selling but on a small scale. After World War II started, he walked into a Marine recruiting station only to learn that he was rejected because of a heart condition. Not satisfied with this diagnosis, he consulted a couple of civilian doctors, who gave him a clean bill of health. The Merchant Marine physicians sided with the medics, and Freedman made 11 trans-Pacific trips on oil tankers, ammunition boats and freighters. About eight months before the end of the war in 1945, he left the Merchant Marine and opened the Globe Rubber Stamp Company, a firm specializing in making markers for sailors.

With the war ended, the demand for rubber stamps diminished. "It was about 1946 that balloons began coming back and I went to selling them," Freedman explains in telling of his activities. "There were not too many different novelties at the time. A Los Angeles fellow, Bennie Haberman, started making fur monkeys—that was before they started shipping them in from Japan. I had a supply of the locally manufactured ones and found that they went well.

"The next year I played a little fair, the Trinity County Fair in Hayfork, Calif., then worked a rodeo in Reno and a Labor Day celebration in Winnemucca, Nev. That same year I had the New Mexico State Fair fence to fence."

In 1947 Freedman took to the road again, hopscotching thruout the nation. He sold novelties at air shows in Indiana and Texas and a rodeo in Oklahoma.

It was in 1948 that he began to build the business he now owns. The National Orange Show in San Bernardino, Calif., had resumed its annual schedule following the war in 1947. When the date came around for its postwar run, Freedman was on the midway of the Crafts 20 Big Shows. He was with the show for some of its early dates, leaving it to open crew-hat stands on the beach in Santa Cruz. That year, too, he had these hats on the independent midway at the Los Angeles County Fair in Pomona.

The season ended in Phoenix, where Freedman had the novelties fence to fence at the Arizona State Fair.

Freedman played the California State Fair for the first time in 1949. He was on the Crafts midway and had only that area.

Because of the booking of small fairs, traveling with the Crafts shows and nabbing the big ones now and then, Freedman was able to build his operation into its present size. He has all of the fairs that he has ever worked and manages to serve them by keeping several units on the road to handle conflicting dates. Making his headquarters in Los Angeles, he visits the various unit managers from time to time. In a year he will make 50,000 miles attending to business.

Altho Freedman has novelty stands on shows and fairs in the northern and central parts of the State, he prefers to operate out of Southern California. The primary reason is, of course, that he likes to live in Los Angeles. Here he has a warehouse 60 by 150 feet. In San Francisco he stores some items in a friend's garage and he has a small warehouse in Fresno.

In addition to liking Los Angeles, Freedman has found that importers here get a good selection of items. He visits them almost daily during the winter so that orders may be placed for December, January and February deliveries. All of his merchandise is bought during his off-the-road period and it is common to have it arrive in carload lots.

Thruout the years, almost thru a sixth sense, he has been able to

select popular items. His treks over the State have shown him, too, which items will go in certain spots. At the Arizona State Fair, batons and trombones are features; California State Fair buyers go for badges. At the Riverside County Fair and National Date Festival in Indio, Calif., he adds the fez—and it is the only special hat that he carries with the exception of the coolie. For the Orange County Fair in Santa Ana, Calif., items such as pirate earrings are sold in large quantities for the reason that the theme is nautical.

Freedman goes after contracts with determination. He offered to waive bidding on the California State Fair if a competitor would give him a dollar. And at the Los Angeles County Fair in Pomona, which attracts over 1,000,000 people during its 17-day run, he supplied another novelty dealer with items when the latter's stock was depleted. That year the other novelty man ran out of trombones. Freedman and this friend drove to Los Angeles in a truck to pick up 40 gross at the Freedman warehouse. Of course, the dealer could have obtained them himself, but they had to be shipped from New York and would have arrived after the fair had closed.

Altho he is successful and experienced in the business, Freedman, like so many others in the field, has never been able to figure a percentage of buyers. He keeps accurate check on his stands and has found that a small fair gave him the largest two-day gross he's ever had. This is, of course, per stand.

With a sizable crew, Freedman's job is to keep members busy. He has key men that he brings into spots to sell merchandise. This was pointed out to the board of directors at the California State Fair when the \$17,300 bid was questioned. Actually, he told them, he needed the spot. It means a lot to him in addition to personal satisfaction. His crews will work harder on spots preceding the State Fair in September in order to be among those selected to go there. This is the kind of co-operation and spirit that Alex Freedman wants. He has two van trucks and three trailers to keep the stands supplied, but he must have men to put out the items. They will work harder on the fair and still dates. But no matter how much additional effort they put into their tasks, it will not exceed that done by Alex Freedman.

GIRLS WANTED

For High Class Girl (Revue) Show

Want Dancers of all kind. Experience unnecessary, finest of treatment, costumes furnished, top salary; good, attractive bonus and the finest opportunity in outdoor show business.

Write, wire, contact

LESLIE KIESTER

Hotel Nuville Rochester, Minn. P.S.: Girls, why take less than the best, which you get when you are out with Les.

HAGENSICK'S MIDWAY OF FUN SHOWS

Opening April 29, Downtown
Guntersville, Okla.
Will place Fish Pond, Bumper, Cork Gallery, Lead Gallery, Milk Bottles, Darts, Popcorn, Candy Apples, Glass Pitch, Scales and Age, Jewelry, Concessions not conflicting. Foreman on Wheel; Lee, answer. Agents for Concessions. Will book or lease Merry-Go-Round, good territory.
C. E. Hagensick, Mgr.
Box 51, Pineville, Mo., or San Antonio, Texas, April 20-25.

COUNTY FAIR SHOWS

Want for May 1st Opening
Concessions—Basketball, Coke Bottles, Hi-Striker, Archery, Custard, Novelties, Age and Scales, Penny Pitch, Short Range, Mitt Camp, or what have you? Shows—Want Girl Show with or without equipment. Mechanical, Ten-in-One, Illusion or any worth-while Show. Ride Men wanted for all Rides: Wheel, Octopus, Merry-Go-Round Foremen. Man and Wife to handle three Kid Rides.
Write or wire
H. H. GRAY
Box 828, Burwell, Neb.

AVAILABLE KIDDLIELAND OR CARNIVAL

LOCATION
650 ft. and 500, excellent site on edge of great industrial city. On main natl. highway of heavy traffic. Power lines, etc., all installed, ready to go.
Spor Enterprises, Inc.
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WANT CARNIVAL IMMEDIATELY

For Carbon Hill Homecoming, last week of July or the first week or second week in August. The last four days of the week. Write to
Frank Sistik, Mayor
R. R. 1, Carbon Hill, Coal City, Illinois

Ten Passenger Kiddie Chairplane Ride

Price \$650.00
CARL UTTER
Box 475 Adena, Ohio

AT LIBERTY

Useful Couple, middle age, 30 years show business. Can contract, lithograph or tack. No drinking for us. Have called on Bingo, Wife on Counter. Joe Rosen, Ethelda Carr, Dannie Stewart, write.
FRANK J. POWERS
213 12th Street Cairo, Illinois

REITHOFFER'S SHOWS

ATTENTION: INDEPENDENT SHOWMEN AND CONCESSIONAIRES

Shall book limited number of concessions and shows for route of 19 consecutive fairs.

WANT Hanky Panks of all kinds, French Fries, Wild Life, Snake, Mechanical Show, etc. Harlin Ballgames contact me. All last year's concessionaires welcome. This is your chance to get in on the ground floor with an established show for life. Don't miss it. Showmen—much of this is virgin territory for any kind of show.

HAVE FOR SALE

1949 Rolloplane and 1948 Crosley Fire Truck Ride.

Write P. E. Reithoffer Jr., Mgr., REITHOFFER'S SHOWS, Box 69, Dallas, Pa.

TATHAM BROS.' SHOWS

8 BIG NEW RIDES 4 BIG NEW SHOWS

The finest equipment in the business. Playing only the best Celebrations and Fairs. Two towns a week—long season south.

OPENING APRIL 20, WHITE HALL, ILLINOIS.

CONCESSIONS: Want Hanky Panks only. SHOWS: Will furnish tops and fronts built on trucks to any worth-while attractions. RIDES: Will book one Major Ride. RIDE HELP: We pay cash every Thursday. Foremen, \$80.00; Second Men, \$50.00. Must drive and have license. Address:

BILL TATHAM, State Fairgrounds, Springfield, Ill.

CARNIVAL PLASTER

Beautifully painted and decorated carnival plaster in large and small pieces. Complete assortment on hand. We deliver.

D. LANDI

314 Halstead Court (Rr. 315 Franklin Ave.), Scranton, Pa. Phone 3-9668

SWEDES & BILL CARS

C. S. Primrose Runs Show Business Gamut

By TOM PARKINSON

COUNT C. S. PRIMROSE among the real veterans of show business. Late last month he began his 61st active season in 63 years that have been divided about equally between circuses and hall shows. He never owned a circus, but he's filled most of the advance posts with tented aggregations and was the owner of hall shows after serving as agent and manager for them. This season he's returning to the road as contracting press agent of King Bros. & Cristiani Circus.

Primrose was one of the three children of the chief engineer for the old Buckeye Mower & Reaper Works, which later became the Seiberling Rubber Company. Born in North Springfield, O., December 13, 1872, his boyhood was spent in Akron, where he was lithographer for a theater after school hours.

A simple urge to see the country prompted Primrose to join Bailey & Winan's London Circus. Since that season, 1890, he has accomplished his purpose. Like most veteran troupers, he knows details about every town and city in the country. That first show was a wagon outfit owned by a hardware merchant and a telegrapher. Primrose was lithographer for agent Al Dolson, and the show played two months on Cleveland lots and six weeks on Pittsburgh sites as well as other one-day stands in Ohio and Pennsylvania.

Becomes General Agent

He repeated there for the '91 season, and that winter he went with Dolson to the West Coast as second agent of Barlow Bros. Minstrels. Bailey sold his circus to Fred Locke, out of Capac, Mich., but stayed on as manager and hired Primrose as agent for the wagon opera. For 1892 and 1893, Primrose routed the Locke show up and down the National Highway between Toledo and Cincinnati, one of the few roads in the country that generally was passable in the spring. Sun Bros. wagon show and the Whitney Family outfit also were partial to that route, so the three mudders often were in opposition, but somehow they sidestepped day-and-dates.

Agent Primrose's buggy usually was 10 days ahead of Locke's 20 wagons. A day behind him were the three billers and two bill wagons loaded with Donaldson or Russell & Morgan paper. One of the agent's duties was to contract a hotel for breakfast and rooms for show personnel. This usually was 50 cents a day per person. The show posted 300 or 400 sheets of paper daily, and jumps were from 10 to 15 miles.

A season ahead of Ben Wallace's Cook & Whitby Show came next. Primrose was special agent under W. E. Fuller, Wallace's brother-in-law and general agent. The special agent's job was building boards for one, two, three and six-sheets at opposition stands, and the 1894 routes of such other shows as Robinson, Ringling and Main kept Primrose hopping. There was opposition, he recalls, at nearly every stand in Ohio as well as elsewhere, and everyone covered everyone's paper. A winter with a company of "Peck's Bad Boy" took Primrose into Danville, Ill., where he met J. H. LaPearl.

Contracts LaPearl Moves

J. H. was an appropriately named jeweler who dropped that trade to run a circus, and he signed Primrose in 1895. Pop Quinette had the bill car and Primrose contracted railroads for the six-car show. There were no federal rate regulations so each rail line figured its own prices. Jumps on the Lake Shore & Michigan Southern, now the New York Central, averaged \$37.50 for the LaPearl outfit, Primrose recalls. Bill car moved gratis and the show proceeded on regular freight or passenger trains. The outfit used about 1,000 sheets a day, plus heralds and newspaper ads, and put out from \$2 to \$10 for licenses. Most lots were squared with tickets and the tough ones cost \$10, Primrose states. In his book, the LaPearl show was one of the best little

ones—with fine band, show and equipment. He stayed on thru 1897, when it was on nine cars. One winter he was agent for Frohan's "Gloriana" company, and the next, 1897-98, he was agent for Al G. Fields' Real Negro Minstrels. Fields also had his regular white minstrels out then.

At Terre Haute, Ind., with the minstrel, Primrose got a reply to his letter to H. B. Gentry and immediately moved to Bloomington, Ind., to start one of his most pleasant circus associations. From 1898 thru 1903, he was general agent of the No. 1 unit, Gentry Bros. Dog & Pony Show, one of the classics in circusedom.

Four Gentry Shows

The Gentry brothers then had four shows making passenger moves for stands of from two to six days. One-day stops were rare, Primrose recalls. H. B. Gentry managed the No. 1 unit; on another were Jake Newman, agent, and Will Gentry, manager.

The Gentry format was duplicated in each show. An 80 with two 40s housed the one-ring performance, and another top had 35 or 40 ponies, 80 dogs and several small cages. There was one team of draft horses and a knock-down wagon for hauling stuff between train and lot. A bandwagon was knocked down between stands and transported in the possum belly of the sleeper. Rented carriages loaded with dogs stretched out the street parades.

Primrose confirms that Gentry performances were one-man affairs. On the No. 1 unit, that individual was Wink Weaver, and he put the canines and equines thru their paces for the entire program. The only help came from the band, led by Beach Parrott; clowns, elephants, and more performers were not added for several years.

Used Glass 'Paper'

There was little Gentry billing in those days. Heralds were used in profusion, along with newspaper ads. The billing feature consisted of a set of large glassed picture frames with photographs of Gentry acts. Six or eight of these were tied to telegraph poles in each stand. On the playing date, they were picked up and expressed to the advance. A man had to meet the train to be sure the frames weren't tossed off so roughly the glass would break.

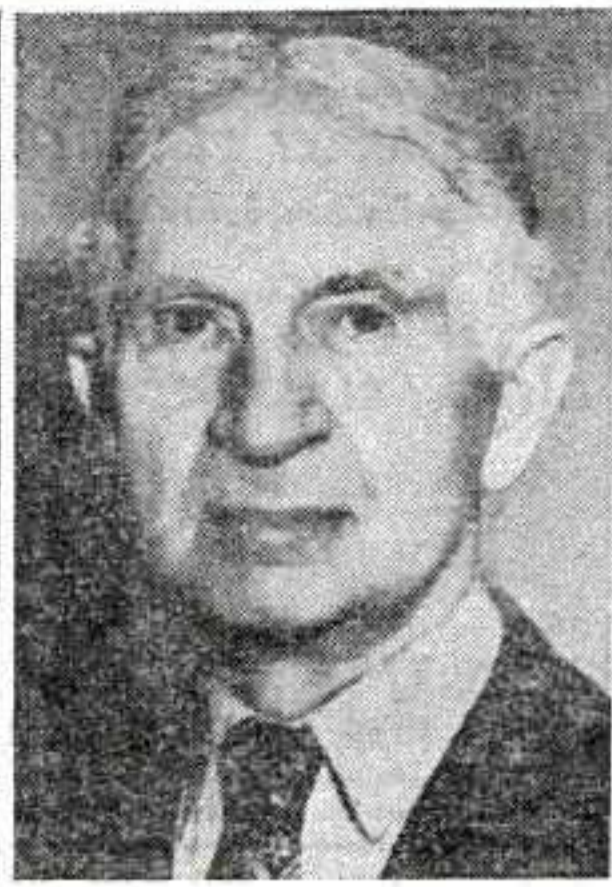
Primrose also recalls that Gentry shows were tops for neatness and public relations. A one-week stand meant everything was to be painted. Personnel always was unformed unusually neatly, and all hands had to be especially courteous to patrons. Youngsters who went for the free pony rides after each performance got the full treatment and went home as staunch Gentry boosters. Primrose confirms that attar of roses was sprayed around the dogs and ponies to make the atmosphere more pleasing.

"Gentry was the finest ever on the road and the finest to work for," Primrose declares.

Invades Chicago

That first season as agent, 1898, he opened with three weeks in Indianapolis at Illinois and Pratt streets. During the next year, he was in regular opposition with the Sipe & Dolman Dog & Pony Show, and the clash climaxed at the tri-cities of Davenport, Ia., Rock Island and Moline, Ill. While Sipe was in Rock Island, Gentry's parade came over from Davenport with signs saying "Wait a day for Gentry."

The 1900 season was memorable for Gentry Bros.' first invasion of Chicago lots. Primrose states that the show frequently played long runs in major cities and that such stands were real money-makers for the dog shows. Chicago and New York were considered too big previously; but Primrose invaded one while Newman went to the other to start off the new century. The first Chicago stand was three weeks at 37th and Indiana. Then came three-day stands at 45th and Kimbark, 65th and Halsted, Madison and Kedzie, Sacramento and Lake, North and Clark (now the Moody Bible Institute) and Addison and Clark (now Wrigley Field).



C. S. PRIMROSE

At that time, Chicago charged \$100 a month for a license. For each lot, Primrose had to apply to the precinct police captain and win approval of the neighbors. There were no hitches except at the first lot. When Primrose picked up the hydrant key at the water department he learned that a resident across from that lot was seeking to serve papers on the show to block the run. Primrose told his billers to get lost. And he contacted H. B. Gentry at Evanston, Ill., the preceding stand. The night show at Evanston was eliminated and the Indiana Belt railroad moved the show to Chicago for a midnight arrival. By 4 a.m. all was set up and the beeper was powerless. Turnaway business followed there and all thru the "streetcar" season.

The 1901 Chicago route was about the same, including the hot lot. That time Primrose squared the beef by financing a two-weeks vacation in Wisconsin for the complainant. Again business was big, as it was when Gentry played Minneapolis, St. Paul, Kansas City, New Orleans or St. Louis in various years.

The 1901 season also was memorable because of the Leadville, Colo., stand, Primrose remembers. June 14-16 were the dates. The show got the tops up. Then 12 inches of snow came down. Gentry hands hopped to and saved the canvas, but the three days were lost.

Between Gentry seasons, Primrose was with hall shows. He was agent for Holland's "For Her Sake" dramatic company in 1899-1900; manager of the Goes Lithograph Company's show, "The Hottest Coon in Dixie," for the next winter, and owner of his own rube show, "Uncle Si Hoskins," from 1902 thru 1906. Eddie Jackson, now with Ringling, was with Primrose on Gentry in 1900 and went along as drummer in the "Uncle Si" band. Primrose made money with the rube hood-down. It played larger towns on week-ends and cleared the week's nut; then stands in smaller spots were all velvet.

50-Year Marriage

When Gentry Bros. played LaCrosse, Wis., in 1901, the dogs were kept in the Miller family's barn next to the lot. That's when Primrose met Clara Miller. Later they were married. The couple celebrated their 50th wedding anniversary December 11, 1951, only a few days before Mrs. Primrose died.

John Ringling urged Primrose to go with Gollmar Bros. in 1903, which was their first season on rails. At the time, however, Fred Gollmar said he wasn't ready to hire, so Primrose went back to Gentry. For 1904, however, Gollmar and Primrose made the deal.

He was the traffic manager on Gollmar for 1904 and 1905, moving the 20-car show plus two bill cars, for from \$100 to \$125 per jump, and having a hand in posting of 3,000 sheets of paper daily. Each time Fred Gollmar and Primrose laid out the route, it was forwarded to Charles Ringling, first cousin of Gollmar, for advice. This step was purely in the interests of the show, Primrose states, and was unlike the exclusive routing agreements made between some other shows.

In 1906 the Primroses made another season with Gentry, then moved to LaCrosse, Wis., and he quit the circus in favor of full-time operation of hall shows. From LaCrosse he operated "Uncle Si Hoskins," plus three Swede shows he owned, "Prince of Sweden," "Ole Peterson" and "Ole Swanson." This continued until 1911, when he moved back to Chicago, and built his present home in suburban Oak Park. He

NSA Auxiliary Prexy At Home in Shop, Stage

Continued from page 111

and they worked as Blaney and Williams. She also partnered with Don Lanning, currently a Florida club operator, for a while. During her career she worked the top vaudeville circuits, among them the Pantages, Loew's, Keith's and Interstate loops. She also made a trip to Australia and worked the top theaters there.

Her contact with outdoor show business came in 1933 when she became interested in a company that was demonstrating and selling an engraving device at the Century of Progress in Chicago. After buying into the firm, she took an active part in its direction and supervised the Chicago fair operations in 1933 and again in 1934.

In 1935 her company obtained rights to a juice extracting device, and off she went to supervise operations at a San Diego, Calif., exposition. After the San Diego stand, operations were expanded into the leading department stores across the country

managed "Paid in Full" and "The Thief" companies from 1911 thru 1913. During the next nine years he had such hall shows as "The Great Divide," "House of a Thousand Candles," "Where the Trail Divides," and "Don't Lie to Your Wife."

Some of the titles were leased on 10 per cent royalty from Klaw & Erlanger; he built his own productions and booked them on the Stair & Havlin Circuit. Working for him on Gentry, Gollmar and the hall shows of the time was Charles Lindblade, nowadays a neighbor and friend with whom he usually spends Saturdays.

13 Shows One Season

Usually, Primrose had several units on the hall show circuit, and during one season these numbered 13, including "Paid in Full," "The Thief," "Great Divide," "House of a Thousand Candles," "Uncle Si Hoskins" and "Prince of Sweden." This was in the era when more than 100 such shows went out annually from Chicago.

In 1926, Primrose and Ralph Kettering, Chicago theater figure, had "Easy Street," which played all summer in Chicago's Woods Theater. From 1927 thru 1932, they managed the Central Theater and Ambassador Theater, now the Rockne, in Chicago, and the Temple Theater in Hammond, Ind. Then, with the dramatic show business rapped by depression, Primrose returned to the circus.

He joined Gentry Bros. during the 1933 season. The show was motorized and again in the hands of H. B. Gentry, but heavily mortgaged. The deal was made while the show played Chicago lots, and Primrose took over in Wisconsin. Money was short, and he used his own for a while. Little by little, however, things improved. Primrose says that he changed the title from Gentry Bros. Famous Shows to Gentry Bros. Original Dog & Pony Shows and that an immediate improvement in business was scored.

Moves to Lewis

The show played both Minneapolis and St. Paul lots to good business, rolled along to Lincoln, Neb., and on down to Atlanta, where he closed the season. By that time the show was able to catch up with a number of its debts and had some money, but this was dribbled away in late-season stands, and Primrose and the receivers couldn't come to terms for the 1934 season. That's when he joined Paul M. Lewis.

Primrose was general agent for Lewis Bros. Circus from 1934 thru 1941, booking local auspices, merchants tie-ins and, for his final season, some fair dates. He bought Denny Curtis' ring curbs and starbacks for use on Lewis Bros. A major event was the death of both elephants when a New York Central train hit a Lewis truck. Next came a trick with Zack Terrell's Cole Bros., from 1942 thru 1947 and a stint with the Clyde Beatty Circus, 1948 thru 1950. With Cole and Beatty he was contracting press agent, working with Ora Parks, press agent, and they came to be a standard team in the business. Primrose was off the road for 1951 and 1952, but the team is back in business this year as the press department for King-Cristiani.

and her work brought her to Philadelphia.

Trenton Fair

While there, one of her demonstrators called her attention to the Trenton (N. J.) Fair, which was about to open, and expressed the possibility of doing strong business there. Deciding to investigate the fair as a possible demonstration outlet for her item, Dolly went to the Trenton fairgrounds, where she first met her future husband-to-be, Jack McCormick, who was then, as now, handling space rights for George A. Hamid.

She admits that Jack didn't give her the best location on the grounds, and she had several discussions with him over that fact. One afternoon, while trying to get a cab during a rainstorm, Dolly was invited by Jack to share a cab, and on the way to town he invited her to have dinner with him.

Later on, after the value of fairs had made itself evident, Dolly hied for the Danbury (Conn.) Fair. Jack stopped in to see her and to observe the operation. After Danbury Dolly left to inspect operations in Boston and then moved on to Chicago. In 1936, at Christmas, Jack went to Chicago to spend the holidays with her, and the following February they were married in Elkton, Md.

Gift Shop

Jack, knowing a good thing when he saw it, joined Dolly in the direction of the business. Shortly thereafter, deciding to give up traveling, they opened a gift store, in 1938, on the Boardwalk at Asbury Park, N. J. The hurricane of 1944, which wrecked their business, would have stopped many right there and then, but Dolly and Jack, as is the case with show people, didn't hesitate, but immediately reopened for business in the Plaza Hotel. The store is still in operation and Dolly spends her summers there supervising its operation.

But the short season in Asbury Park was not to their complete satisfaction, so Dolly and Jack teamed up to open another outlet, Dolly's Gift and Souvenir Shop, in New York during 1940. Their store, still at its original location at 48th Street and Seventh Avenue, is a mecca for show folk. Dolly isn't at all surprised whenever a chauffeur-driven limousine pulls up at the curb while its owner comes into her store to make purchases from her extensive stock of magic and novelty items.

Douglas Fairbanks Jr. always stops in to stock up before going abroad. Milton Berle is a frequent visitor and so are hundreds of her friends from the show world.

Joined Auxiliary

In 1939 Dolly joined the Ladies' Auxiliary of the National Showmen's Association. She held the first vice-presidency on two occasions and now holds the presidency. At one time, while membership chairman, she was instrumental in setting a record by obtaining 130 new members. This feat won her a gold life membership card.

Also while membership chairman, Dolly offered a prize of \$50 to the member bringing in the greatest number of new members during a specified period. Dolly won her own prize and donated it to the underprivileged children's fund.

Head of an organization that now numbers 367 members, she is currently working on plans for a joint project between the ladies and men of the organization for the benefit of the underprivileged children's fund, a cause close to her heart.

She is also about to launch plans for a luncheon at Sardi's, in November, for the benefit of the Bess Hamid Sunshine Fund. And once again she is spearheading a membership drive that tees off in April.

As a member of the board of governors of the Troupers, an organization of women connected with show business, she is also active in that organization, especially in charitable projects aimed at aiding underprivileged children.

Dolly, her shop and show business background have been written about in The Saturday Evening Post, Reader's Digest and in several show business books by Maurice Zolotow. But her biggest thrill comes from doing charitable work, and for which she seeks no publicity.

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MONKEY				
4713	27	6	36.00	32.40
4640	17	12	16.00	14.40
4695	14	36	12.00	10.80



BOUDOIR DOLLS

Here's a honey that will attract eyes of all girls. They love to keep them on their beds.
No. 4514 JOAN \$29.40
4548 MISS LUCY 16 46.00 41.00
4540 LGE. GLAMOUR 16 44.65 40.00
4599 SML. GLAMOUR 12-16 36.65 33.00



WINDOW BOXED DOLLS

Dressed in fancy silk dress—moving eyes—movable head and arms—mohair wig.



No.	Size Inches	Packed	F.O.B. Doz. Milwaukee	F.O.B. Doz. East
4587	5 1/2	72	\$ 6.40	\$ 5.80
4586	8	24-36-72	7.20	6.50
4552	12	48	15.00	13.65
4505	17	6	45.60	41.00



KIDDY'S DELIGHT LAZY DOG

"Daddy... buy me that Lazy Doggy!" is the universal reaction of the small fry when they see this fuzzy, long-eared and adorable "hit of the Toy Show." Adults, too, love it... and long to give it to the kiddies!

No.	Size	Pkd.	Dozen Milwaukee	Dozen East
4609	10x20	12	\$40.00	\$36.00
4613	11x24	12	48.00	43.00

Many sizes, qualities and prices.

SOFT BODY DOLLS

Standing and sitting. Cotton stuffed.

No.	Size Inches	Packed	F.O.B. Doz. Milwaukee	F.O.B. Doz. East
4516	16	72	\$ 5.40	\$ 4.80
4748	14	72	5.60	5.05
4773	17	48	9.40	8.40
4747	21	36	9.60	8.65
4744	19	36	9.35	8.45
4501	22	36	11.20	10.00
4770	18	24	12.00	10.80
4751	24	24	17.35	15.65
4506	27	12	28.70	25.85



MARVEL FLOWER GARDEN

NO. 4034. A New, Sensational complete Indoor "Live" Flower Garden, scientifically prepared and potted in a three colored waxed heavy cup with snap lid, which is packed with a scientific composite, ready to bud, bloom and flower before your eyes by merely adding water to keep the specially treated moss moist. No Dirt... No Muss... No Bother. Not a miniature garden, but full 4" size and 8 liquid oz. Packed 2 dozen assorted, six wonderful varieties, to attractive 4-color cut-out lid display carton.

\$6.20 PER CARTON OF 24
\$33.60 GROSS
SAMPLE 50c PREPAID



SAVE ON PLASTER



No.	Description	Pk.	Each
40	Diana	12	\$.35
10	Horse	12	.30
63	Majorette	12	.30
8	Patriot	12	.30
64	Old Mare	12	.30
67	Pig	12	.30
24	Bull	12	.30
18	Clown	12	.30
12	Sport Girl	12	.30
25	other items	packed 12 of a kind to a carton at 30¢ each.	

No. 30
Hawaiian Girl, a new creation that is popular. Realistic colors. Bright leis, trimmed with tinsel. Height 17 in. Packed 12 to carton. Wt. 32 lbs. Ea. 35¢.

SITTING & STANDING DOGS

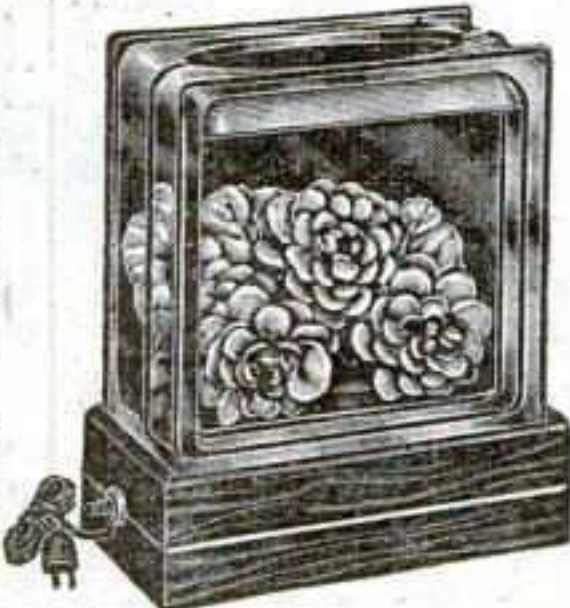
No.	Size Inches	Packed	F.O.B. Doz. Milwaukee	F.O.B. Doz. East
4690	8	36	\$ 6.70	\$ 6.10
4607	8	36	9.00	8.00
4614	11	24	13.00	11.80
4617	9	24	13.00	11.80
4721	12	36	13.00	11.80
4646	15	6	21.35	19.00
4633	16	6	25.50	22.80
4630	28	6	39.00	35.00



T. V. LAMPS

No. 1010—T.V. Electric Aquaria-Tellurium Lamp. Ideal television lamp, subdued light. Can be used as small aquarium. Crystal glass block vase on wood base, leatherette covered with gold in-laid stripe in mahogany or blonde. Complete with water-resistant artificial flowers. Size of glass block vase: 8x8x3 3/4 in. Overall height 10 in. Individually packed.
Each \$2.75 Per Dozen \$29.60
SAMPLE \$3.75, Prepaid

No. 1002—Aqua Vase Lamp. Twelve-inch glass brick, same as above. Mahogany base only, with assorted flowers. Height 14 1/2 in. Individually boxed, 3 to master carton. Wt. 40 lbs. per three
Each \$5.65 Per Dozen \$64.80
SAMPLE \$7.00, Prepaid



WISCONSIN DE LUXE COMPANY

1902 North Third Street
MILWAUKEE, WISCONSIN

Our new 1953 catalog, No. 63, will be ready for mailing about May 1st. If you have purchased from us recently, a copy will be mailed to you—if you have requested a catalog, one will be forthcoming—if you are not included in either listing, WRITE US TODAY, it will be mailed—providing you state your business and permanent address—if with a traveling unit, give name, type of operation and advance route.
6000 items to choose from. IF IT'S NEW WE HAVE IT. Watch our Billboard Ads.

SAMPLES OF STUFFED TOYS listed will be mailed only when fully prepaid, including packing charge of 50c plus postage.

\$2.50 EA. 49-PIECE BAMBOO FISHING SET... Consisting of 9-ft. 3-section Bamboo Pole, 10 yds. Nylon Leader Material, 12 Pflueger Split Shot, 20 Keystone Fish Hooks, Hard Braid Stringer, All-Metal Sealer, Wire Cable Leader; Furnished Line—Hook, Weight, Line, Float, Winder; 3 Pflueger Snelled Hooks, Keystone Fishing Manual, Cellophaned self-display unit, individually boxed. Set No. KB-22.

\$7.25 EA. 51-PIECE BAIT CASTING SET with GLASS ROD... Consisting of Glass Rod with Slip-Fit Chuck, take-a-part handle; Level Wind Reel, Cork Arbor; 20 Keystone Fish Hooks, All-Metal Sealer, Minnow Dip Net, 10 yds. Nylon Leader Material, 12 Pflueger Split Shot; Furnished Line—Hook, Weight, Float, Winder; Stringer; 75 ft. Nylon Line, Nationally Famous Plug Bait, 3 Pflueger Snelled Hooks, Pflueger June Bug Spinner, Keystone Fishing Manual, Cellophaned self-display unit, individually boxed. Set No. KG-40.

\$11.50 EA. 100-PIECE COMBINATION SALT WATER FISHING AND FRESH WATER TROLLING SET... Consists of 4 1/2 ft. Heavy Duty Glass Bait or Trolling Rod; Free Running Reel—600 ft. capacity, adjustable line guide, reversible quick-acting drag; Tempered Steel Gaff Hook, Red-White Spoon, 4 Assorted Bottom Weights, Feathered Jig, Nylon Leader Rig, 10 yds. Pflueger Nylon Leader Material, 6 Pflueger Snelled Hooks, Keystone Fishing Manual, 6-Barrel 3-Way Swivels, 30 Pflueger Hand-Pak Hooks, 12 Assorted Sinkers, 100 yds. Cutoff Line, Hand Braided Stringer with Metal Ring, Metal Sealer, Pflueger June Bug Spinner, 8 sets Heavy Duty Treble Hooks in plastic box. Cellophaned self-display unit, individually boxed. Set No. KG-51.

25% Deposit With Order, Bal. C.O.D., f.o.b. Chicago
COOK BROS. 916 S. HALSTED STREET CHICAGO 7, ILLINOIS

RESORT—SOUVENIR—TOURIST TRADE
NEW, FAST SELLING NOVELTIES

GAMEFISH PLAQUES **COMIC PLAQUES**

Why be disagreeable when with a little effort you could be a Real Stinker

COMIC DESK TITLES

Secretary

FLORIDA NOVELTY CRAFTS 1137 5TH STREET MIAMI BEACH, FLA.

DIRECT From Manufacturer

RETRACTABLE BALL PEN

Beautiful, Better Quality Three-Piece Set with Metal Caps. Hooded point fountain pen, mechanical pencil and guaranteed ball pen. Available in four or more colors. Attractively boxed.

Gross \$48.00 tax incl. Sample Doz. \$5.00

25% Deposit, Balance C.O.D., F.O.B. New York.

MODERN PEN MFG. CO., INC. 395 Broadway, New York 13 Can. 6-8016

SUPERIOR SELLS BETTER!
Order NOW for Mother's Day SALES!

631P-1 Flashing rhinestones set in gleaming rhodium-finish Mother Pin. Safety catch. Always a best seller. \$6.75 doz.

632P-1 Beautiful Mother Pin in Sterling Silver with sparkling hand-set marcasites. Strong safety catch. \$4.50 each

633P-1 Mother Pin—same as above only slightly smaller. \$3.25 each

Write for FREE Catalog. When in Phila. stop in and see our beautiful new showrooms!

SUPERIOR JEWELRY CO 740 SANSON ST., PHILA. 6, PA

ANIMALS. BIRDS. PETS

Continued from page 114

SELL BUSINESS FIRMS YEAR AROUND needed necessities catalog with purchase discount coupons, all profit plan and salable sample, \$1. A-C-E, Box 9321, Fort Worth, Tex.

SLUM JEWELRY—MANUFACTURERS' discontinued line Earrings, Pearls; tailored, stone set, \$8.50 gross postage extra. Debonair Manufacturing, 188 Whitmarsh St., Providence, R. I.

SOCIAL SECURITY PLATES WHOLESALE. Be your own boss. Automatic Stamping Machine for all kinds of name plates. Samples name and Social Security number, 50¢. Free letter box plate, catalog with order. Bonomo, 54 Jefferson St., Brooklyn, N. Y. ap11

WALLET-SIZE COMIC CARDS—WONDER- ful novelty advertising gift for discerning businessmen. Complete set is 15 cards; 3 different sets, #1, #2, #3. Hathaway Specialties Associates, 145 S. College St., Akron 4, Ohio.

WANT BIGGER PROFITS?—BEST SELLERS in Plastic Tablecloths, Drapes, Garment Bags, Utility Covers, Freezer Packaging Supplies, Containers. Free catalog BB35. Acclaim, Box 13, New York 34, N. Y.

WANTED AGENTS—MEN, WOMEN, TO- day's miracle self-seller; \$1 item; 100% profit. Get territory today. Send 50¢ for sample. Ted, 191 N. Hill Ave., Pasadena, Calif. ap12

30 AND 40 INCH RED ARMY TARGET Ballons, \$12.50 gross. Snapping Alligator novelty, \$5 gross. Unger Supply, 655 South Wells St., Chicago 7.

ANIMALS, BIRDS, PETS

AMERICAN ALLIGATORS, SNAKES, TUR- tles, Chameleons, Animals, etc. Price list on request. Bayou Black Reptile Farm, R. 1, Box 342, Houma, La. ap11

BABY PET MONKEYS—CINNAMON RING- tails, \$35; Spiders, \$38; Whiteface Ring-tails, \$38; Bonnet Macaques, \$35; Squirrel Monkeys, tiny, \$22.50, 5 for \$90. Bronson Tropical Birds, 2228 Amsterdam Ave. N. Y. C. ap11

BABY DUCKINGS FOR PRIZES—LARGE volume available and dependable service. Estimate your 1953 needs and let us send prices. Write DeVries Poultry Farm, Box B, Zeeland, Mich. np

BADGERS, DESCENDED SKUNKS, RAC- coons, Ferrets, Coats, Monkey, Lynx, Coyotes, Horned Owls, Fancy Pheasants, Parrots, Parakeets, Registered Toy Type Chihuahua Puppies. Many other types of Animals, Birds, Charone Animal Ranch, Burlington, Wis. Telephone Wheatland 23.

BARGAIN MONTH—OUR 20TH YEAR IN wild animal business. Wild Raccoons, any size, 10 or more, \$3 each; Pigmy Skunks 2 for \$19.50; Lynx Cats, \$19.50. Mother Opossum and Babies, \$3.50. Snakes, native and foreign. Round the world with animals, birds and reptiles. Free price list Thompson Wild Animal Farm, Phone 2-1236, Clewiston, Fla. ap18

BUY SEALS, SEA LIONS, WILD, TRAINED from world's only trainer-trainer. Homer F. Snow, director, Sealitorium-Ostrich Farm, Box 783, Oxnard, Calif. ap18

CALIFORNIA SEALS, SEA LIONS—WILD or trained. Main suppliers zoos, circuses throughout world. Marine Enterprises, Inc., Hermosa Beach, Calif. np

ANACONDAS, BOAS, PYTHONS, GIANT Lizards, Animals of all kinds. A good variety of Toucans in full plumage, monkeys of all kinds and a number of good "Whatzit animals" for showmen. We are prepared to supply showmen with anything in Birds, Animals and Reptiles, also to supply zoos and exhibitors with unusual and odd exotic specimens. This week's special: "Young Squirrel Monkeys for pets, \$25." Tarpon Zoo, Tarpon Springs, Fla.

BUSINESS OPPORTUNITIES

SPRING SPECIAL!
3,000 24K. GOLD LAMPS & SHADES \$2.00 in doz. lots ea.

YOU CAN'T BEAT THIS ONE...

Hgl. 28" overall

GENUINE CHINA TABLE LAMPS

Hand-painted 24K gold decorations; mar-bellized lustre finish; in asst. of styles, colors.

2000 Rejects—Marble Table, Lamps & Shades. \$2.25 ea. Gold Boudoir Lamps & Shades. \$1.00 ea.

Terms: 25% dep., bal. C.O.D., F.O.B. Chicago.

TOLPIN PRODUCTS MFG. CO. 7240-44 N. Western Chicago 45, Ill. WE MANUFACTURE CHINA NOVELTIES & LAMP BASES. WRITE FOR CATALOG.

POPULAR MAKE FISHING TACKLE OUTFITS

In Handsome Collophane WINDOW SHADOW BOX

#30—Youth's Fresh Water	\$1.98
#31—Youth's Fresh Water	2.98
#32—Youth's Fresh Water	4.73
#40—Sportsman's Bait Casting	6.25
#41—Sportsman's Bait Casting	7.50
#42—Sportsman's Bait Casting	10.00
#70—Sportsman's Fly Rod	10.00
#50—Sportsman's Salt Water, River & Lake	10.75

1/3 Dep., Bal. C.O.D.

Full cash must accompany all orders under \$10.00.

RAKE 409-M Spring Garden St Philadelphia 23, Pa. Lombardi 3-2676

DON'T LEAVE WINTER QUARTERS WITH- out requesting our ALL NEW price list on the "Usual" in imported BIRDS and ANI-MALS. Brad Bradford, noted Reptile Ex-pert, has joined our staff, and we are now ready to offer showmen, exhibitors, private collectors, zoos and dealers the "service" they desire in domestic and exotic REPTILES, AMPHIBIANS and ODD-I-TIES.

MONO TRADING CO., INC.
P. O. Box 212, Miami 48, Florida
or call in person at:
Bldg. Nos. 608, 611 and 612
20th Street Terminal
International Airport

"Tear out this Ad and keep it in your wallet. You will need the address this Season."

LOOK, LOOK, LOOK—WE'VE GOT 'EM. Young and baby Whiteface Ringtails and Spiders, Giant Rhesus, big and little Java-c, complete bird shows, snake shows and wildlife. You frame it. We'll fill it. Gobras, Pythons, Tegus, Chinese Dragons, Alligators, Crocodiles, Dens (harmless or poisonous), Mowrer's Bird and Animal Co., 1421 St. Louis St., Springfield, Mo. Phone 67323.

LOOK FOR OUR AD ON PAGE IN CIRCUS section. Special on animals and chimpanzees. Monkey rental plan for your park. Trefflich's, 228 Fulton St., New York.

NOW THAT YOU READ ALL THE ADS, write to Tropical Hobbyland for new spring price list. Here is a sample of what it contains: 6 young Cinnamon Ringtails, \$135; 5 young Squirrel Monkeys, \$100; 100 (S. A. Calman) Baby Alligators, \$85. Live delivery guaranteed. Tropical Hobbyland, 1525 N. W. 27 Ave., Miami, Fla.

PARRAKEETS, PARROTS, COCKATOOS. Macaws for real flash on wheels and shows. Write for complete catalog. Parrot Kings, East Liverpool, O.

RATTLESNAKES—FIXED OR HOT; SNAKE dens, harmless or mixed poisonous; 7-foot Anaconda, giant Lizards, Rock Pythons, Boa Constrictors, Emerald Boas. Ross Allen's, Silver Springs, Fla. Phones: MA-2-6369, MARION 2-7080, MARION 2-3336 (night).

REGULAR ST. BERNARD AND NEW- foundland Pups. Priced reasonable; quality good. Mrs. Clyde Foust, 1524 E. 5th St., Lima, O.

SHETLAND PONIES AND MIDGET MULES. We cater especially to circuses and shows; purchase stock that will train; home of those pure white ponies and mules. Fred Wilmot, Richards, Mo.

SHOWMEN—INTRODUCTORY OFFER: 100 12" Bay Alligators (Baby S. A. Calman), \$125 f.o.b. Miami. 50% deposit with order, balance c.o.d.; live delivery guaranteed. Tropical Hobbyland, 1525 N. W. 27 Ave., Miami.

SMALL ANIMALS, READY TO SHIP. RAC- coons, Opossums, Skunks, Agoutis, Pacas and others at reasonable prices. Ross Allen's, Silver Springs, Fla. Phones: MARION 2-6369, MARION 2-7080, MARION 2-3336 (night). ap18

TAMED, YEAR OLD, MALE BLACK BEAR and female Brown Bear, \$100 for pair. Require Lion kittens; state price or will exchange for bears. Lew'chuk's Midway, Canora, Sask., Canada.

TWELVE SETS BLACK LEATHER HORSE Trappings, beautiful live spotted Horses, Pony, Plumes, Riding attachment, Little Johnnie's Circus Training Quarters, 337 Swan, Buffalo, N. Y.

WE HAVE REPTILES ONLY IN STOCK; we can get you anything. Snake dens for \$18 is our special for 1953. C. C. McClung, Telephone 5411, Laplace, La.

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GUARANTEED SALES SPELLS QUICK PROFITS

We Specialize in the Following Types of Jewelry

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Copper
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Summer & Resort
Items
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These are available in Necklaces, Brooches, Bracelets, Earrings, etc., etc.

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PRICES RIGHT

Guaranteed Sales puts money in the bank for you with popular styled handbags.

Toya Jr. Nylon
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Be sure to try out \$25.00, \$50.00 or \$100.00 sample assortment of jewelry. Money refunded when merchandise is returned if you are not satisfied.

We stand behind our name—No Sales Final—money-back guarantee on all purchases within 10 days if not satisfied. State your business—25% deposit with order, balance C.O.D. Catalogue Upon Request.

Guaranteed Sales 2 E. 23rd St., Room 202, N.Y. 10, N.Y.

PITCHMEN! DEMONSTRATORS! SALESMEN!

KIL-GLARE \$25 A DAY EASILY

Selling marvelous new KIL-GLARE for auto and truck windshields. Gives cars that 1953 look, replaces costly tinted glass.

COMPLETELY ELIMINATES GLARE from headlights, sun and reflections. A safety-must—one minute demonstration sells it. Priced right. Your minimum profit 100%.

Send for Free details or mail \$1.25 for sample spray-can (Retail value \$2.50).

KIL-GLARE Dept. B-11 2619 W. Division Street - Chicago 22, Ill.

Bulova • Waltham Elgin • Bonrus Gruen Watches

for men \$9.95 EA.
for women \$9.95 EA.

Yellow Expansion Band, 9 1/2" add.

SPECIAL \$50 DEAL 4 asst. above Watches & 4 Exp. Bands to match. You save an extra \$15.00. New model watches, case and dial. Reconditioned and guaranteed like new.

New Big 1953 Wholesale Catalog, 25c

Wholesale only—\$1 additional for samples. 25% with order, balance C.O.D. 5-day money-back guarantee if not satisfied.

Joseph Bros. 55 Wabash Av. Dept. B-11 Chicago 10, Ill. "The Watch and Diamond House"

LIMITED AMOUNT

beautiful eight-colored lithograph 9" by 12" portrait of Pope Plus with facsimile of peace message in the Holy Father's own handwriting.

1000 Lots, \$37.50; 500 Lots, \$20.00; 100 Lots, \$5.00.

Samples: 2 for 25 cents, 12 for \$1.00.

ALL CHARGES PREPAID—CHECK, MONEY ORDER OR CASH.

BARTON'S 4 Lockwood Ave. New Rochelle, N. Y.

Misprint or Slum Pencils For giveaway. Write for samples and prices.

SIMON WARNER P. O. Box 437 Shelbyville, Tenn.

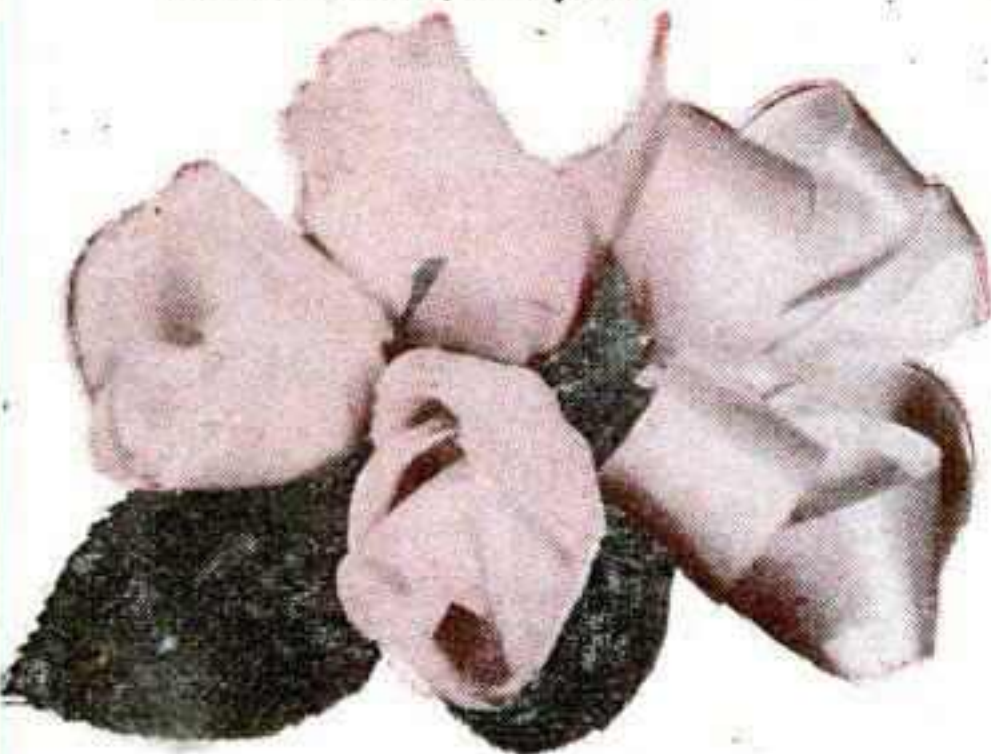
REPEATING A SENSATIONAL SELLOUT!

A N O T H E R \$1,000,000 Flash in MIRACLE FLOWERS

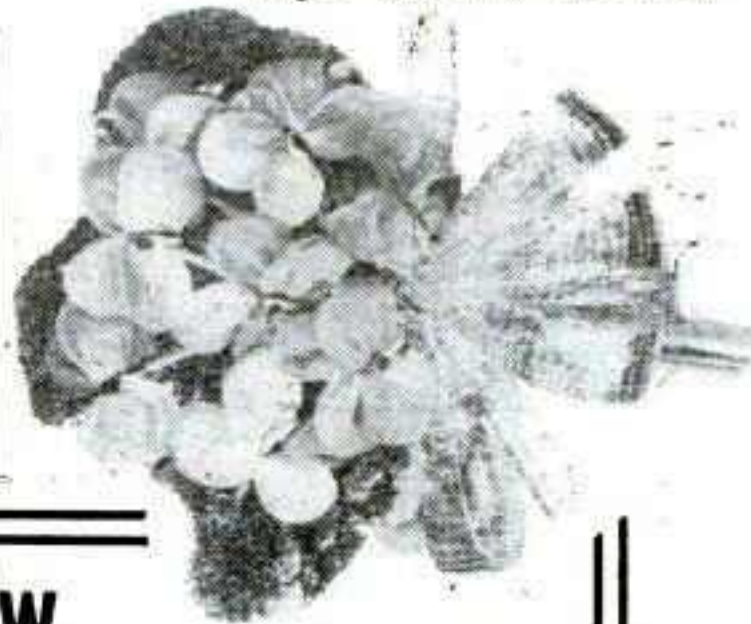
Made From the Same Formosan Fibre Publicized in Life Magazine, Jan. 5th

Loveliest Flowers Created . . . Imagine the most beautiful of natural blossoms in all their radiant colors . . . that's exactly how exquisite these corsages are. You can't tell them from real flowers. Even the petals and leaves feel like they are living. The secret is the special Formosan Fibre . . . an original live plant . . . it has all the beauty and glamour you'd expect at 5 times this low, low price.

ONE MILLION DOLLARS in MIRACLE FLOWERS . . . is the goal we have set! That is the only reason you can get these flowers at this ridiculous price. Sterling cuts costs to practically nothing. YOU SAVE! YOU MAKE EXTRA PROFITS. You can easily get \$1 for each exquisite corsage. ORDER TODAY!



Special Value
CARNATION
BOUTONNIERES
FOR MEN
\$2
Dozen
with
display



MORE BEAUTIFUL THAN ANY EVER OFFERED AT THIS PRICE

MORE NATURAL THAN ANY WE HAVE EVER SEEN

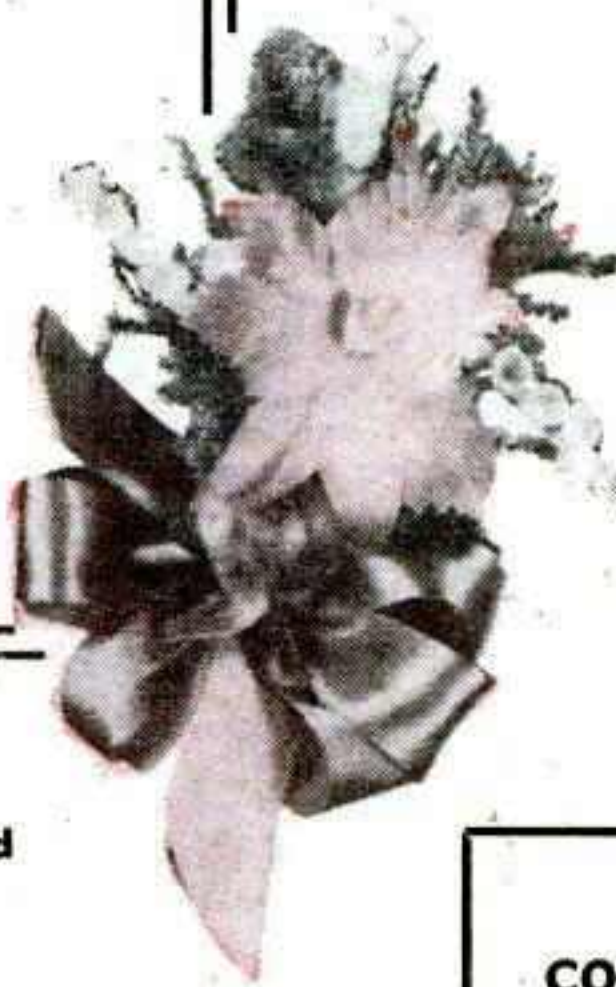
LOW,
LOW PRICE
\$5.00
DOZEN

GIFT BOXED
(Minimum Order
3 Dozen)

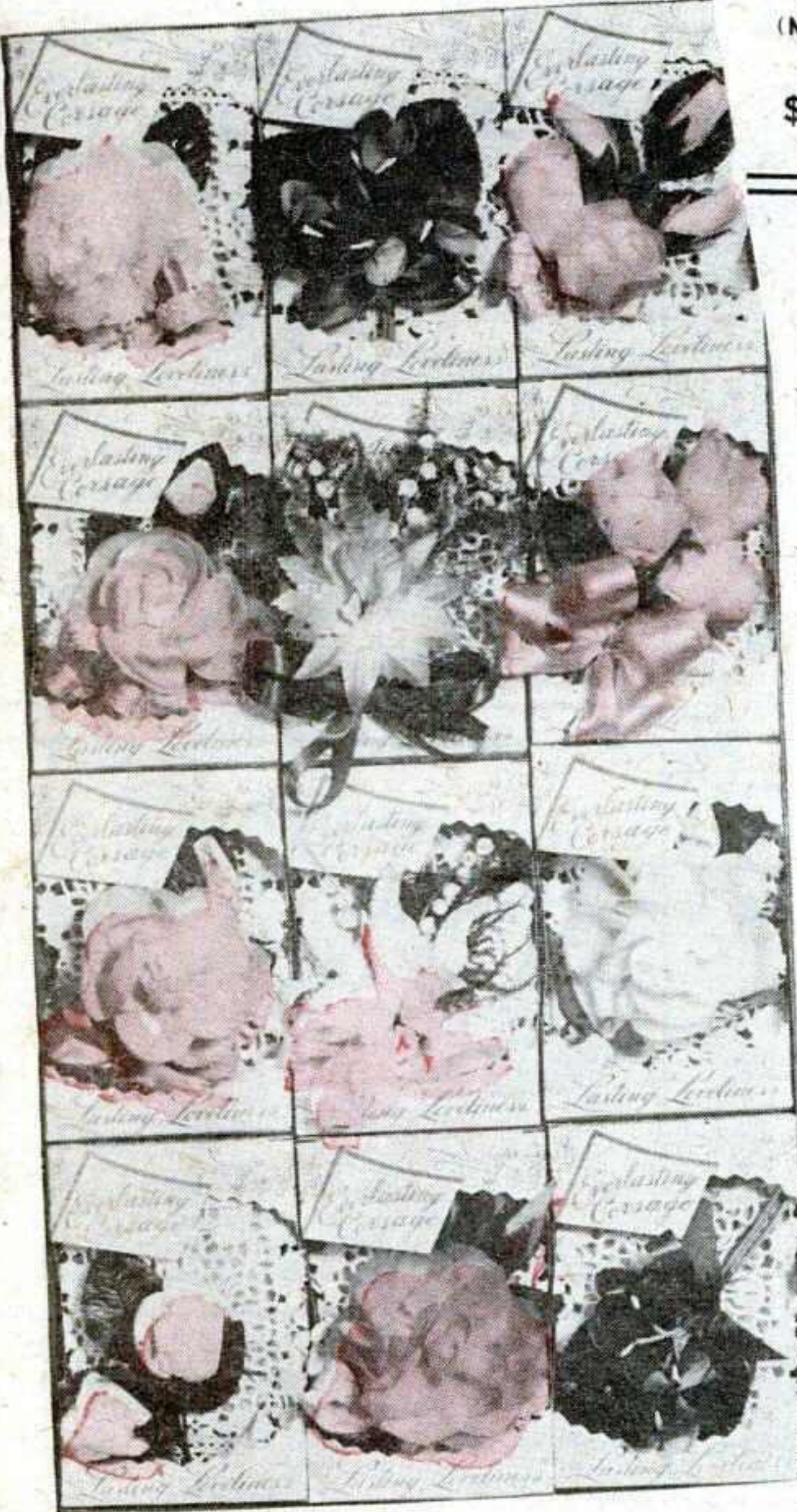
\$54 a gross
plus postage

FABULOUS FEATURES

- Natural Colors
- Never wilts or dies
- Rich Ribbons
- Ready-to-pin-on
- Gift-boxed
- Every Corsage with Green Ferns and Leaves and Satin Ribbon



EVERY FLOWER
CORSAGE IN ITS TRUE,
NATURAL COLOR



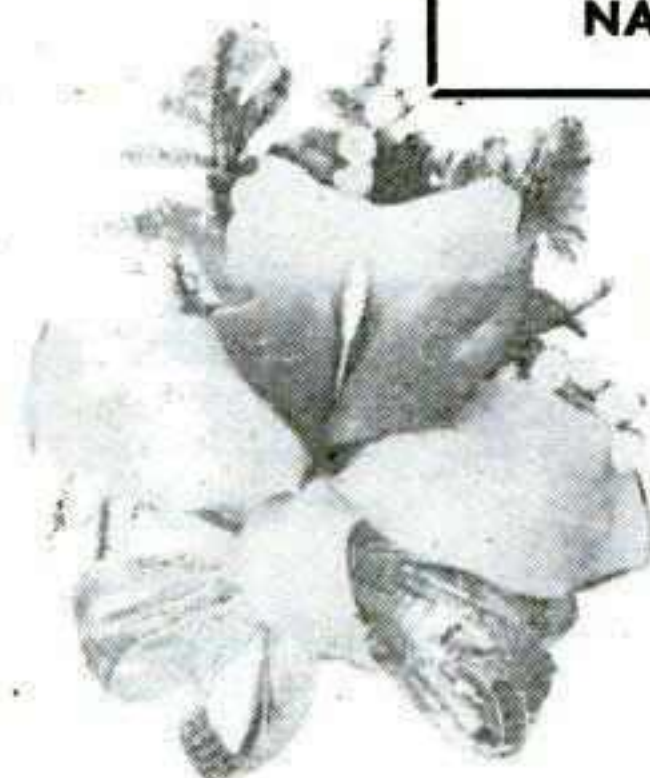
Sample Dozen
Shipped Postpaid
for
\$6 Dozen

ASSORTMENT

- Rose Buds
- Gladiolus
- Orchids
- Violets
- Carnations

HAND-MADE

- Glamorous Ribbons
- Floral Beauty
- Feel like they are alive



SPECIAL Mother's Day Assortment— Contains a Greater Quantity of Carnations for Mom! Ask for Assortment x-1

Refresh Themselves
in any
Refrigerator

← This Counter Display
Included. Order Now



All Orders 25% Deposit---Balance C.O.D.
\$20 MINIMUM ON ALL ORDERS FROM CANADA AND
OTHER FOREIGN COUNTRIES

Send for
complete catalogue

STERLING JEWELERS

44 EAST LONG STREET, COLUMBUS, OHIO

BRODY'S

CARNIVAL and PREMIUM MERCHANDISE VALUES!



#38 ROSE BALL LAMP

4" crystal glass ball with white acetate shade and plastic flowers. Rose color only. Height 13". Weight 2 lbs. each complete. Packed 12 bases to carton. 12 shades to carton. **\$18.00 DOZEN**
\$1.75 each.



#37L ELECTRIC TV LAMP

A new fascinating multi-purpose lamp and vase of hollow glass block with open top. Mounted on wood, leatherette-covered base in mahogany or blond finish. Complete with red plastic roses. Can be used as an aquarium or flower vase. Glass block—8"x8"x3 1/2". All-over height—10". Packed individually, 4 to a master carton. State mahogany or blond preference.

\$2.50 each in dozen lots
Sample \$3 each.



#61 COLONIAL LAMPS

Opal glass, brass-plated metal fitting. Individually boxed—6 to master carton. Height 11". Weight 2 1/2 lbs. each. **\$18.00 DOZEN**
\$1.75 each.



#67 ROSE FLORAL LAMP

Paper shade size 9"x12", clamp fitter. Height 20". Colors, red or chartreuse. Plastic flowers in chimney to match shades. Packed 12 bases to carton—12 shades to carton. Weight 2 lbs. each lamp.

\$2.25 each **\$24.00 DOZEN**



#195 CRYSTAL HURRICANE LAMP

Has 3/4 frosted shade with clear crystal crimp top and 6 full-cut 3 1/2" long non-breakable prisms. Base and column are of clear crystal glass. Either ruby or crystal crimp chimneys. Height 15 1/4". Individually boxed—12 to master carton. Weight 2 1/2 pounds each lamp. \$1.30 each.

\$15.00 DOZEN

CARNIVAL AND CIRCUS NOVELTIES

- #151 Dangling Skeleton Pin. Gr. \$2.75
- #152 Dangling Duck Pin. Gr. 2.75
- #153 Dangling Devils. Gr. 2.75
- #155 Assorted Dangling Novelties. Gr. . . 3.00
- #1P15 Long Glass Neck-lace. Gr. 2.75
- #2521 Brand New Style Flying Birds. Gr. . 9.00
- #801 Special. 1000 pieces assorted slum. 1000 pieces . . . 6.50



51-PIECE BAIT CASTING SET WITH GLASS ROD

Consists of Glass Rod with slip-fit chuck take-apart handle, level wind reel with cork arbor, 20 Keystone fish hooks, all-metal scaler, minnow dip net, 10 yards nylon leader material, 12 Pflueger split shot, furnished line, hook weight, float, winder, stringer, 75 ft. nylon line, nationally famous plug bait, 3 Pflueger snelled hook, Pflueger lure bug spinner, Keystone fishing manual. Set. No. KG-40.

Each (lots of 6) **\$7.25**
Sample, prepaid, \$9.25.

41-PIECE BAMBOO FISHING SET

Consists of 12 ft. 3-section bamboo pole, all-metal scaler, hard braided stringer, 3 Pflueger snelled hooks, 10 yards nylon leader material, 12 Pflueger split shot, 20 Keystone fish hooks, furnished line (hook, weight, line, float, winder), wire, cable leader, copper spinner, minnow dip net, Keystone fishing manual. Each (lots of 6) **\$3.60**
Sample, prepaid \$4.25.



19" POODLE

#2510. Plush long eared Poodle. Has long felt eyelashes. Leash and collar. Movable eyes. Hand embroidered nose and tongue. Mostly black, some white.

Per Dozen **\$39.00**
\$3.50 each



COCKER SPANIEL

#1399. Plush Cocker Spaniel. Attractive leash and collar. Eyes are movable. Nose and tongue in fine hand embroidery. In Brown only. 20" tall.

Per Dozen **\$39.00**
\$3.50 each



16 1/2" POODLE

#2301. Handsome Poodle is made of plush and poodle cloth. Rolling movable eyes. Hand-embroidered nose and tongue. Leash and collar. White.

Per Dozen **\$33.00**
\$3.00 each



SITTING POODLE

#186. 22" tall. Plush with long felt eyelashes. Leash and collar. Movable eyes. Hand-embroidered nose and tongue. Ribbon tied in bow on top of the head. Black and white.

Per Dozen **\$39.00**
\$3.50 each



BEARS

#1116. Panda Bear, 30" tall. Best shiny plush, a real winner. \$3 each. \$33.00 dozen.
#1115. Assorted Plush Bears, 30" tall. Assorted colors, two-tone. \$3 each. \$33.00 dozen.
#40/1. Bear, 10" tall, assorted colors. Each 75c. \$8.40 per doz.
#75. Bear, 14" tall, assorted colors or black and white. \$1.25 each. \$14.00 per doz.



DRUM MAJOR

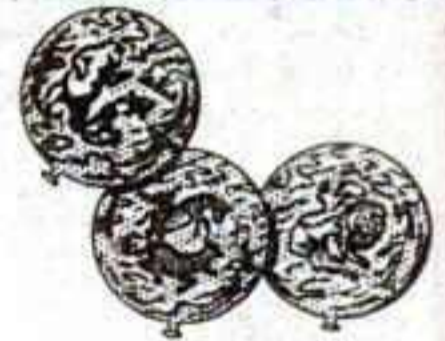
#M3. Drum Majorette, 30" tall, assorted bright colors. \$3.00 each. Per doz. \$33.00.
#550. Drum Major, 14" tall, assorted bright colors. \$1.25 each. \$14.00 per doz.
#16. Special Drum Major, 14" tall, assorted colors. \$1.00 each. \$11.50 per dozen.



SCOTTIE DOGS

#100. Scottie Dogs. Assorted fine plush colors. Size 10"x10". Very attractive looking. Special price . . . each \$1.00. Per dozen, \$10.80.
#8000. Scottie Dog. 3-tone plush, sitting down. 26" tall. Very bright colors. Each \$3.25. Per Dozen, \$36.00.

BALLOON SPECIALS!



- #5 DART BALLOON, assorted bright colors. Special long necks. All factory tested, guaranteed no seconds. Special price, 85c per gross in 10-gross lots, 80c per gross
- #7 ROUND BALLOONS. Per gross \$2.50
- #9 ROUND BALLOONS. Per gross 3.00
- #12 ROUND MOTTLED BALLOONS. Two sides printed. Tillotson brand. Per gross 6.00
- #15 Giant Paddle New Look Round Balloon. Per gross 6.00
- #15 Kathead Balloons. New look pastel shades. Per gross . . . 6.75
Special giant demonstrator, 40c each

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Set No. KT-200, Each (lots of 6) **\$14.40**
Sample, prepaid, \$16.50.

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PROVIDENCE, RHODE ISLAND

BUSINESS OPPORTUNITIES

Continued from page 116

GOOD INCOME FROM \$100 INVESTED and nearly no work. New dignified business, best yet! Write, wire The Adullum, Dayton, Va. ap11

HUSTLERS, AUCTIONEERS—MAKE BIG money with suit material lengths for men and women; \$4 per pattern; sample length \$5. Neider Fabrics, 1245 S. Halsted, Chicago, Ill.

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NEW ELECTRIC MACHINE BAKES greaseless doughnuts; attracts crowds you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipes. Norbert Ray Co., 3805 S. 15 Ave., Minneapolis 7, Minn.

No Matter What You Want to sell Try The Billboard Classified Section first for First-Class Results! see 1st page this section

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SELL SNOWBALLS — \$8.50 BUYS ICE Shaver that shaves into paper cup and enough flavor and cups for thousands snowballs; other outfits, \$2.50 up; supplies and equipment; illustrated circular free. Snowball Co., 9534-B Lemturner, Jacksonville, 8, Fla. ap25

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EXTRA HIGH HEELED SHOES

51 gauge, 15 denier, \$3.60 pair; 51 gauge, 15 denier, long black heels, \$4; 51 gauge, 30 denier, \$4.50; 30 denier non-run mesh, \$4.50; lengths: short, medium, long and extra long; any color. For street wear, 51-15's, \$1 pair; 51-15's black or blue heels, \$1.25 pair. Pumps, black or blue suede with 4 1/2-inch heels, \$10 pair; black patent or red kid with 4 1/2-inch heels, \$10 pair. 1/2 with order, balance C.O.D.

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50 CURTAINS (8x16), EACH \$15; BUNDLE of 100, \$150; new Red Wigs, \$4; Fest, \$2; Coats, \$2; Flash Coats, \$3; Orchestra Coats, \$4; beautiful Curtain (16x30), \$100. Wallace, 2453 N. Halsted, Chicago.

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Below Manufacturer's Price
Vanity Lamps \$.75—\$1.00—\$2.00 ea.
Table Lamps 1.50—2.50—3.50 ea.
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If you are looking for high-quality merchandise packaged with million-dollar eye-appeal to sell on sight at prices to beat all competition and bring you steady sensationally BIG PROFITS, then look no farther until you try us first. We feature here but just a few of more than 500 numbers on the colossal, exquisitely fashioned CORTES line. Don't let our low direct factory-to-you prices mislead you, the quality of our jewelry speaks for itself, and with CORTES unconditionally 10-day money-back guarantee you can't go wrong by ordering NOW.

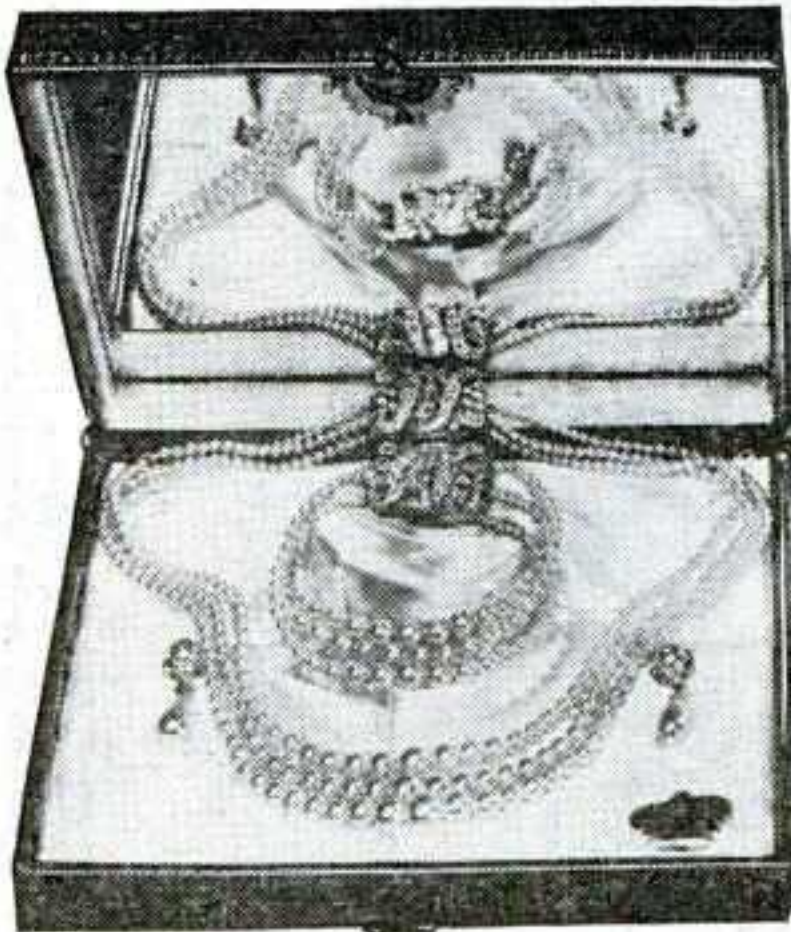
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LOT NO. 12

These are just two of twelve brand-new numbers in 3-piece sets and every one is different. Beautifully designed with quality styling for counter display, first time introduced. Every set beautifully packaged in white satin-lined, colorful box showing \$19.95 price tag. This is sensationally BIG! Don't miss it. Twelve different styles in every dozen.

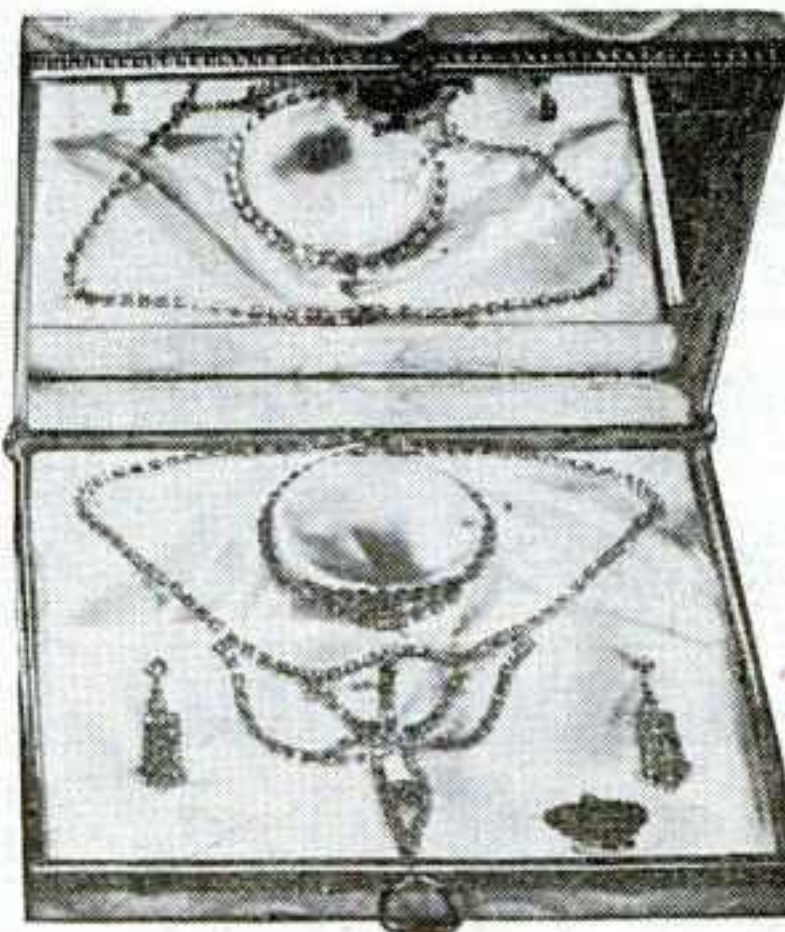
\$10.50 dozen
\$9.50 dozen in gross lots
Sample prepaid, \$2.00



NO. 261

This magnificent 3-strand graduated Pearl set contains beautiful stones, luscious Pearls direct from the Caribbean. Sturdy gem-cut rhinestone clasps. 3-strand necklace and exquisite earrings to match. Beautifully packaged in jewel gift box. \$39.95 price tag.

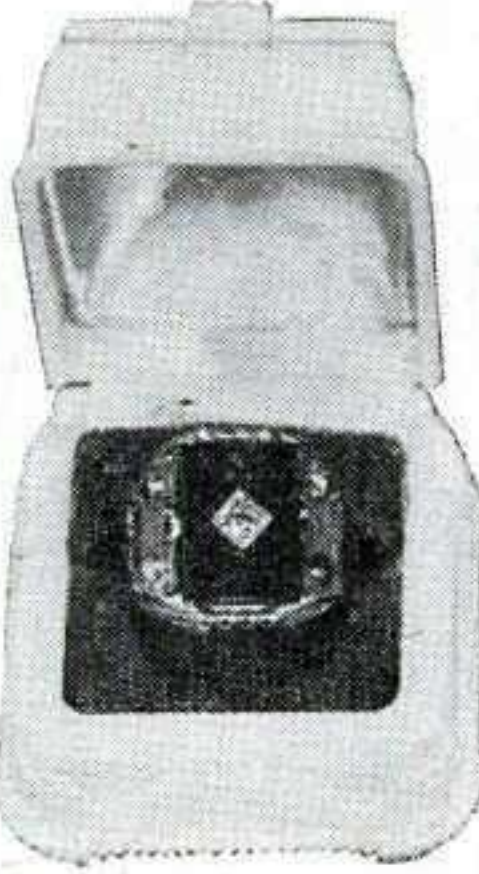
\$36.00 dozen; \$32.00 dozen in gross lots.
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NO. 260

A dazzling treasure of perfect white rhinestones with brilliance of real diamonds. Magnificent 4-piece rhinestone ensemble, latest creations. Fabulously styled necklace, exquisite bracelet and beautiful chandelier earrings to match. Hand-set stones guaranteed years of satisfaction. Beautiful mirrored gift box. \$59.95 price tag.

\$3.75 each in dozen lots; \$3.45 each in gross lots.
Sample prepaid, \$4.00.



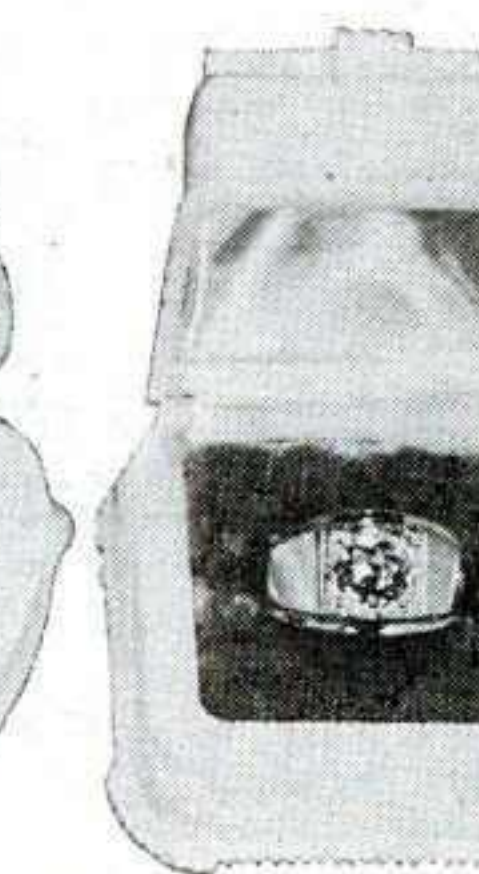
NO. 486

Sensational value with a he-man look and big flash for volume sales. Massive 1/20/12kt yellow gold filled. Heavy mounting. Imitation onyx with brilliant stone in center, 4 white stones on sides. Available also in imitation ruby. \$32.00 dozen; \$28.00 dozen in gross lots; sample prepaid, \$3.75.



NO. 284

TERRIFIC FLASH! Nearest thing to real diamonds. Beautifully matched engagement ring and wedding band set. 1/20/12kt yellow gold filled. Large brilliant center stone and 4 side stones. Perfect bridal gift. Beautifully gift boxed. \$24.00 dozen sets; \$20.00 dozen in gross lots; sample set prepaid, \$3.00. This set available in sterling silver mountings.



NO. 205

Massive gent's 1/20/12kt yellow gold filled ring with large white stone of fire-filled brilliance. A \$1500 reproduction. Only \$30.00 dozen; \$26.50 dozen in gross lots; sample prepaid, \$3.50.

All numbers pictured here are brand new in our line and are not yet in our catalogue. PLEASE ORDER FROM THIS AD!

EXTRA SPECIAL OFFER

In order to make it easier for you to get acquainted with the quality, beauty and sensational VALUE of the 6 numbers featured here, we are giving you the privilege of ordering one dozen assorted, 2 of each number, at dozen lot prices. If after you see these fabulous sets for yourself you don't agree that they represent the biggest value and sensational money-making opportunity you ever had, send them right back and your money will be refunded at once. Whether you order just samples, a SPECIAL dozen assortment, a dozen or a gross of each, you receive the same courtesy, fast service and money-back guarantee. WE DON'T CARE HOW SMALL OR BIG YOUR FIRST ORDER IS! THE MOST IMPORTANT STEP YOU CAN TAKE IF YOU WANT TO MAKE BIG MONEY FAST IS TO PLACE YOUR ORDER NOW! TODAY!

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\$6.25

Rhodium Swiss Jeweled Anti-Magnetic Watch, Expansion Band, extra heavy Snake Key Chain, high polish Cuff Buttons and Tie Clasp, all in plush-lined leatherette case, 7"x4 1/2"x1 1/2". Guarantee Slip and Price Tag. Same rich set, each item Gold Plated..... \$4.75

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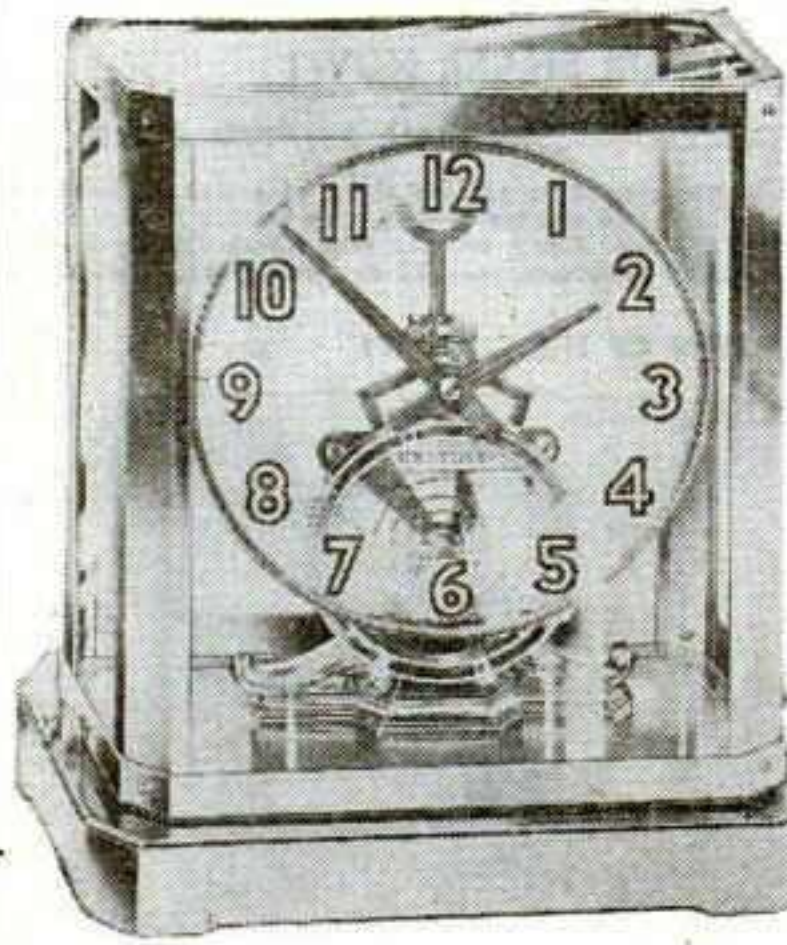
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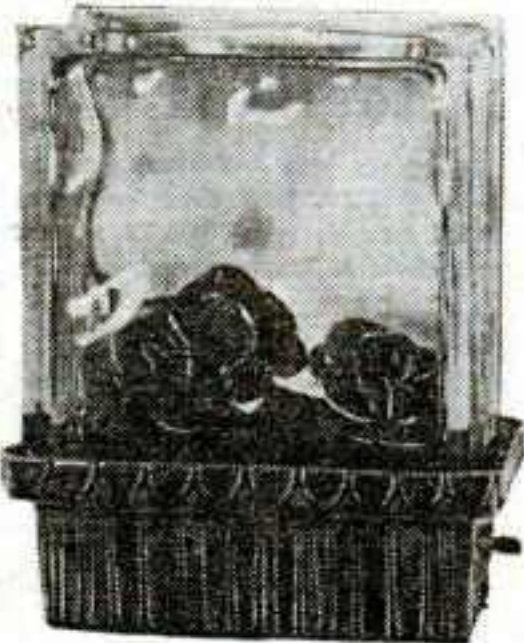
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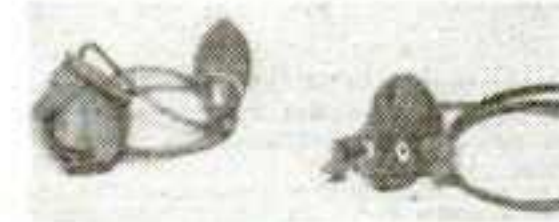
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 Squeeze bulb and snake jumps out. Best quality. Low price per gross. F.O.B. Tacoma. **\$9.95**



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 Complete with rubber hose and bulb. A hot number. Low price per gross, only. **\$11.95**

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FINE FLAVORS FOR MAKING SNO-CONE operated, 6 coin operated, good condition. Cost \$3200, bargain at \$1,000. Frank L. Brock, North Miami Beach, Fla.
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SPARTAN MANOR HOUSE TRAILER—TOP condition, awning, extras, \$2,200 cash. Color party, all property, properly. Wardell, Box 525, High Point, N. C. ap18

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 in transparent film bags. 3 lb. size, \$17.50 M; 4 lb. size, \$18.50 M; 5 lb. size, \$22 M; 10 lb. size, \$30 M. Fasteners for bags, 5 M. \$4. Cellophane puffed products. Sheets or bags. State your needs. Prepaid check with order.

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PRE-POPT POPCORN, "READY TO EAT" shipped everywhere. New Popcorn Machines, Supplies, Carmel Corn, terrific seller. National Pop Corn Supply Co., 107 Commonwealth, Buffalo 16, N. Y. ap11
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ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krissy Korn, 120 S. Halsted, Chicago, Ill. jnt
ANTIQUE MUSIC BOX "OLYMPIA", OLD Walnut Dresser with mirror, hand carved Teawood Screens, four wing. Herbert Meyer, Pittsburgh 15, Penna.
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CONCESSION TRAILER, 4x6 FEET OVER- all, 9 feet neon trim; also awnings; suitable for popcorn. Make offer. Rex N. Van Horn, Augusta, Ill.
CUSTOM BUILT ARCADE TRAILER—Swinging Monk Ray Guns, some converted to bear and deer. Will trade for Williams World Series, Gawald Coin Machines, Route 5, Manitowoc, Wis. ap18
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MODEL 75 '46 CADILLAC AMBULANCE Station Wagon. Extra seats, two tone green, white wall tires. Fine shape, sacrifice \$800 cash. Eddie Marks, Erie, Mich.

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\$4.25 DOZ.
 In gross lots, cheaper price in larger quantity. Original heavy Mexican rings, assorted, \$4.50 per doz. with side ornaments. World originators of Rhodium plate Mexican ring—\$6.00 doz. (won't turn black).
SPECIAL: Will refinish and replat old tarnished Mexican rings like new in Rhodium, 15¢ each.
 Hand-painted mother-of-pearl Locketts, satin boxed. Holds 2 pictures, \$9.00 doz. DeLuxe style, \$13.50 doz., with colored stones set on face of locket. Free imprinting. We manufacture.
 Friendship Rings, \$4.50 doz.—beautiful styles.
 Hand-painted Earrings—new styles. Reg. \$6.75 doz.; now only \$5.40 doz. Send \$3.00 for samples of Best Sellers. Money back if not thrilled.
DON'T MISS THE BOAT—IT'S MONEY IN YOUR POCKET.
 13 dep., bal. C.O.D., F.O.B. N.Y.C.
JOBBERS: Special rate on Locketts. Why pay our competitors more money?
AZTEC DIST. CO. 242 4th Ave. (OR 4-4313) N. Y. C.



THE RIGHT LINE AT THE RIGHT PRICE

Exclusive Square Shaped Watch with Curved, Raised Crystal and Two-Toned Ruby Dial; Yellow Gold Finish Case with Handsome Matching Gold Finish Expanding Band.
All This \$6.50 Only
JEWELLED SWISS WATCHES \$3.25 and up
 Prices are for lots of 6 or more. In smaller lots, add \$1 additional to prices. 25% with order, balance C.O.D.
ASK FOR LATEST PRICE LIST
Edward A. Waldman Co. 516 5th Ave. New York 36



TERRIFIC! FAST SALES—BIG PROFITS
 Ideal for premium and give-aways. All colors—simulated lizard.
15¢ each in lots of 100
 Comb Set as shown, also Money Clip and many other hot low-priced items. 25% Dep., Bal. C.O.D.
 All cash orders shipped prepaid in the States.
 Send for free sample and price list.
BINMORE CO. 4144 No. Sheridan Road Chicago, Ill.

POPCORN DISPENSERS — 52 MANUALLY operated, 6 coin operated, good condition. Cost \$3200, bargain at \$1,000. Frank L. Brock, North Miami Beach, Fla.
POPCORN MACHINE — VIKING HALF-model; fast for carnivals, fairs; for details, photos, write Erick Hein, P. O. Box 196, Bantam, Conn.
REAL BARGAINS — 14 TWO CONDUCTOR neoprene portable Cable; can be used for direct burial; 8' ft. 100 ft. lengths and 250 ft. M. C. Solon, 407 E. Superior St., Duluth, Minn.
ROLLER RINK, PORTABLE—TENT 50x132, maple floor, skates, grinder, cooler, plus extra, \$7,750. Rolter Rink, 940 Ashland, St. St. Paul 5, Minn. m2
SPARTAN MANOR HOUSE TRAILER—TOP condition, awning, extras, \$2,200 cash. Color party, all property, properly. Wardell, Box 525, High Point, N. C. ap18

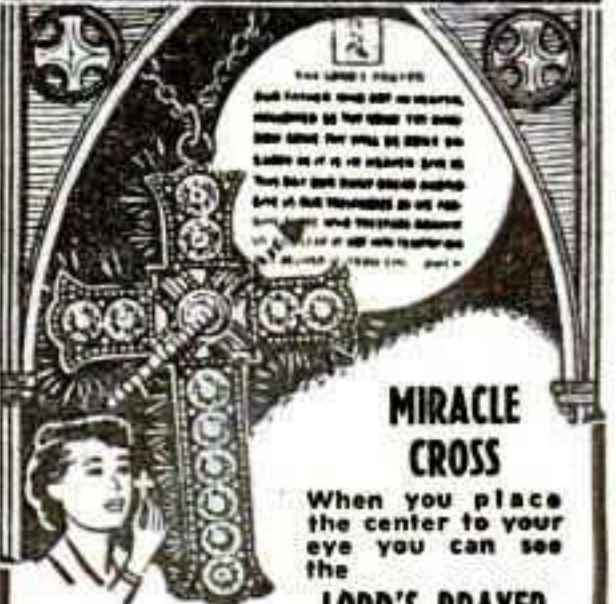
FOR SALE—SECONDHAND SHOW PROPERTY

ALL 16MM. SOUND—3,000 REELS; FEAT-ures, \$30; some \$20; used Projectors, \$150. Programs rented reasonably. Roshon, 128 N. Court, Memphis 3, Tenn.
ATTENTION, CANADA — CONDERMAN Ferris Wheel, height, 35 feet, 10 seats, new, operating cable, less engine. Set up, look it over, \$1,500 cash, as is, where is. N. P. Lewchuk, Canora, Sask.
BARGAIN SALE—35MM. SOUND FILM Features, Westerns; 10 to 20 dollars with paper double reels. Good cans. West Showman, Erwin, N. C.
BARGAIN SALE—1 50'x70' ROUND END Tent, Marquee, Proscenium, Side Wall, 8' high; 6 laps Circus Seats, 9 tiers high; poles and stakes. Good shape. Box 898, Covington, La.
BLEACHERS, ALL TYPES; STADIUM Cushions, Folding Chairs, Screens, Theater Chairs, Projectors, Tents, Lone Star Seating Co., Box 1734, Dallas, Tex.
BOOMERANG WALTZER—LARGE PARK ride, big capacity, flashy money maker. Cost about \$30,000; big sacrifice at \$4,500 or will trade for Merry-Go-Round. F. Allen, 1400 Brewster Rd., Syracuse 8, N. Y.

BRILL'S TESTED PLANS FOR BUILDING Kiddie Rides, Major Rides, Concessions, Group Attractions, Fun Houses, Shows, Illusions, \$3 to \$15; Aluminum Horse Patterns; Major, \$110; Kiddie, \$50. Free circular. Brill, Box 875, Peoria, Ill.
CHEVROLET—1 1/2 TON SHOW TRUCK, 20x35 top, poles and stakes. Bargain. Fitzpatrick, 74 Ravine Ave., Caldwell, N. J.
CLOSE OUT 16MM. SOUND FEATURES, Shorts. Lowest prices, big lists Sound Projectors, no junk here. Motion Pictures P. O. Box 223, Hagerslow, Md.
COMPLETE 16MM. ROADSHOW — FEAT-ures, Machine, Tent, Seats, Truck. Also Features for sale or trade. Gibson, Keyville, Mo., Crawford Co.
CRETORS STEAM ENGINE OPERATED Popcorn Wagon, mounted on attractive two wheel trailer, beautifully constructed, perfect operating condition, ready for immediate use; also two Cretors Earnmore Model Poppers, priced right for quick sale. S. Arthur Roxy, 279 Prospect Ave., East Aurora, N. Y.
DIREX PHOTOBOOTH 1 1/2" COMPLETE, \$75; High Striker, \$50; Peanut Roaster, \$35; B-B Shooting Gallery, \$25; Funhouse, \$200. James Helman, 1500 Rosewick Ave., Rosedale, Md.
FLEA CIRCUS—COMPLETE ILLUSTRATED instructions for working, \$110; Gold Stamping Machine with type, \$40. Harry Cummings, Old Orchard Beach, Me.

FOR SALE
 1947 No. 5 Ell Wheel, 1949 Comet Aerial Ride, one Sunshine Choo-Choo Train; all in perfect condition for carnival or fair. Will trade on good Allan Herschell Merry-Go-Round.
 Roxy's Amusement Rides
 279 Prospect Ave., East Aurora, New York
FOR SALE—CONCESSION TENTS, 10'x14', new, heavy khaki canvas, specially priced, bargain. Powers & Co., 5929 Woodland Ave., Philadelphia, Pa. ap11
FOR SALE—SUNSHINE CHOO-CHOO Train complete with track, switch, new bearings and axles, painted and ready to go, \$900 no deals. M. F. Schonk, 3120 Range Rd., Wichita, Kan.
FOR SALE—KIDDIE RIDES: AIRPLANE, Ferris Wheel. Practically new, well-known manufacturer. Clyde Matthews, 908 Christopher, Austin, Tex.
FOR SALE—2 COLEMAN 555 BURNERS, 5 gal. tank with pump, some wire, \$18; Foot Pedal Bellows, \$7; Dough Mixer, 3 gal. bowl, wire whip with 1/4 h.p. B & D motor, \$60; 12 Flat Waffle Irons with 10 B.G. burners in line, \$80; 6 Dip Waffle Irons with tank, \$15; 48 Cup Drip Coffee Urn, \$20; fast fire steel steel base, 5 gal. Bottle Drink Dispenser, \$16. All good condition, some nearly new. Cash or 50% on C.O.D.'s. Ted Mitchell, 7823 Madison Ave., Cleveland 2, O.
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FOR SALE
 National Amusement Miniature Train, engine, 2 coaches and track. Now stored; can be bought cheap for cash only.
 Chattanooga Recreation Co.
 5607 Old Mission Rd. Chattanooga, Tenn.
FOR SALE—PONY TRACK, CAN BE USED for portable or stationary. Cost \$1,500 to build; price \$400. John McMaster, 700 Penna. Ave., East St. Louis, Ill.
FOR SALE — 6x10 TRAILER, GRAB, equipped 2 High Strikers. Excellent condition, reasonable price. See owner, 93 S. Merrimac St., Pontiac, Mich., FE 43340.
FOR SALE—SHORT RANGE LEAD GAL- lery on a trailer. For quick sale, \$300. For details, R. Trubing, 518 N. Streeper St., Baltimore 5, Md.
FOR SALE—LIGHTS: SPOT, FLOOD, Search, Boundary. Also light plants, sirens. General Wrecking Company, 3544 La Salle, St. Louis 4, Mo.
FOR SALE—SHORT RANGE GALLERY built on trailer, two Winchester Rifles. N. Nelson, 807 Douglas Street, Morris, Ill. Phone 1204.
FOR SALE—KING KIDDIE RACING (10) car ride, used 1 month; 1 1/2 h.p. 3 phase, \$1,400. Fremont Paramount Theater, Staten Island 4, N. Y.
FOR SALE—TWO-HEADED BABY, Shrunk Human Heads, Death Masks, Anatomy Models, Freaks, etc. A. E. Beasley, 14820 Euclid, Cleveland, Ohio.
FOR SALE—1 LARGE STAR POPCORN machine, 1 25P large Electro Freeze, 1 5 gal. batch Mills machine with 60 gal. hardening cabinet. All late models. Beck's Drive-in, Route 13 State Mount Vernon, Ohio.
FREAK AND ANIMAL SHOW—GIANT Rabbit, Ground Hog, Cages; 40 authentic human freak photos, \$35 cash. Charles Fretz, Shelly, Pa.
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GRUNER CHAIRPLANS WITH TRANS- parent; good shape; lower loads in one piece on truck. Jan Amusements, 2256 S. Chase, Milwaukee 7, Wis. ap18
HIGH DIVE RIGGING, COMPLETE—LAD- ders, portable steel tank, canvas bag, etc. Dare Devil Oliver, 1411 Sweeney St., N. Tonawanda, N. Y.
HIGH STRIKER, MILK BOTTLE GAME, Hot Air Balloon, two sets High Diving Ladders; other carnival equipment, prop-erty. Home Co., 97 Arch St., Butler, N. J. Smith, Greencastle, Ind.
IDENT OR JEWELRY STAND—A MONEY maker; Table Spindle Engraver, 6x6 ft. Anchor Tent, all for \$50.00. C. A. Vittum, Mena, Ark.

BEAUTIFUL CROSS



MIRACLE CROSS
 When you place the center to your eye you can see the
LORD'S PRAYER clearly and distinctly.
RETAILS UP TO \$6.95 EACH
OUR PRICES TALK !!!
 \$999-N. Set with 12 brilliant cut stones, Chain and Cross in beautiful white finish, soldered links.
\$4.25 Doz. | \$48.00 Gross
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No. 877—Heavy mounting. Sparkling. It's a beauty. Gold finish.

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 Full of Life! Fire! Brilliance!
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 Gold finish. White brilliant center. Red sides.

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No. 710 GOLD FINISH \$4.00 Doz.
 White Center, Red Sides, or 3 All White Brilliant Cut Stones.
 Deposit with all C.O.D. orders. Please state your business. Rated wholesalers, write for samples.

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Large Beautiful Plaster \$.30
 New Look Hat Head Balloons. Cr. 8.50
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 Souvenir Decals Doz. .60
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 Stum, Lamps, Bronze Horses, Parasols,
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 Feather Dolls, etc., on hand at all times.

BROWN NOVELTY CO.

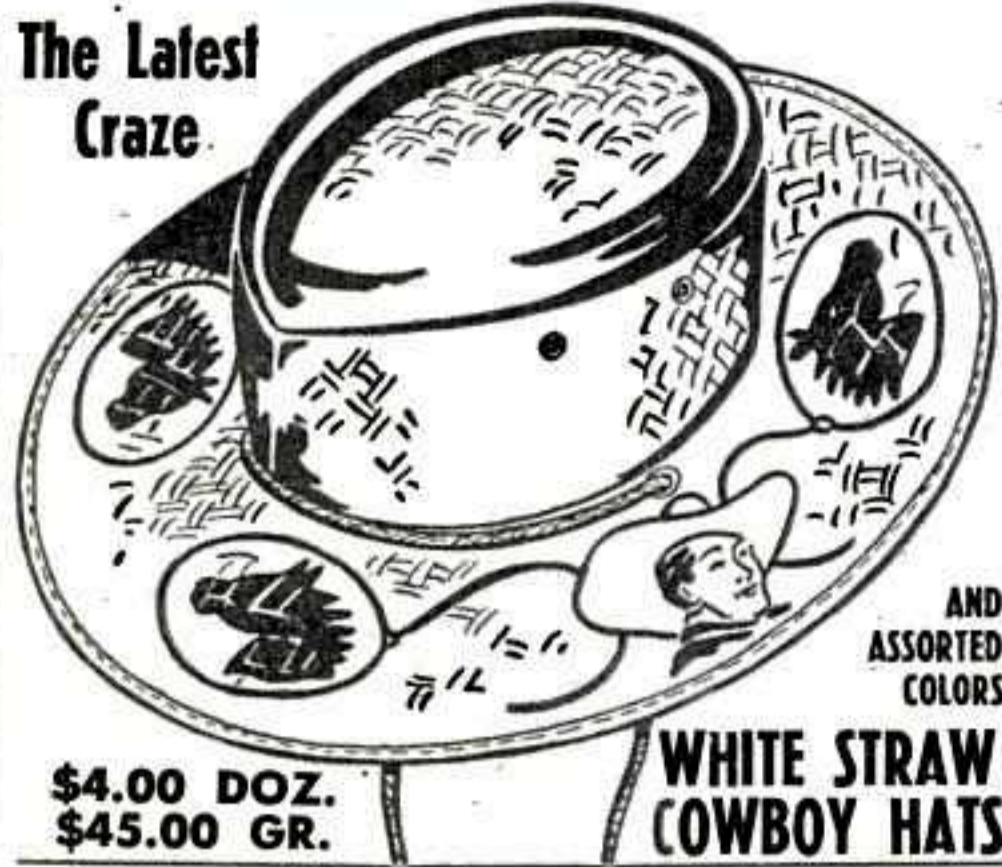
301-303 West Court St., Cincinnati 2, O. Phone: CA 0064

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In Two-Toned Bronze or Gold Finish With popular electric movement
\$5.60 Ea. in Lots of 6
 Sample, \$6.25.
 With 40-hour wind movement.
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NEW LOW PRICE ON BRONZE HORSES
 Send for free 1953 catalog. 25% deposit, balance C. O. D., F. O. B. Brooklyn, N. Y. Open account to rated concerns only. If not for resale, add federal tax.
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The Latest Craze



AND ASSORTED COLORS

WHITE STRAW COWBOY HATS

\$4.00 DOZ. \$45.00 GR.



TOP BANANA HAT

The best made hat on the market. Also have children's sizes.

\$6.00 dozen, \$66 gross



Sensational Item

Pearlized Crucifix very beautiful 6"x12" Beautifully boxed Gold Metallic Finish

\$6.00 Doz. \$66.00 Gross



CREW HAT OPERATORS

We have the best Crew Hats in the market. We guarantee them first quality. All these hats are made out of the finest gabardine. They simply are beautiful and sell on sight.

IMMEDIATE DELIVERY \$54.00 GR.

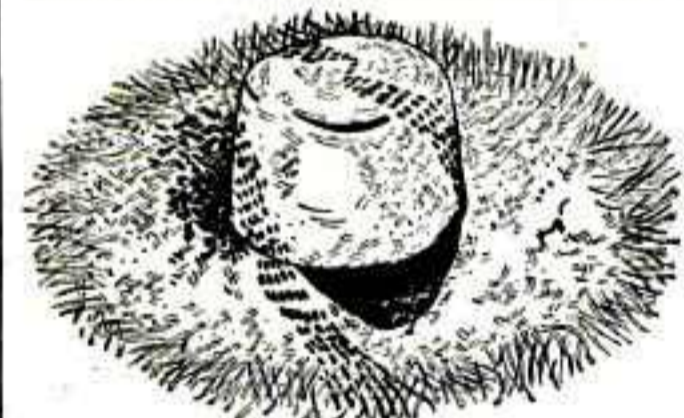
WITH POMPONS \$58.00 GR.



LATEST CREATION

checkered be-bop hat, with pompon, for embroidery machines to put names on. This is REALLY TERRIFIC. Assorted colors. These are full sizes.

\$4.50 PER DOZ. \$47.00 PER GROSS



The New Sensational FUZZY WUZZY CRAZY SHAGGY STRAW HAT

made of woven straw in natural color. Sell on sight. 18" from brim to brim.

\$3.00 DOZ. \$33.00 GR.



YACHT CAPS

Assorted sizes with any print.

Special Price—\$36.00 Gr.

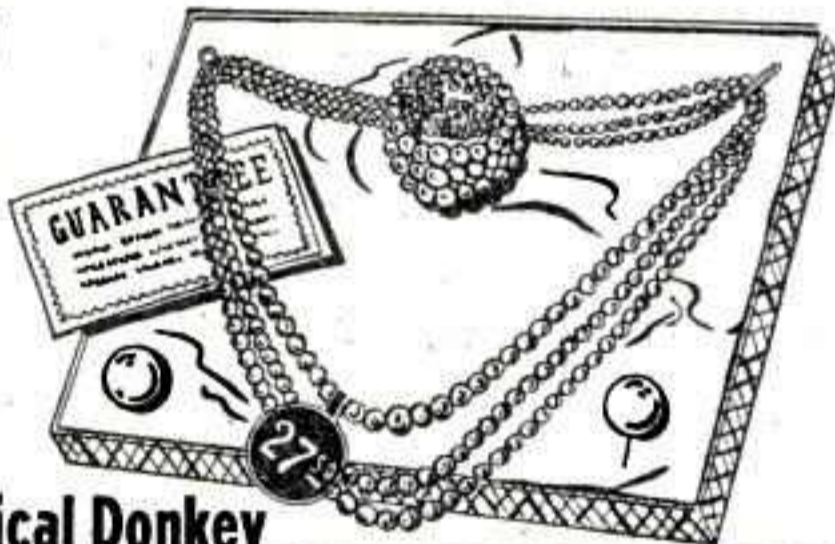
HARRIS TOPS THE FIELD

with the most sensational pearl deal offered yet. 3-strand graduated, indestructible pearl bead necklace with brilliant rhinestone clasp—matching 3-strand indestructible pearl bead expansion bracelet and pair of matching indestructible pearl button earrings, sold complete in a silk lined, velvet covered box with \$27.50 price tag.

\$12.00 Doz.

Sample \$1.50

This is a terrific flash and sells on sight. Canvasers and agents are cleaning up.

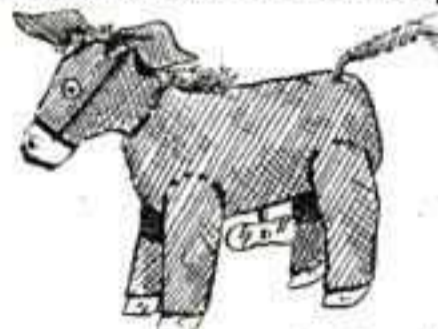


New Refractable BALL POINT PEN

The new sensational, refractable Ball Point Pen with no-smear ink. Carded. Bankers approved, guaranteed leak proof—large ink supply.

Special \$4.00 Per Doz. \$42.50 Gross

Mechanical Donkey



Terrific Number—spins its tail, walks and shakes its head. About 4" long.

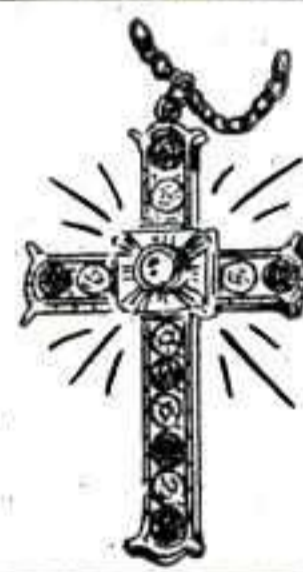
\$21.00 GROSS \$2.00 DOZ. Minimum 6 doz.

The boys are cleaning up with this donkey

THE NEW MIRACLE CROSS and CHAIN

With Magnified Lord's Prayer on Center of Cross. Each Cross in a beautiful box.

\$4.50 Dozen



ELECTRIC DRY SHAVER

Ideal for Men and Women

\$21.00 Doz. — Sample \$2.00

WITH GUARANTEE TICKET AND PRICE TAG



SELLING LIKE WILDFIRE

Smallest Lighter in the world. For Ladies and Men. Beautiful chrome finish.

\$2.00 DOZ.

SEND FOR LATEST CATALOG

LARGE PEARL-HANDLED CONTINENTAL PISTOL LIGHTER

Special \$6.00 DOZ. Very beautiful, each in box.



Sensational Value 6 PIECE WATCH SET

In luxurious gift box consisting of new high-grade nationally advertised watch, gold plated case and expansion watch band to match. Lustrous gold plated cuff links, key chain and tie holder. Written guarantee. Complete box and jewelry set.



\$7.50 each set \$1 additional for samples.



SPECIAL MIDGET PEARL PISTOL LIGHTER

\$2.50 doz. \$27.00 gr.



SELLING LIKE WILDFIRE

Army Air Force Type Sun Glasses

In beautiful leatherette case, gold finish frame and adjustable and flexible ear piece.

\$5.50 Doz. complete with case.



MONKEY

\$2.25 dozen, \$22.50 gross

IMMEDIATE DELIVERY



SNAKE BOW TIE

\$2.25 dozen, \$22.50 gross



BALL POINT PEN

THESE PENS ARE FIRST QUALITY—NO SECONDS \$7.00 gross

ATTENTION

All Concessionaires, Streetmen and Novelty Men. A terrific number.

Imported, inflated Rubber Monkeys. Just arrived. Buy now before they are gone. Immediate delivery.



\$3.00 DOZ.

\$35.00 GROSS

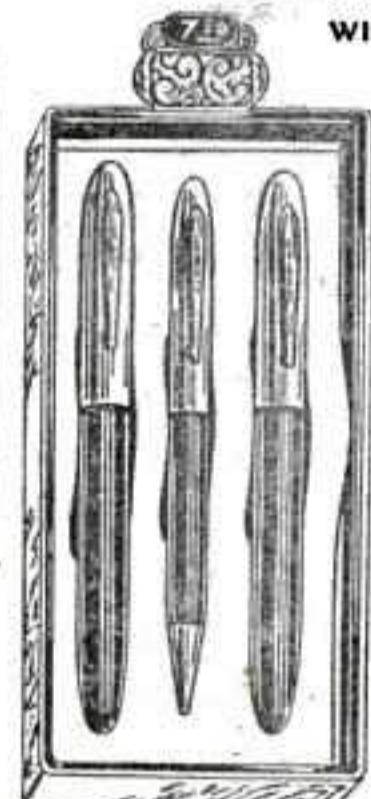
3-Piece JEWELRY SET

Special Assorted 3-piece Jewelry Sets.

\$10.80 DOZEN

3-PIECE PEN SET

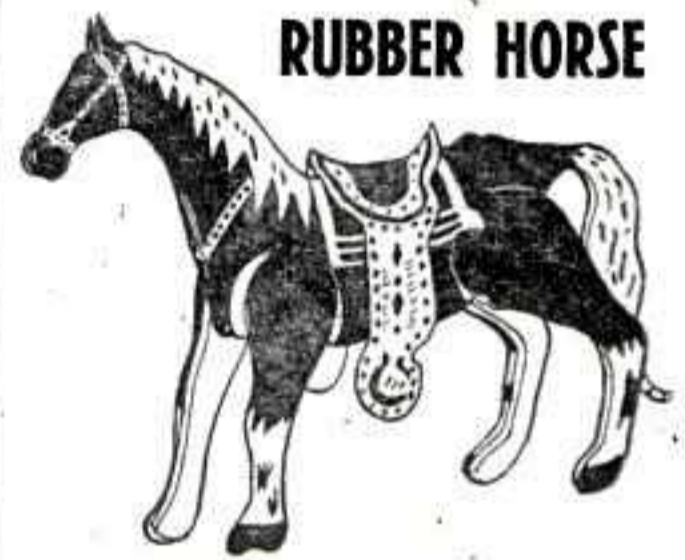
WITH METAL CAPS AND CLIPS.



Consisting of ball point pen, fountain pen and pencil. In beautiful box. Beautiful gold embossed. \$7.50 tag comes with set.

\$4.00 per dz. \$42.00 per gr.

RUBBER HORSE



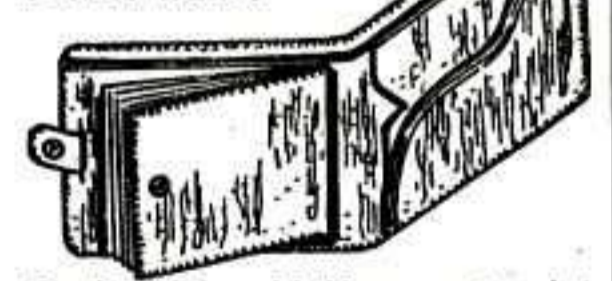
Large inflated Rubber Horse, with saddle. 18" long, 13" high. \$6.00 Dozen \$69.00 Gross
Smaller size Horse. \$3.50 Doz.



SPECIAL INFLATED RUBBER ANIMAL TOYS

- Large Rubber Clowns, 18" Long.....\$6.25 Doz.
- Large Rubber Elephants..... 4.50 Doz.
- Medium Size Horses..... 3.50 Doz.
- Assorted Rubber Squawking Animals..... 3.50 Doz.
- Inflated Rubber Monkeys..... 3.00 Doz.
- Inflated Rubber Squawking Monkeys..... 3.50 Doz.

THE NEW SENSATIONAL FAST-SELLING PLASTIC WALLET



Consists of 4 card holders, secret pocket and Billfold all in one. \$3.75 doz. \$42.00 gr.

25% deposit required—Money order or cash. We ship same day as we receive order. Ship all over the world.

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Philadelphia 7, Pa.

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FACTORY CLOSE-OUT JEWELRY
AT BELOW COST PRICES!

Lot "C" Asst. Jewelry	5¢	Asst. Jewelry Lot "H"	9¢
Kiddie Idents	11¢	Asst. Jewelry Lot "I"	12¢
St. Chris. Ident	25¢	Asst. Jewelry Lot "J"	21¢
Ladies' Idents	13¢	Asst. Necklaces	30¢
Men's Idents	25¢	Asst. Pins	25¢
Asst. Tag Bracelets	18¢	Asst. Earrings	15¢
Asst. Bracelets	30¢	Asst. Fancy Boxed Jewelry	25¢, 37¢, 50¢, \$1.00 & \$1.50
Boxed Cuff Link & Tie Bar Sets	50¢	Sterling Silver Rhinestone Pins	1.00
Tie & Link Sets	38¢	Midget Lighters	47¢
Fancy Boxes for Above	25¢	Compacts & Cigarette Cases	30¢ & 1.15
Asst. Cuff Links	15¢	Tailored Earrings	33¢
Tie Bars & Chains	15¢	Men's Watch Bands, GF	1.00
Large Locket & Chain	50¢	Ladies' Watch Bands, GF	1.00
Following All Gold Filled:		Fancy Bracelet Boxes	8¢
Small Cross & Chain	38¢	Fancy Locket Boxes	10¢
Medium Cross & Chain	60¢	Fancy Asst. Boxes	10¢
Small Locket & Chain	70¢		
Medium Locket & Chain	95¢		

Sample assortment, \$10.00; smaller asst., \$5.00. Cash or stamps with order. Sorry, no catalogues; samples speak for themselves. All items subject to prior sale. VALUE GUARANTEED OR REFUND IN FULL.

H. L. HIRSH CO.

365 ATWELLS AVE. PROVIDENCE 3, R. I.

FOR SALE—SECONDHAND SHOW PROPERTY

Continued from page 120

KID RIDES FOR SALE—ALLAN HERSCHELL Blue Goose, Allan Herschell 19 Airplane Ride, 10 car Kid Auto, 4 car Kid Rocket Ride. Two of these rides are up and operating in amusement park; come look them over and make offer. Lloyd Green, 610 Baltimore St., Huntington, W. Va.

KIDDIE FREIGHT TRAIN—DIESEL TYPE, used 2 years, 10 passenger, good condition, complete with track; Acme built, gas driven, 5 h.p., \$500 cash. Lee Courtney, 3015 Clay St. and Liverpool Rd., Gary, Ind.

KIDDIE BOAT RIDE, \$550; KIDDIE CHAIR-PLANE, \$350; Train, \$650; Auto Ride, built on trailer, \$550; Kiddie Junior-size Chairplane, \$475; Band Organ, \$100. Harry Zimdars, 1001 Whittingham, Hot Springs, Ark.

KIDDIE "BRONCO ACTION" RIDES—12 capacity, \$650; \$300 down, balance as you earn. Rides, 8 Aspen St., rear, Passaic, N. J.

LARGE PROP FAN—9 FT. HIGH, 18 FT. spread, hand painted satin shading from pink to coral; splits at center for entrance; packed in special shipping case. Special closeout price, \$150. The Costume Mart, 67 E. Lake St., Chicago, Ill. Open Tues., Wed., Fri., Sat., noon 'til 5 p.m.

MAKE MORE MONEY with your advertising use this eye-catching DISPLAY CLASSIFIED style of ad see 1st page this section

MANUFACTURE, REPAIR, TRADE ANYTHING canvas. Any size, good as new tents. What do you have or want? Smith and Turner, 1462 66th St., Brooklyn 19, N. Y.

MERMAID ILLUSION—GREAT FOR ANXIOUS grind or night clubs. Small fish aquarium, fully equipped to show live girl "in water" appearing doll sized. Write W. Chilo, P. O. Box 346, Flushing, N. Y.

MILLS SOFT ICE CREAM MACHINE in trailer, mechanical show in trailer. Arcade mounted in trailer, Whirlidark ride on truck, streamlined gasoline Train with trailer, callions, transformers, banners, canvas tops, high striker, abacus monkeys, Collins Rides, Kearney, Neb.

MINIATURE TRAIN—GASOLINE DRIVEN; suitable adults, children; passenger capacity 50, with track; bargain, cash deal. Kozynok, 33 Winthrop, Rehoboth, Mass. ap18

MUST SELL—3 KIDDIE RIDES, FIRE ENGINE, Pony Cart, Sail Boat; operated last season; \$3500 or best offer. Charles DeMartino, 1462 66th St., Brooklyn 19, N. Y. Telephone Cloverdale 6-7002.

NEW SIX CATS, \$7.50 EACH; PUNKS, \$18 DOZ. UP. MARIE DUNN 607 E. Van Buren St., Columbia City, Ind.

NEW ALUMINUM MERRY-GO-ROUND Horses; 52 lb. horses, \$150 a pair. Send for photos and details. Thomas Mig. Co., R. 4, Box 50, Springfield, Mo.

NEW KIDDIE SWAN, ANIMAL, CHAIR-PLANE rides, \$400 and \$500 complete. Photo and description for stamp. Proven money maker. Beebe, Box 505, Keego Harbor, Mich. ap11

NEW P.-A. SYSTEM, COST \$76, FIRST \$50. 2 Rhesus Monkeys, young, healthy, gentle, \$30 each; III-Striker, \$90; Penny Pitch, \$25; Guess Your Weight Scales, \$50; Dice Wheel, \$10. Roach, 223 Spillman, Rolla, Mo.

NO. 5 ELI FERRIS WHEEL, CHAIR-Plane, rides, etc. Frozen Custard and Popcorn Trailer, 25 and 100 kw. transformer on trailer, all equipped; misc. show equipment, etc. New large Super Star Popcorn Machine, closed and open Truck Trailers, 1 House Trailer, 16', \$350. Donald Van Billiard, Valley Forge 9-4561, Indian Head Park, Gaks, Pa.

ONE RAY GREASELESS DO-NUT MACHINE, used one month. Most \$179.50, will sell for \$125. Glenn Smock, Box 32, Winchester, O.

ONE MODEL #120 CANDY FLOSS MACHINE, like new, very good condition. Cost \$300, with sacrifice for \$200. One Peerless Portable Popcorn Stand and Cart, gasoline operated, with 12 qt. kettle. Priced at \$100. Glenn Smock, Box 32, Winchester, Ill.

ONE NEW 10x16 CONCESSION JOINT, complete with top and awning, side wall and Bally curtain; khaki color, no frame; price, \$75. LeRoy Itschner, Macon, Mo.

ORIGINAL PHILADELPHIA TOBoggAN Donkey Ball Games, Kicks, brays, throws prize. One man operation; photo on request. Seymour Machson, 1215 Ave. N., Brooklyn, N. Y.

PHOTO TRAILER, SOUND SYSTEM, SNOW Machine, Light Plant; all are good buys. Bert Stallings, 2730 S. Harvard, Tulsa, Okla.

PORTABLE CHAIRPLANE RIDE
18 passenger, 3 hp. motor, used 3 seasons. Cost \$2,000; bargain.
EVANS Norwood, Pa.
SACRIFICE DIRECT POSITIVE PHOTO Gallery, A-1 condition, factory built, 2 1/2"x3", F4.5, fluorescent lights, new camera. Ralph McGregor, Bedford, Ind.
SENSATIONAL ILLUSION—GIRL MADE transparent internal anatomy visible to any size crowd, medically correct. Great for annex or life show. Small apparatus, fool-proof, complete. \$75. Half deposit, balance c.o.d. W. Chilo, P. O. Box 346, Flushing, N. Y.
SHORT RANGE TARGETS—NEW SAMPLES free; shipped the same day service. Fine Art Press, 115 Donald, Peoria, Ill. ap

STAINLESS FRENCH FRY OUTFIT (Butane Gas), 3 anets, counter, peeler, trailer optional, also 8 gasoline burners. Sam Adler, 19301 Biltmore, Detroit 35, Mich.

TEN SLIGHTLY USED DODGEM CARS, \$200 worth of parts, never opened; three kiddie rides, Red, White and Blue Boat Ride, William's Miniature Train Ride, Jet Plane Ride. All in excellent condition; make an offer. Ronald Redman, Route 3, State Road, Plymouth, Mass.

TENTS—VARIOUS SIZES; NOT NEW BUT thoroughly overhauled, good condition; priced to sell. Milvo Awning & Tent Works, Rome, N. Y.

TRADE OR SELL—LONG-EAKINS POP-corn, Carmel Corn, Crispette equipment. Chrome electric driven popper, crispette machine, copper kettles, furnace, gasoline burners, tanks, taffy-waffles and all accessories. Also Kay Electric Guitar, Hawaiian Guitar, 3 input Amplifier, Mike, C. E. Projector or what have you? Allan Hamsterfer, c/o Gen. Del., Homestead, Fla.

WHITE DOVES SPECIAL—\$6 PR. CASH; Baggage Trailer, \$150; Theatrical Trunks, \$20 ea.; Illusions, Jack LaWain, 522 S. Fifth St., Monmouth, Ill.

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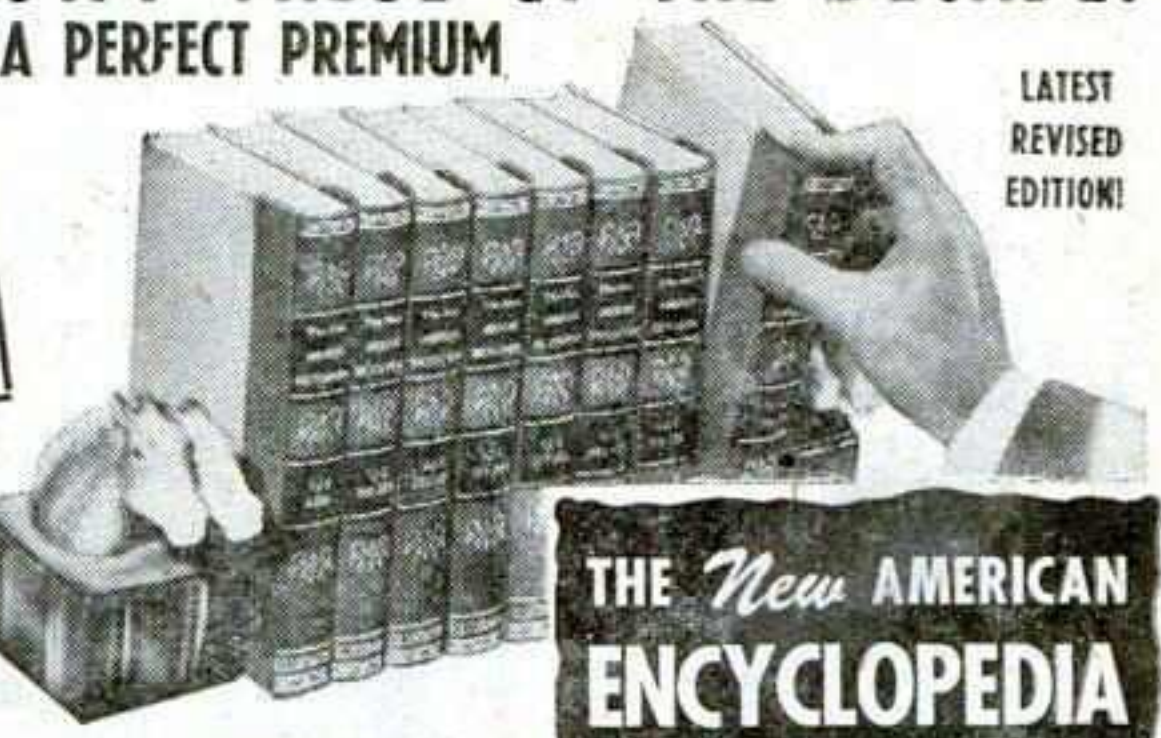
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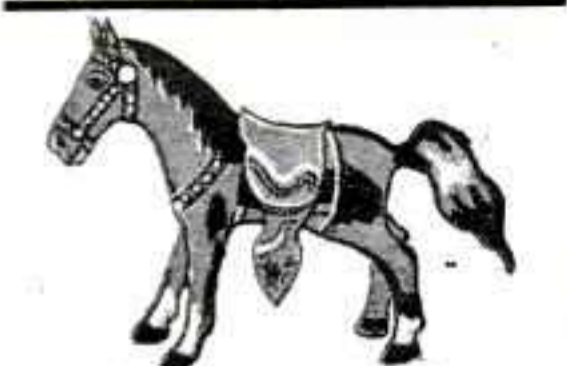
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CARADAY Dept. 301, 49 W. 32nd St. New York 1, N. Y. Tel.: PE 6-4529

NOVEMBER 23rd
 NIGHTMARE
 12" high, beautifully hand painted. Made of durable rubber plastic. Sample—\$3.50 each, \$36.00 doz. With Swiss music: \$6.00 each, \$60.00 doz. We manufacture 24 new Joker and Fun-Making Novelties—Send \$10.00 for assorted Samples—No C.O.D.'s. Jobbers: Write for Quantity Discounts and New Catalogue.

HAWAIIAN NUDIE DOLL
 Soft, flesh-like plastic rubber, life-like, over 7 1/2" high, Wiggles, shimmyes, bumps and bounces—Sample \$9.00. With-ouit costume \$7.20 Dz. Sample—\$1.25, 3 for \$3.50.

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JUST OFF THE PRESS

If you are not on our mailing list and handle RINGS and ENGRAVING JEWELRY, send at once for the DE LUXE 1953 CATALOG. (Print your name and address plainly.)

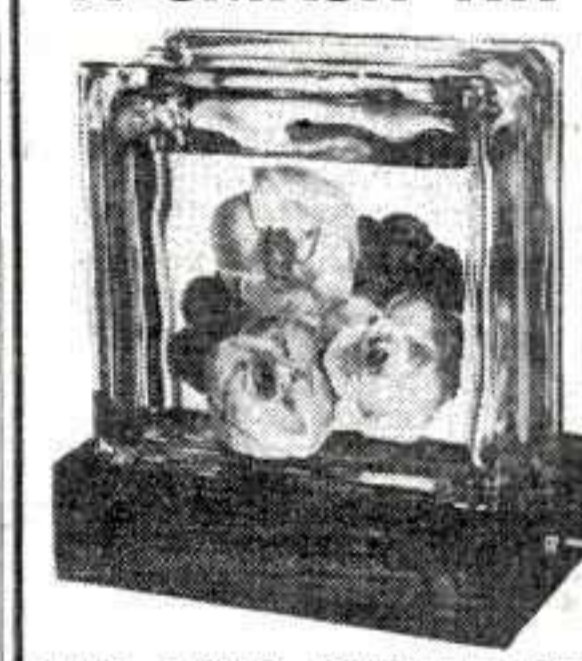
Over 100 items of brand new engraving articles, never shown or sold by anyone before. OUR CATALOG WILL OPEN YOUR EYES to new hot sellers at reasonable prices.
 40 STYLES OF EXPANSION IDENTIF. for men, women and children in Chrome, Rhodium, Nickel, Silver and Gold Plate.
 \$6.00, \$8.00 & \$10.00 VALUES PRICED DOWN TO from \$4.00 to \$6.00 per doz.
 (Boxes at actual cost.) SEE CATALOG.

Over 500 rings shown in catalog. (At least 50 brand-new styles.)

GOLD PLATE
 GOLD FILLED
 STERLING

Special discount to demonstrators. Orders shipped same day.
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 1261 Broadway (Near 32 St.) New York 1, N. Y.

A SMASH HIT



THE AQUA VASE LAMP
 A soft glowing lamp whose beautiful flowers in water add charm to any room. A removable hollow block of glass, open on top, rests on a base finished in mahogany or blond. It can be used also as a fish aquarium or a flower vase.
 Glass block size: 8"x8"x3 1/4". All over height, 10".

Packed individually, 6 to master carton. State preference — mahogany or blond.
 Samples \$2.25 ea. in lots of 6 or more \$3.00 ea.
 Write for our own FREE 44 page catalog
 It's the talk of the trade.
NAME BRANDS HUGE SELECTION COMPLETE ASSORTMENT

CONNELLY PRODUCTS COMPANY, INC.
 DEPT. B, 343 WEST 26th ST. NEW YORK 1, N. Y.

HOLLYWOOD MODEL WALLETS

Real Blk. & White NUDIE PHOTOS
 2 pict. on wallet—assf. pict. per doz. Blk. & brown calf, spiral insert.
 \$48.00 Per Gross 2 Samples \$1.00 Postpaid

Open accounts to rated firms; others 25% deposit, balance C.O.D., F.O.B. N.Y.C.
UNITED PLASTICRAFT MFG. CO.
 85 Leonard Street, New York City 13

"BARGAINS"

The only Big Tabloid Size Magazine published that lists E V E R Y M O N E Y worth hundreds of sensational Bargains in: Toys, Novelties, Jewelry, Household Goods, Greeting Cards, Books.
 • At Wholesale prices
 • Bankrupt, close out merchandise, bargains
 • Money making opportunities
 Here's just a FEW SAMPLE Bargains—
 • 16.50 perfume, 35¢ bottle • \$2.00 gummed photo stamps, 65¢ • \$1.00 toys, 20¢ each • 50¢ greeting cards, 7¢ box • \$10.00 men's toiletty sets, 50¢ set • \$17.50 talking dolls, at \$7.00 PLUS HUNDREDS of other terrific bargains!
 BIG Special issue NOW OUT! Save 50% —75% or more on many BIG BUYS! Stretch your BUYING DOLLAR! "BARGAINS" tells you WHERE & HOW to buy over 100 items at the Lowest PRICES! You can BUY BETTER, CHEAPER, NEWER things every month! Subscription \$3.00 per year—SPECIAL INTRODUCTORY OFFER \$2.00 for 1 year. (Money back if first issue doesn't please you!) TOWER PRESS, INC. P. O. Box 591-SAY Lynn, Mass.

LOW-PRICED GLASSWARE CLOSE-OUTS!

Write or wire for list of other bargains

CRYSTAL CRIMPED BOWL
 No. A-55
 7 1/2" Clear Crystal Crimped Bowl, 7 1/2" in diameter and 2 1/4" high. Packed 3 dz. in carton. Weight, 42 lbs. \$9.60 gross

CRYSTAL CRIMPED SHERBET
 No. A-132
 5-oz. Crystal Sherbet Dish. Graceful crimped design. 3 3/4" top diameter, 2" high. Packed 12 doz. in carton. Weight, 39 lbs. \$3.72 gross

5-oz. Crystal Sherbet Dish with attractively crimped edges. 2 1/4" high and 3 1/4" in diameter. Packed 6 oz. in carton. Weight, 29 lbs. \$3.72 gross

HUNDREDS OF ITEMS
 • GLASS PITCH
 • FLASH
 • SLUM
 • BINGO, etc.

ORDERS SHIPPED SAME DAY

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SENSATIONALLY NEW! ROULETTE POCKET GAME

• COMPLETE GAME
 • CLEVER NOVELTY
 • KEY CHAIN CHARM

25¢ retailer, packed 24 to each display card, complete with key chains.

Min. order 2 Doz. \$1.75 per Doz. \$16.20 per Gross 3 samples ppf. 50¢ dep. bal. C.O.D. F.O.B. N. Y. C. 25%

DISTRIBUTORS WANTED

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THE FAMOUS MARILYN MONROE CALENDARS

These artistic calendars of the most beautiful form in Hollywood, size 11"x23", in color, are now available for \$7.20 a dozen, express prepaid, with cash in advance. Special prices in large quantities and with your own imprint if desired. Send now for a trial order of a dozen while we have stock on hand.

WESTERN SPECIALTY CO.
 DEPT. L, 5225 WILSHIRE BLVD. LOS ANGELES 36, CALIF.

FIREWORKS NITE DISPLAYS

\$22.50 to \$1,000
 We specialize in serving Resorts, Clubs, Private Parties, Fairs and Parks.
 Write for Catalog Salesmen Wanted

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 Oostburg, Wisconsin

ATTENTION, JOBBERS

Send for our Free 1953 Illustrated Circular and Wholesale Price List, featuring the best priced line of Wallets, Key Cases and Leather Novelties.

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 78 Fifth Ave. New York 11, N. Y.

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SEASON'S HOTTEST ITEMS
NEVER KNOWINGLY UNDERSOLD
EXPANSION IDENT BRACELETS
Chrome finish



#635 Men's.....\$6.00 Dz.
#636 Ladies.....\$6.00 Dz.
#636 Child's.....\$6.00 Dz.
Send \$15.00 for samples of anklets, ident, signet rings and items suitable for engraving.

Simulated DIAMOND RING
#600
\$3.75 Dz.
\$42.00 Gr.
May be had with ruby center or all whitestones.

Assortment of pins and earrings, dollar values at SPECIAL price of \$42.00 Gross; \$3.75 Dz.
25% deposit with all orders; balance C.O.D.

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307 5th Ave. N. Y. 16, N. Y.

NATIONALLY ADVERTISED ITEMS WITH BIG RESALE PROFITS!
SEND FOR FREE CATALOG

REAL VALUE! MOTOROLA CLOCK-RADIO
America's Most Popular Seller!
Retail for \$39.95 Only \$29.95

FAMOUS "LOWELL" WATERPROOF WATCH \$13.50
L. E. STEWART
Retail for \$19.95

WESTINGHOUSE POP-UP TOASTER
Retail for \$15.95

LOUIS PERLOFF WHOLESALE JEWELERS
Dept. BB, 733 WALNUT ST. - PHILADELPHIA 6, PA.

Attention, Promoters! The New Retractable BALL PEN
Only 40¢ Each
with New MIRACLE INK
Guaranteed Not to Leak Not to Smudge

PRESS BUTTON—IT WRITES
PRESS CLIP—POINT DISAPPEARS
Immediate Delivery—Any Quantity
25% Dep., Bal. C.O.D.—2 Samples, \$1.00

PACKARD BALL PEN
27 East 22d St. New York 10, N. Y.
Spring 7-7180

CATALOG No. 107 for ENGRAVERS DEMONSTRATORS FAIR WORKERS

CATALOG No. 57 for a COMPLETE LINE of VOLUME SELLING JEWELRY

BIELER-LEVINE
5 N. Wabash Ave., Chicago 2, Ill.

MOVING ART PHOTO KEY CHAINS
Get Action! Sell Action!
Just move picture, watch the girl dance. Sell to stores at \$1.80 a dozen, your cost sample card of 2 dozen, \$2.50, or 6 cards, \$12.00 prepaid. Cash with order. Write for circulars.

ARCADE SALES
Huntington, Ind.

THE GREATEST LINE OF NOVELTIES EVER ASSEMBLED WILL BE ILLUSTRATED IN OUR NEW 1953 CATALOG

CONCESSIONAIRE'S, OPERATORS, STREET WORKERS, AUCTIONEER'S, PREMIUM USERS, ETC. Don't fail to send for your Free Copy of our General Catalog, that will be ready for mailing on or about May 10th. It illustrates the most extensive line of Novelties and Premium Merchandise ever offered, at amazingly low prices.

GELLMAN BROS. MINNEAPOLIS 1, MINN. 119 NORTH FOURTH ST.

BELLA
Established 1935
Manufacturer of Fine Sea-Shell and Glass Novelties

NEW A large selection of crucifixes and frames made with blue mirror.

NON TARNISHING ALUMINUM-METALLIC GLITTER

We Also Carry a Fine Selection of SEA-SHELL Items

Our Novelties Ideal for Give-aways — Prizes — Scales — Photo-Inserts—Souvenir Trade & Door to Door Salesmen.

Religious Pin-Ups From \$7.20 per gross
Scenic

WRITE US FOR FURTHER DETAILS

JOSEPH BELLA
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A 5* STAR PRIZE ATTRACTION FOR CONCESSIONAIRES AND GIFT SHOPS

SOLID LEATHER BAGS

That wear forever. Both sides hand carved by master craftsmen. Retractable handle leaves hands free for books or packages. Terrific seller for housewives, students, office girls.

\$54 Dozen
Send \$13.50 for 1/4 doz. sample order shipped prepaid.

WRITE FOR CATALOG

IMPORT LEATHER GOODS CO.
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BUY DIRECT FROM MANUFACTURER
New and Sparkling Earrings
New Designs Hand Set Stones
Button — Drop and Novelty Styles

Eye Appealing in Aqua-Rose-Emerald-Ruby-Sapphire-Amethyst-Crystal Big Selection from which to Choose.

PE ASSORTMENT
For Pierced Ears. 48 styles.
All pierced earrings fitted with 1/20 12 KT GF wires.
\$1.90 doz. pairs.

HP ASSORTMENT
Include 8 styles of Hoop pierced earrings from wide bottom Wedding Ring Styles—1/2" to 1 1/2" diameter.
Special—\$1.10 doz. pairs.

SE ASSORTMENT
Screw Type—48 styles.
All stone set earrings. Very flashy.
\$1.90 doz. pairs.

One complete set of 104 different styles—pair of each for your samples from which to re-order. Each pair carded.
Full Set \$16.00, postage paid.

STEPHEN-IVAN CO.
138 West 17th St. Los Angeles 15, Calif.

BUY FROM THE RIGHT HOUSE AND SAVE REAL MONEY

7" Celluloid Feathered Dolls\$.95 Per Doz. \$11.00 Per Gross
9" Celluloid Feathered Dolls 1.50 Per Doz. 17.60 Per Gross
12" Celluloid Feathered Dolls 2.50 Per Doz. 28.80 Per Gross
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9" Celluloid Hula Dolls 1.60 Per Doz. 18.60 Per Gross
12" Celluloid Hula Dolls 2.55 Per Doz. 30.00 Per Gross

BEST HEAVY QUALITY CELLULOID
All these Dolls have full accessories, such as painted shoes and stockings, earrings, necklace, bracelets, cane, tinselled hat and body.

Also, All Our Prices On Other Carnival Items Are Just As Cheap

Note Name and Address: 25% With Order, Balance C.O.D.

LOUIS SCHEAR
130 PARK ROW NEW YORK, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

BERT WHEELER
Star of Stage, Screen, Radio, T.V. and Five Card Stud, Introduces

"PEE PEE PETE"
THE TOPICAL TROPICAL TOPPER!

PRICED TO SELL FAST AT ONLY

\$18.00 GROSS F.O.B. FLORIDA (COMPLETE WITH ELASTICS)

ORDER FIVE SAMPLES TODAY \$1.00 POSTPAID
REGULAR ORDERS 25% DEPOSIT, BALANCE C.O.D.

WRITE!

TROPICAL TRADER
P. O. BOX 37, HOLLYWOOD-IN-FLORIDA

"BIGGEST NEWS OF THE YEAR!!!"

WE ARE MOVING ON OR ABOUT APRIL 24TH, TO OUR NEW BUILDING 417 ARCH STREET. WHEN YOU ARE SHOWING AROUND PHILADELPHIA PLEASE STOP IN. . . . LOTS OF CLOSEOUTS — LARGEST VARIETY OF IMPORTED AND DOMESTIC MERCHANDISE—OUR PRICES ARE ABSOLUTELY SENSATIONALLY LOW. . . . HERE ARE "17" MOVING SPECIALS . . .

B417 American Men's Watches	Ea.	\$1.50
B418 Ladies' and Men's Wrist Watches	Ea.	2.10
B419 Push Button Knives, SPECIAL	Dz.	6.00
B420 Space or Jet Photo Jack Knives With Long Chain Attached	Dz.	3.00
B421 Field Glasses With Compass & Strap, Ind. Boxed	Dz.	6.60
B422 Large Field Glasses, 4 1/2 x 4 1/2, With Compass and Strap	Dz.	9.00
B423 Rubber Lapel Buffoonery Monkeys	Gr.	23.50
B424 Mechanical Walking Bear	Gr.	24.00
B425 Flying Birds With Inside Whistle	Gr.	5.80
B426 High Hat Fur Monkeys, 7"	Gr.	6.00
B427 Large Size 2-Blade Pearl Knives	Dz.	3.50
B428 Cellophane With Foil Large Miniature Derby Hats	Gr.	9.60
B429 White Western Felt Hats, Striped Binding, 2 Rosettes, Beaded Chin Cord, \$3.00 Ds.	Gr.	30.00
B430 Ladies' and Men's Flashy Wallets	Dz.	3.00
B431 Sun Glasses, 50¢ Values	Gr.	18.00
B432 Rubber 14 Kat Balloons, Multi Color	Gr.	6.00
B433 Nickel Plated Flashlights, 5"	Dz.	3.00

WRITE FOR CATALOG. FREE PARKING.

M. GERBER, INC.
505 MARKET STREET PHILADELPHIA 6, PA.

GLASS MINIATURES AND NOVELTIES
for Glassblowers and curio and novelty stores
Blown-Solid-Network
first quality miniatures

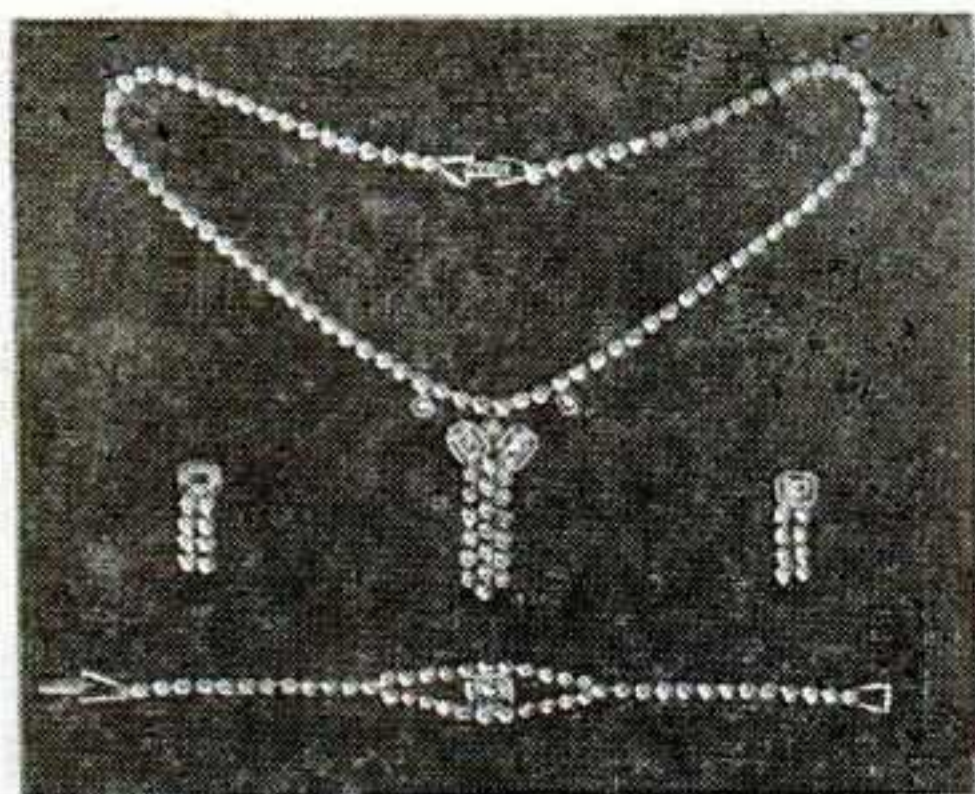
All made of colored glass, no lacquer on these items to fade and chip before they can be sold. Every piece absolutely guaranteed against breakage, either in shipment or while in stock.

Send for price list and descriptive literature

Larry Williams, P. O. Box 652, San Antonio, Texas

A SENSATIONAL NEW T. V. LAMP
6x9x12" heat and waterproof plastic complete with 2 light bulbs and artificial ivy, green, red, or Chartreuse. Packed singly, \$3.50 each. Minimum order 12. Sample order of 3, insured Parcel Post, \$12.00. Other T.V. lamps \$5.95, \$8.95, \$12.50. We offer from our treasure house table lamps in great variety. A 30" lamp hand painted, either swirl or crown shade, specially priced at \$4.95. Colors Red, Blue or Green. Money order or certified check.

CHARM PRODUCTS CO.
220 St. Clair Ave., N. W. Cleveland 13, Ohio



Style #913

4 PC. RHINESTONE SETS

All first quality Austrian rhinestones. Hand-pronged, rhodium finished.

Style #701

4 PC. PEARL SETS

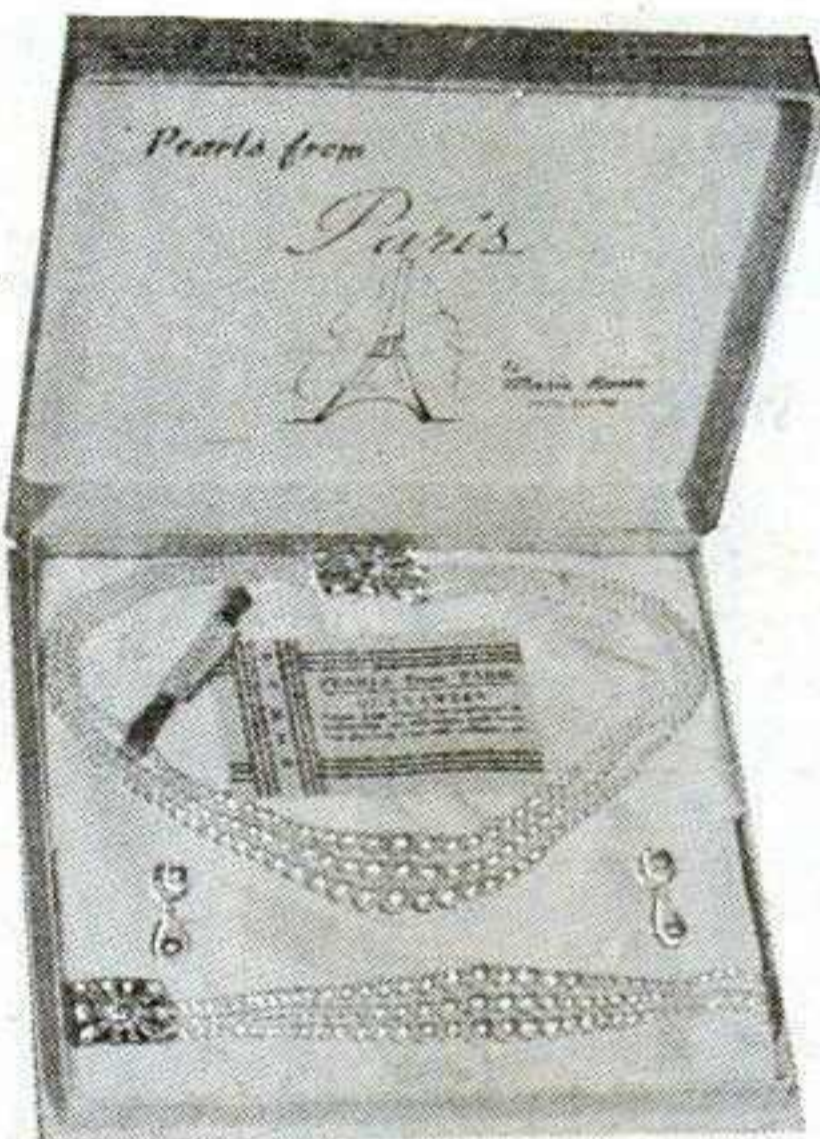
Beautiful, lustrous 3-strand necklace set off with large sunburst rhinestone clasp. Matching clasp on 3-strand bracelet. Earrings brilliant with rhinestones surrounding pearl center.

THIS IS IT!

Fabulous, New "Jewels From Paris"

COSTUME JEWELRY SETS

Beautiful beyond words—styled to sell on sight. Exciting, glittering, glamorous creations, distinctively boxed in smart, satin-lined gift boxes.



See the sets for yourself! We will send you prepaid sample ass't of 5 beautiful styles for \$15.00. MONEY BACK IF NOT CONVINCED.

\$2.25 Per Set In Doz. Lots No catalog. 25% deposit, balance C.O.D.

PARIS PEARL CO.

126 5th Avenue Tel.: Algonquin 5-5525-6 New York 11, N. Y.

Advertisement for Casey Concession Co. featuring a plastic horse, electric clock, and combination TV lamp.

Advertisement for Rivoli Scarf & Novelty Co. featuring novelty scarves and promotional text.

Advertisement for J. K. Toy & Novelty Co. featuring plush bears and carnival trade goods.

Advertisement for Arlane Mfg. Co. featuring slum items like jokes and matches.

Advertisement for Universal Premium Jobbers featuring various slum items and close-outs.

Advertisement for Personal Services including eye glasses, costume jewelry, and name mats.

Advertisement for Photo Supplies including cameras, developing, and printing services.

Advertisement for Printing services including bumper signs, letter openers, and window cards.

Advertisement for Slum Jewelry featuring metal earrings and corsages.

Advertisement for Alligator Hand Bag Importers featuring various handbags.

Advertisement for Retractable Pens featuring various pen models.

Advertisement for Lindy Pen featuring top deal salesmen and scenery & banners.

Advertisement for Tattooing Supplies including machines, inks, and supplies.

Advertisement for Wanted to Buy/Book or Lease featuring various items for sale.

Advertisement for Manufacturers Inventory Closeout featuring 750,000 items.

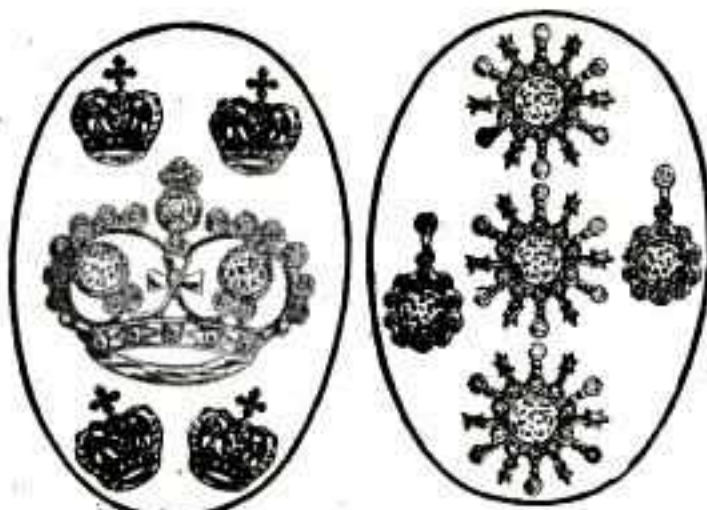
Advertisement for Sexy Sal Party Decals featuring 560 party girl decals.

Advertisement for Rainbow Pen Company featuring retractable pens.

NEVER BEFORE!

DIRECT FROM MANUFACTURER (Save This Ad)

Operators, this is your opportunity to purchase direct from mfr. Saving you 25% to 50%. Transparent plastic gift boxes. Stock always remains clean. Heavy 24 kt. gold plate. Imported first quality stones. Frame on extra spot with this line and get well.



5-piece crown or sunburst set: Necklace, earrings, 2 scatter pins. Beautiful transparent plastic gift box. \$14.00 per dz. sets. \$150.00 per gross. Sample: \$1.50 p.p.

1/3 DEPOSIT WITH ORDER. BALANCE C.O.D.

3-pc. Heart Set and 3-pc. Cross Set: Rhodium finish. Transparent plastic gift box. 58 first quality hand-set stones in heart set. Perfect reproduction of \$15.00 original. 35 stones in Cross Set. Large center stone in Cross available in Ruby, Emerald, Crystal. \$7.20 per dz. sets. \$72.00 per gross. 2 samples: \$1.00 p.p.

NEW YORK DIAMOND EXCH., 3 Bleecker Street, New York 12, N. Y.

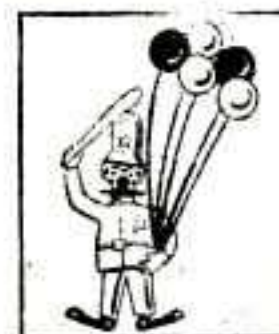


24 KT. GOLD PLATE
BOYS!! Get on the bandwagon! This is it! You can't miss with this line. Frame this joint and get well! Operate an extra spot at fairs, etc. 2 beautiful pins in a box. 24 kt. gold plated. Vividly hand painted in startling iridescent colors by our own exclusive newly developed process. Set with sparkling stones. \$4.50 per dz. sets asstd. \$48.00 per gross. 48 different designs available. Samples, dz. asstd.: \$4.50 postpaid.



CIRCUS ASST.

7 different nos. Ringmaster, Key-stone Cop, Clown Head, Strong Man, Lion Tamer, 24 kt. gold plated. Iridescent hand painted. Each in a box. \$4.00 per dz. \$42.00 per gross asstd. 5 asstd. samples: \$1.50 p.p.



PIXIE SETS

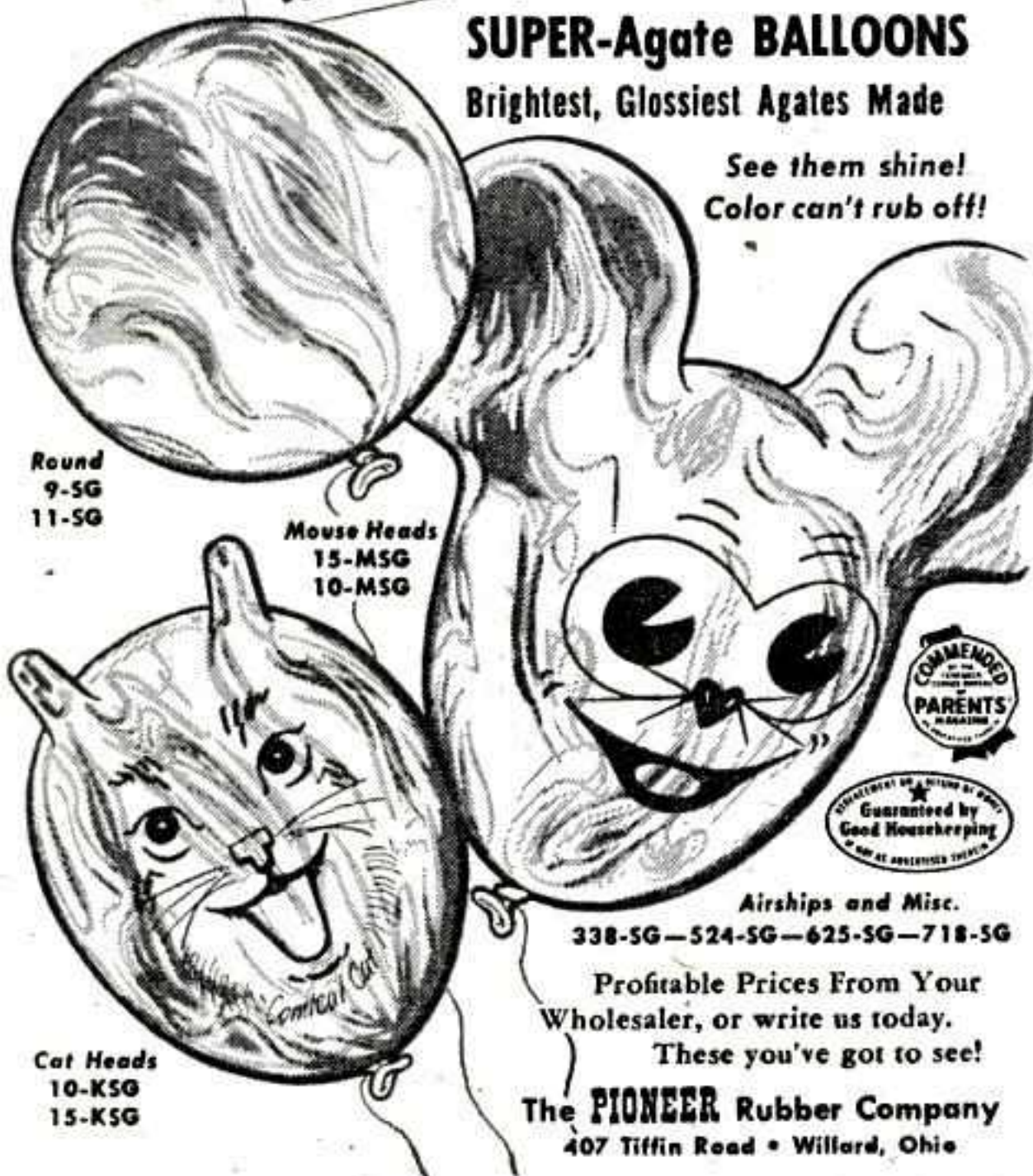
Pin and Earrings. 24 kt. gold plated. Iridescent hand painted. Each set packed in transparent plastic gift box. \$5.50 per dz. sets. \$60.00 per gross. 2 samples: \$1.00 postpaid.



New PIONEER Qualatex SUPER-Agate BALLOONS

Brightest, Glossiest Agates Made

See them shine! Color can't rub off!



Round 9-5G 11-5G

Mouse Heads 15-MSG 10-MSG

Cat Heads 10-K5G 15-K5G

Airships and Misc. 338-5G-524-5G-625-5G-718-5G

Profitable Prices From Your Wholesaler, or write us today. These you've got to see! The PIONEER Rubber Company 407 Tiffin Road • Willard, Ohio

BRAND NEW WATCH SPECIALS!

MEN'S 14K GOLD PLATED SHOCK-RESISTANT WATCH \$5.00 EA



- 1 yr. written guarantee
- FREE watch box
- Shock-Protector
- Anti-Magnetic
- Jeweled Movement inscribed on Back of Case
- Rhinestone Dial
- Exceptional Value
- Fancy Matching Expansion Band
- Sweep Second Hand

7 Jewel Water Thin Round Model Men's Modernistic Sensationally Watch. Small Second priced at only Hand. Indiv. Boxed. \$7.50 1 yr. written guarantee

Wholesale Only. 25% With Order—Bal. C.O.D. BURTON SALES CO. 843 W. Madison St., Chicago 7, Ill.

Get Ready for BASEBALL

WE MANUFACTURE ALL BASEBALL COMBINATIONS

- 28 Names and Numbers American or National League
- 120 Names and Numbers National and American League
- 120 Names and Numbers Baseball Tip J.P.V.
- 560 Names and Numbers National and American League
- 2024 Names and Numbers Nat., Am and Am Assn. League Nat., American and Southern Assn.
- 153 World Series—N&A—Position—Split Innings

GAM SALES CO.

Manufacturers Only for 30 Years 1319-1321 South Adams Street PEORIA 2, ILLINOIS

COPY OF HIGHLY STYLED WATCH BEAU BOB



THE LATEST \$3.75 each in lots of 4

Jeweled movement, large red sweep hand, unbreakable crystal. Anti-magnetic, Shock Resistant—engraved back, 50c extra. 14 Kt. Gold Plated, 75c extra. New illustrated catalog available. 10% Dep. on C.O.D.'s—non-rated firms. On orders under 6 watches add \$1.50 ea. SARO WATCH C-5th Floor 37 W. 47th St., N. Y. LU 2-3206

New Low Prices!! REED BALLOON STICKS

Charles H. Demarest, Inc. 227 Water St. New York City 38

Illustrated Catalog Now Ready

TOP MONEY GETTERS FOR 1953 YOU NAME IT—WE HAVE IT



- Singe Merchandise
- Derby Race Specials
- Everything for Vending Machines
- Animated Action Clocks
- Giant Fur Animals and Dolls
- Costume Jewelry of All Kinds
- Blankets—Robes—Spreads
- Bronze—Gold—Silver Horses
- Glassware—Red—Gold—Green
- Lamps—Electric Appliance
- Novelties—Cans—Toys
- Balloons—Souvenirs—Bags
- Coke and Ball Game Items
- Plaster—Slum—Corn—Candy
- Auction and Pitch Mide
- Advertising Specialties

IMPORTANT—IN ORDER TO GET YOUR COPY YOU MUST STATE YOUR BUSINESS OR SHOW AND TYPE OF MERCHANDISE YOU ARE USING

ACME PREMIUM SUPPLY CORP. 1111 South 12th, St. Louis 4, Mo.

MARTIN CORPORATION

BRIDGETOWN, N. J.

DYERS-FINISHERS

HEAVY COTTON PIECE GOODS

OVER 1,500 ITEMS

Staples and Novelties since 1933

Household Remedies - Sunglasses - Billfolds - Camera Watches - Jewelry - Dolls - Balloons - Fireworks - Ammunition - Toys - Carded Specialties - School Supplies - Notions.

Send for price lists.

SOUTHERN SUPPLY CO.

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GIVEAWAYS FOR GAMES — HANKY PANKS AND CRAB BAGS. EACH ONE ON A CARD. GOOD FLASH, GOOD VALUE, PRICED LOW. BIG STOCK ON HAND. PROMPT SHIPMENTS. SEND FOR CIRCULAR. WE HAVE IDENTs AND TAG BRACELETS

SAMUEL B. POCKAR

519 CHARLES ST. PROVIDENCE 4, R. I.

ATTENTION JOBBERS, DISTRIBUTORS

If you sell to Concessionaires or Carnival Trade then . . .

THIS ITEM IS FOR YOU!!

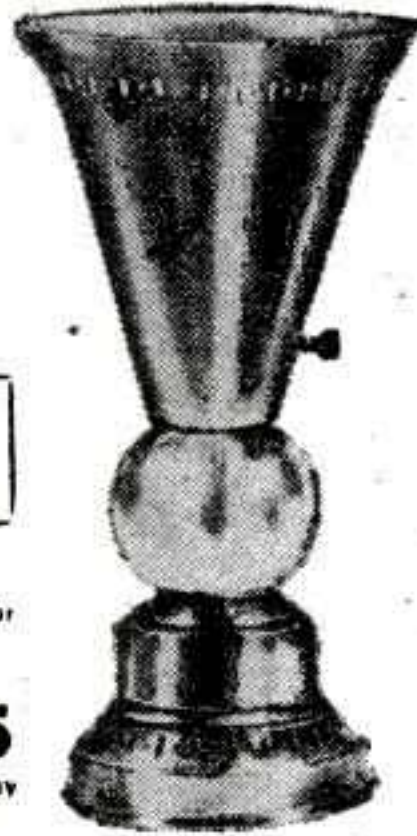
Colorama is the flashiest, most colorful reflector or pin-up lamp to hit the market. (Available in 5 outstanding colors.)

SURE FIRE SELLERS

If you are not a distributor or jobber, do not write for prices, as we do not sell individuals.

SEND FOR FREE CATALOG

BOX 845 Billboard, 1564 B'way New York City 36



Famous Make Watches

Brand-new 1953 model cases—can't be told from new at this amazingly low price complete with strap. \$9.75 15-1. \$12.50; 17-1. \$14.50; 21-1. \$18.95

Sample charge \$1.00 extra. Stretch band 75c. Plastic box 75c. 25% deposit, balance C.O.D.

NATIONAL DISTRIBUTING CO. 222 Calumet Building Miami, Florida

BENRUS GRUEN WALTHAM BULOVA ELGIN



GIVE TO DAMON RUNYON CANCER FUND

SEXSACTIONAL 3-D TIES

- SEXY
- SHOCKING
- SCANDALOUS

For Every "GUY"
A Hollywood "DOLL"
**The Tie with
SPEX-APPEAL**

Yes, all that and more
the tie that
STANDS OUT! A
hand-painted, enchan-
ting Hollywood redhead
wearing a simulated
Angora sweater to her
best advantage.

The **THIRD DIMEN-
SION** of this tie is
really tantalizing.

Comes in assorted
colors on fine qual-
ity rayon, sand crepe
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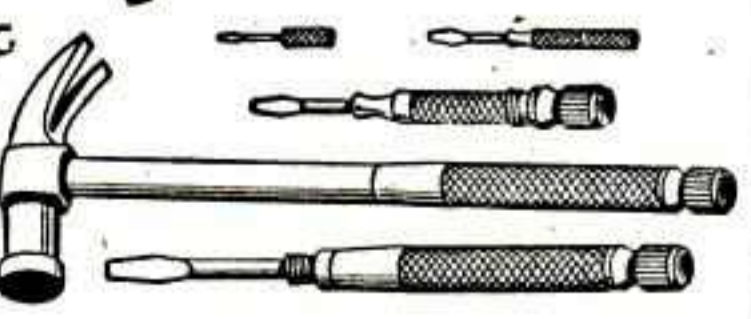
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MUSICAL TRIOS AND QUARTETS FOR engagements in Bermuda. Must be orga- nized, experienced, capable playing good dance music plus entertaining. Send pic- tures, publicity, all details. Frank Walsh, Knickerbocker Hotel, New York City.

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ACCORDION-VOCALIST—AVAILABLE IN May for good location work. Complete qualifications on request. Glenn Tomlinson, 223 Wyoming Ave., Billings, Mont.

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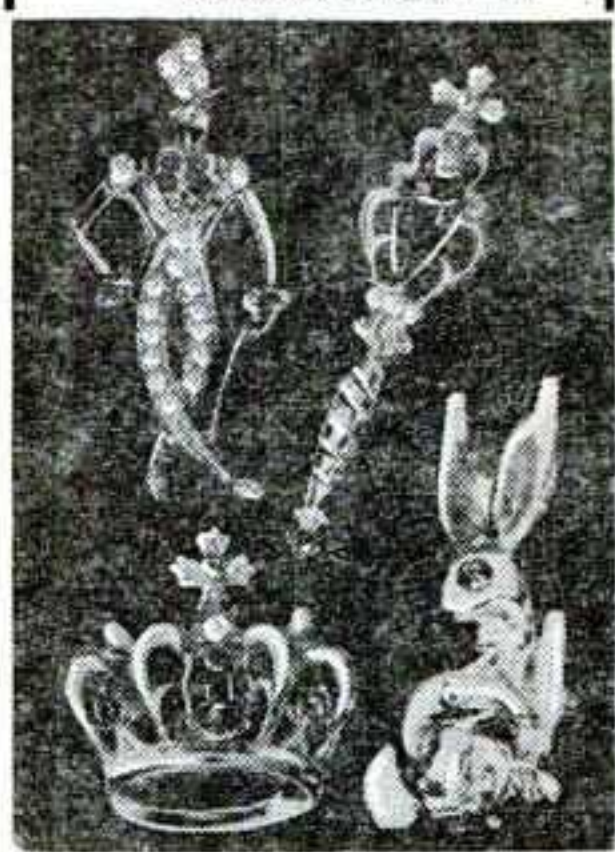
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Compares with lighters selling for 5 or 6 times as much. Gleaming chrome finish. No Federal Tax

Never before offered at this low, low price! This lighter will prove your fastest seller ever. Ideal for gift, prize or premium. Nicely boxed.

They are moving fast, so order your complete stock TODAY!

HEMATITE RING Men's warrior head with dazzling side sets. 14 Kt. Gold Plate \$3.50 doz.; \$36 gross. Minimum order 1 doz.

SKULL & BONES Always popular and an excellent giveaway. With 2 limit stone eyes. At the extremely low price of \$12 gross. Minimum order 1 gross.

Brand New! SABRE TIE CLASP

On Guard!

Sword Actually Slips From Scabbard

A really handsome jewelry item. Makes wonderful gift. FAST SELLING!

Finished in 14 Kt. Gold Plate, Mother of Pearl HANDLE, Stainless Steel Sword Blade.

Styled like the fabled Sword of Damascus. Made to retail for \$3.50, price tags incl.

\$3.50 Doz.—\$36 Gross

GIFT BOXED—\$5 Doz.—\$54 a Gross. Minimum order, one dozen.

SERVICE RING Number 0202

Available in Army, Navy, Marine and Air Force insignia. Fine sim. ruby center. In 14 Kt. yellow gold, 25c extra. \$4 doz.; \$45 gross.

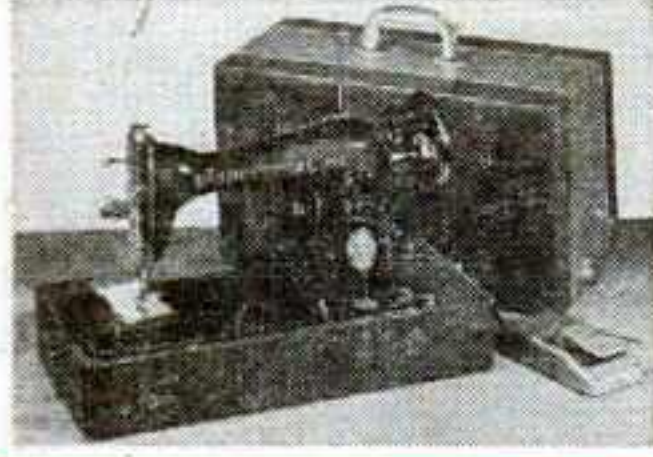
Many other styles military service rings from \$3 doz. up. Over 1,000 other rings including signets from \$7 gr. up.



24 HOUR DEL

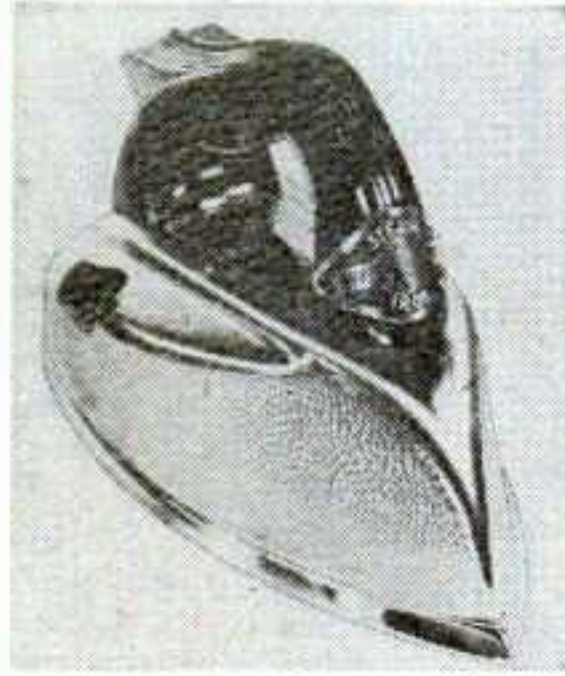
In Midwest, West and Southwest

UNIVERSAL SEWING MACHINE



Full-sized head, round bobbin. Sews backward and forward. Automatic bobbin-winder. Universal AC/DC air-cooled motor with center-speed rheostat and two full sets of attachments. Portable. A \$169.50 retail value. ALSO AVAILABLE IN CONSOLE MODELS.

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Light-weight, Heavy-duty Steam Iron. Hammered Aluminum finish, polished sole plate. Keeps an even steam flow at all times. Comfortable hand-grip and large water capacity. Can be used on any fabric. Underwriters Laboratory approved cord also available.

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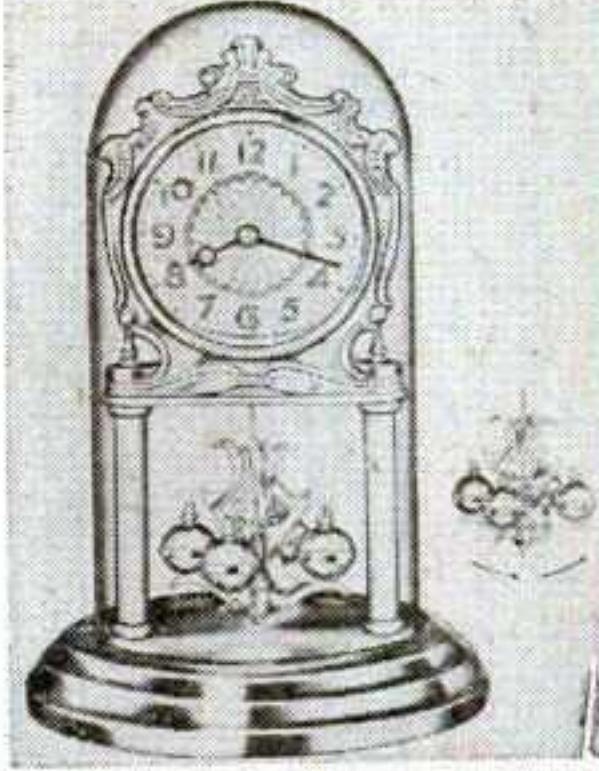
Big full-sized 72x84 comforter. Beautiful two-ton Taffeta covered all new wool. Enclosed in handy, plastic storage bag. 100% moisture proofed by Westinghouse. Extra warm, lightweight. Assorted colors. A \$24.95 retail value.

THIS IS IT! THE NEW OVAL-SHAPE DOMESTIC VACUUM CLEANER



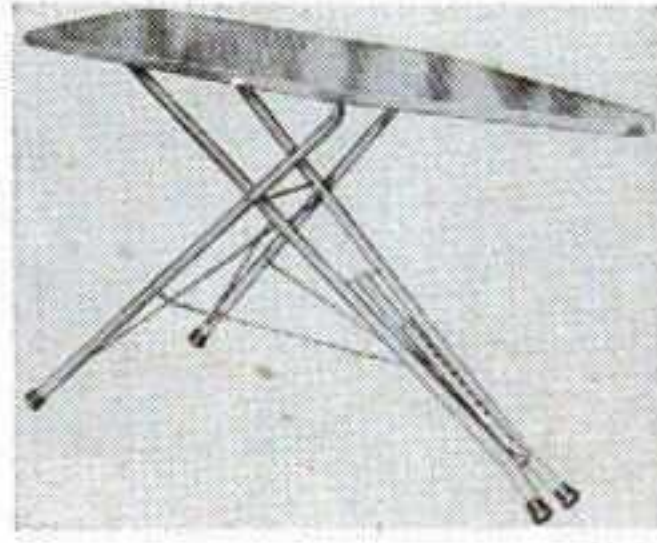
1 H.P. Motor. Complete with full set of attachments, and attachment case. A SURE-FIRE SELLER THAT CAN'T MISS! Disposable paper bags. A \$129.95 seller.

MASTERCRAFTERS NEVER-WIND ANNIVERSARY CLOCK



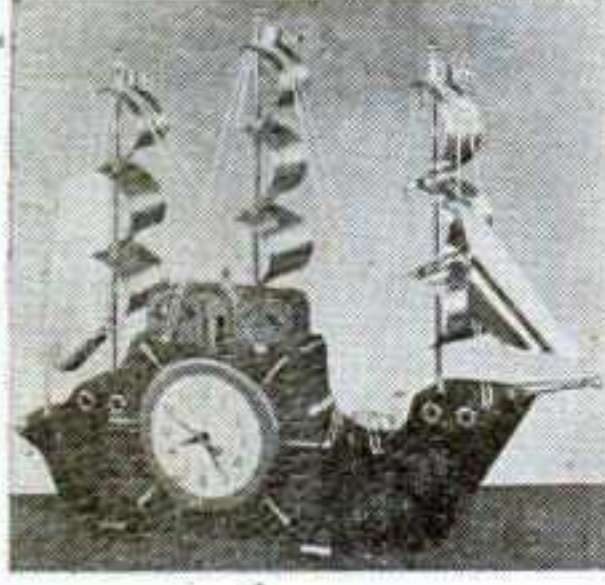
All-Electric Sessions self-starting movement. No winding or sensitive adjustments necessary. Beautiful metal pendulum with brass balls, gold-plated. All-metal trim, gold-plated base. Works enclosed in glass dome. ONE YEAR GUARANTEE. 12" high, 8" wide. A \$29.95 retail value.

ARVIN ALL-METAL IRONING BOARD



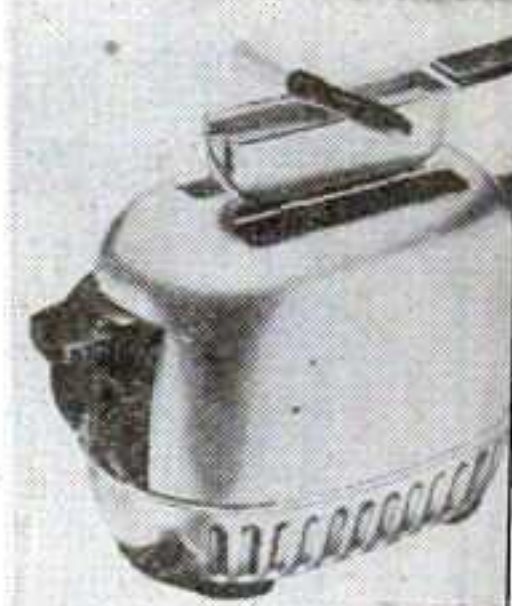
Adjustable to nine convenient heights. Perforated to extra-large 15"x54" ironing surface. Won't wobble. Durable baked-on enamel. Lightweight. A \$14.95 retail value.

GIBRALTER "CONSTITUTION" SHIP CLOCK



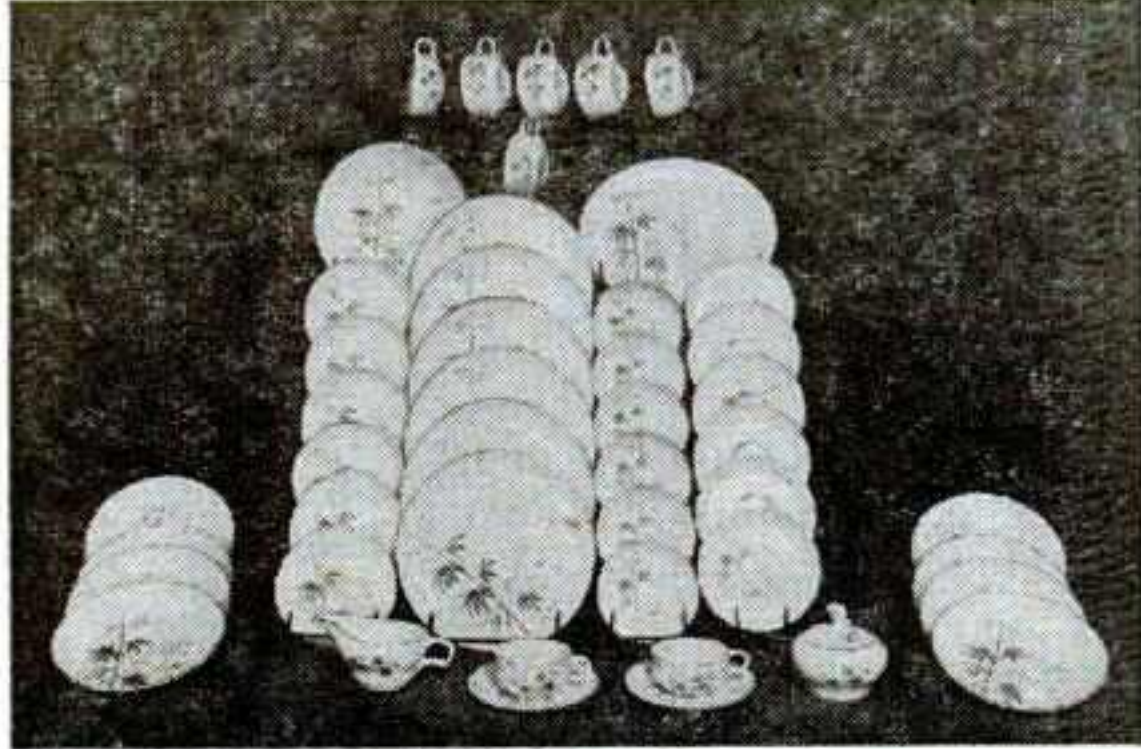
Cherry Mahogany finish wood base with gleaming chrome sails. Self-starting electric clock. Can be had with or without lights. 17" high, 20" long. Makes a beautiful mantel-piece or TV lamp.

MAGI-CRAFT "BUTTER-CUP" AUTOMATIC POP-UP TOASTER



The newest idea in toast. Butter-cup melts butter with one "pop" of the toaster. Underwriters Laboratory approved. Adjustable color control. Beautiful gleaming chrome finish, handsome roo-n bakelite handles. \$24.95 retail value.

GENUINE STETSON CHINAWARE



The Famous "BAMBOO" 53-Pc. dinnerware set. Has the biggest dinner-plate you ever saw! Exquisite modern Bamboo design, leaf-green and cocoa on white background. 22-Karat gold-trimmed. Service for 8. Compare this to the most costly imported English bone china. Fits in with a modern or traditional table setting.

Regal 12-Pc. Waterless Cookware Set

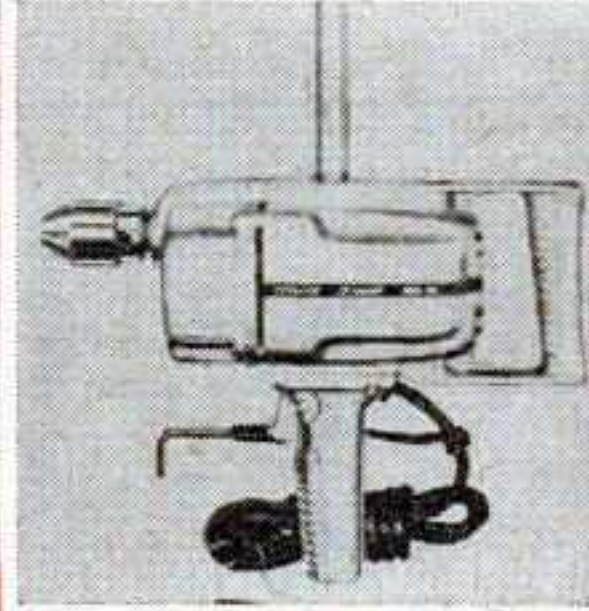


Extra-large Family size set. Made of 10-gauge triple-thick top quality aluminum. Includes 8 qt. Dutch Oven and 12" Chicken Fryer. Self-basting lids, fire-proof handles. Includes lock-lid cover. A \$69.95 retail value.

CAPITOL AUTOMATIC POP-UP TOASTER



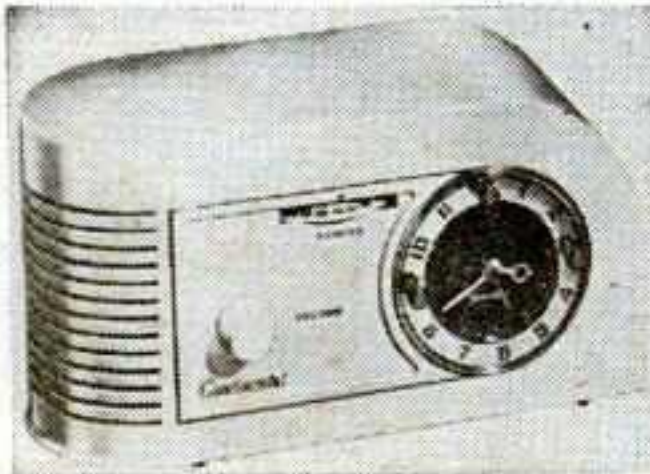
Chromium finished, solid plastic base. Underwriters Laboratory approved. Adjustable color control. AC only. Carries \$24.95 price tag.



PORTABLE 1/2" DRIVE

1/2" capacity Jacobs key-operated geared chuck. Universal AC/DC motor, 115 V up to 60 cycles. Lightweight and compact—satin finish minimum alloy die-cast base. 7 ft. rubber-covered 3/4" cord and plug. 1/4" D. AVAILABLE.

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RCA Licensed Superheterodyne 5-tube circuit. Assorted colors. Beautiful Plastic cabinet. Equipped with Sessions self-starting electric clock. A really attractive and beautiful piece for bedroom, den, kitchen or living room. 11 1/2"x5 1/8"x4 1/8". A \$39.95 retail value.

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6 1/2" blade, Universal DC motor that builds up H.P., 110-120 Volt, 500 cycles. Cuts wood up to 1 1/4" thick . . . from 0 to 90 degree angle with built-in rafter box; motor-balance . . . Does high-speed ripping. A \$69.00 retail value. Carrying case available.

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ORIG. ROGERS BROS.' 34-PC. SET SILVERWARE

A complete service for 8. Silver inlaid at points of wear. Comes with a beautiful mahogany wood tarnish-retarding case with felt and satin lining. Fully guaranteed. Can also be had in 50-pc. service for 8 sets.

WE ALSO CARRY INTERNATIONAL and ONEIDA SILVERWARE and 77-pc. service for 12 GAILSTYN SILVERWARE.

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Gleaming chrome finish with solid bakelite handles. Interchangeable cooking plates; accurate temperature control. Underwriters Laboratory approved. Waffle plates made of pure cast aluminum. Carries \$19.95 price tag.

Available in 28 or 30-pc. sets. Made of SAE analysis alloy steel, fully heat-treated. Fully polished and chrome-plated. Tough . . . reliable . . . long-lasting. Consists of 1/2" and 1/4" drive tools. Every piece fully guaranteed for life! Individually packed.

CHAMPION DEEP-FRY Large Capacity

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MS 118

More than 3/4-HP motor. . . . almost a full horsepower! One of the most powerful cylinder-type cleaners on the market today. Gleaming chrome end bells. Complete with attachments. A \$89.95 retail value. Carrying case available.

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Men's and Ladies' Watches - Beautifully styled gold watches. 17 jewel swiss movement. Expansion band. Each watch is a \$71.50 retail value.

Family-Size Deep Fry . . . 2 quarts LARGER than the conventional friers. Gleaming chromium or white enamel finish. Adjustable heat control; drain-off spout. Complete with cord, frying basket and cover. A \$39.95 retail value.

DOMEX BINOCULARS

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Features exquisite Jewelry by Coro. Earrings, necklace and beautiful white gold 17 jewel watch with white gold bracelet. A \$109 retail value.

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HACK-SAW

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- Hand Tools
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- . . . and many items too numerous to mention.

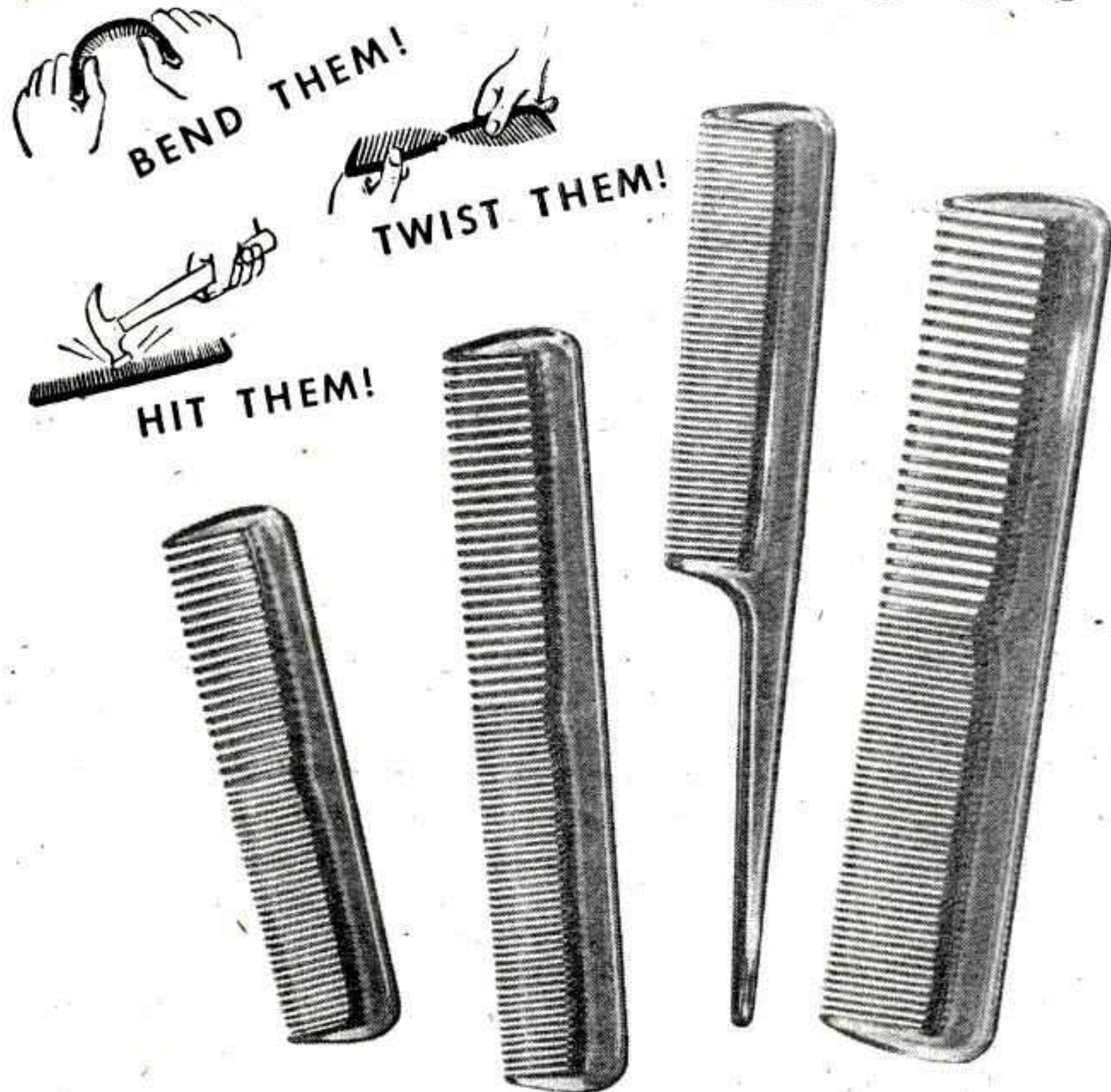
Consists of Stylex candid-style camera with wide-angle ground and polished lens and tripod socket. Flash attachment; safety reflector guards; flash bulbs; roll of 620 film; gadget bag; instruction book. A \$24.95 retail value.

4-Pc. Automatic 12 cup percolator. Turns itself off when coffee is done and keeps it at drinking temperature. Gleaming chrome finish with hand-etched design. Includes creamer, sugar dish and tray. A \$49.95 retail value. Automatic percolator alone also available.

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Amber colored combs beautifully designed for demonstrating purposes. Deliveries made same day order received. Buy direct from manufacturer who understands your needs. Samples and prices sent upon request. To avoid sample seekers send \$1.00 for samples. This will be doubly refunded on your first order.

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Pipes for Pitchmen

By BILL BAKER

JACK SCHARDING . . . following a lengthy silence in this corner, pipes from his Long Beach, Calif., retreat that he's still on the retired list. He's conducting a mail-order business with a number of books and horoscopes. He recently added a lonely hearts mag, which, he says, is doing good. Jack reports that he met Red Hallie, of horoscope note, recently. Hallie, says Scharding, is still holding down a job in a bank, but his feet are itching to hit the road again.

ELSIE LaNORE . . . who made fairs in the East for many years, pitching herbs and doing a mentalist turn, has a neat store of her own in Los Angeles. She's working rugs, pillows and the needle pitch.

DOC PUL HUNT . . . who has pitched health books since 1922, has opened an office in Long Beach, Calif., and is giving a new lemon treatment which is reported to be clicking.

JACK ELLIOT . . . and his wife, who have pitched pens and jewelry for many years, are located in Long Beach, Calif., with a flashy store of Indian silver, jewelry, mineral stones and sea shells. They also own a home there.

THE HIRSCHES . . . Sid and Mildred, who worked their mentalist turn at Midwestern fairs for many years, have a nifty-looking open front pitch store which they have been operating in Long Beach, Calif., for the past 15 years. They're also pitching horoscopes to good returns.

CURLEY BURNETT . . . is reported to be working sales days with coils to okay business in Tacoma and other Washington cities.

L. B. LASTER . . . comes thru with the following from Lubbock, Tex.: "Have been taking it easy here. Our daughter is enrolled in a local school and I worked only one spot since I closed in stores after Christmas. Made the Charro Days at Brownsville, Tex., and it proved a larry. En route to Brownsville I stopped off at the Fort Worth Fat Stock Show and Exposition. Glenn was working gadgets, but business was nothing to write home about. However, Glenn always manages to get his share and comes out okay. Received a letter last week from Art (Red) McDonnel from Tacoma, Wash. He reports that he has recovered from the stroke he sustained last year and now is able to drive his car. Plan to leave here soon for Springfield, O., to get my new pick-up truck and will pull my trailer with it after I have the truck cut down to 10 feet in length."

FREDDIE HUDSPETH . . . worked the Fat Stock Show and Exposition at Houston recently to good returns with a neat jewelry layout.

LEO MAREATY . . . and wife clicked with their glass knife layout at the recent Fat Stock Show and Exposition, Houston.

ROLLING UP . . . good long green counts at recent stands in Texas was George Regan.

DOC AND BABE SCULLEN . . . are reported to, have played the Charro Days' Celebration at Brownsville, Tex., to fair returns.

THE EATONS . . . Jack and Elizabeth, who have been working and vacationing in Florida, are getting ready to leave for the West Coast.

BILLY COX . . . following a lengthy silence, reports from San Antonio that he's been spending most of his time in and out of hospitals in New Mexico and Arizona. He plans to begin pitching a peeler deal soon.

"MEMBERS OF . . ." the American Eagle Shows presented Bob with two bouquets since he has been hospitalized," pens Mrs. Robert Noell, of Noell's Ark Gorilla Show. Bob Noell was rushed to Laurel General Hospital, Laurel, Miss., after losing two fingers on his right hand following an attack by the Noell's 12-year-old gorilla, Joe, the boxer (The Billboard, April 4). "Bob has been having a difficult time

of it," says Mrs. Noell. "The nerves and ligaments in all eight fingers were torn. Two fingers are off the right hand and two on the left are still not out of danger. Infection has set in and he has to have anti-biotics every (Continued on page 134)

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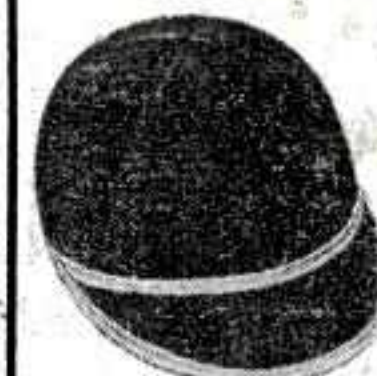
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\$2.25 per doz. with pompon

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#40 JOCKEY \$2.85 per doz.

SPECIAL: Cowboy hats with embroidered crown. Two tone plastic binding. Black only. Packed 2 or 4 dozen to carton, assorted sizes. \$7.20 per doz.

25% deposit, balance C.O.D. F.P.B. Newark, New Jersey

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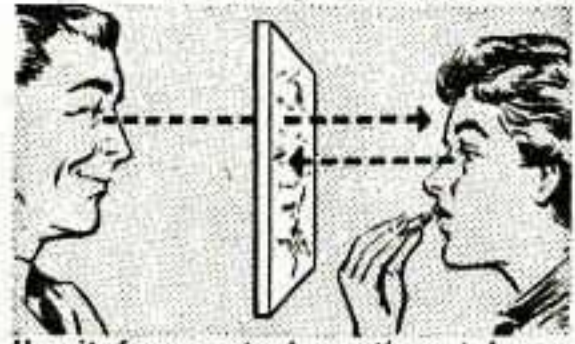
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SAVE \$50.50 ON YOUR OWN WATCH
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 Sensational New Seller. Coin & Token Holder Key Chain. The Perfect Imprinting Item. Sample Gross, prepaid, \$7.20. Write for quantity prices.
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 Place MAGIC CAP over 4 nickels. Lift cap—you have 4 dimes! Nickels have vanished! No skill required!
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THAT SELL ON SIGHT!!
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 NO. 84 B-BOP CAP
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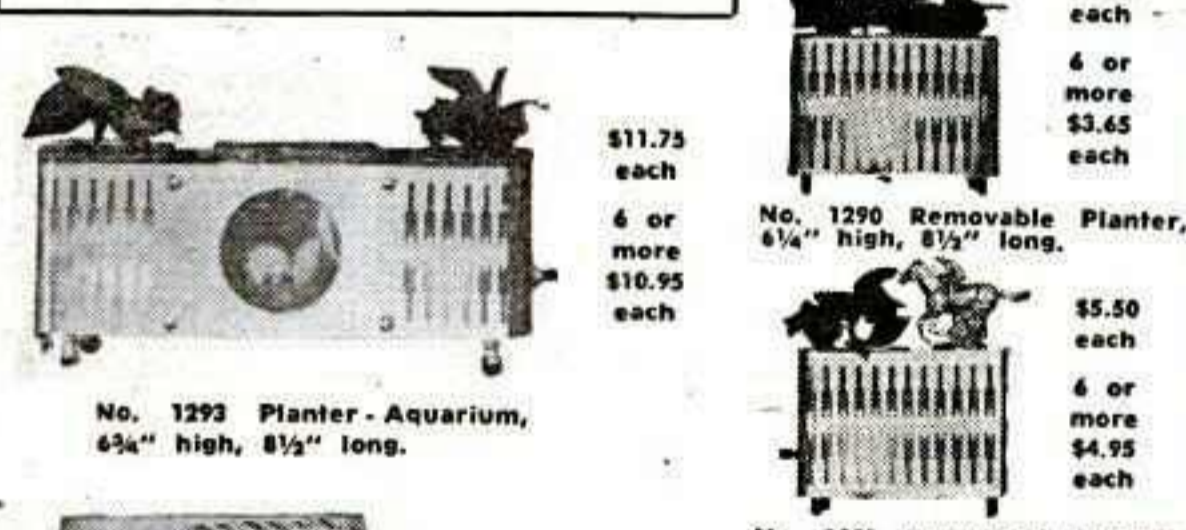
We also feature a large variety of GOB HATS, SPORT CAPS, FISHERMAN HATS, BASEBALL CAPS, BEANIES AND CREW HATS in children and adult sizes.
 All hats and caps can be imprinted (silk screened) with names of clubs, resorts, cities and states with emblems or pictures (when furnished) in minimum quantity lots of 2 gross per imprint.

FOR PRICES AND SAMPLES WRITE:
SEGALL NOVELTY MANUFACTURING CO. 309 Arch Street, Philadelphia, Pennsylvania

Sensational Lamp Values!

PLANTER-AQUARIUM GROUP

Brand new and beautiful TV Lamps with planters and clocks. Heavy perforated Satin Brass or Black wrinkle finishes, lined with Red, Chartreuse or White fibreglas, complete with bulbs, emitting a soft light effect.

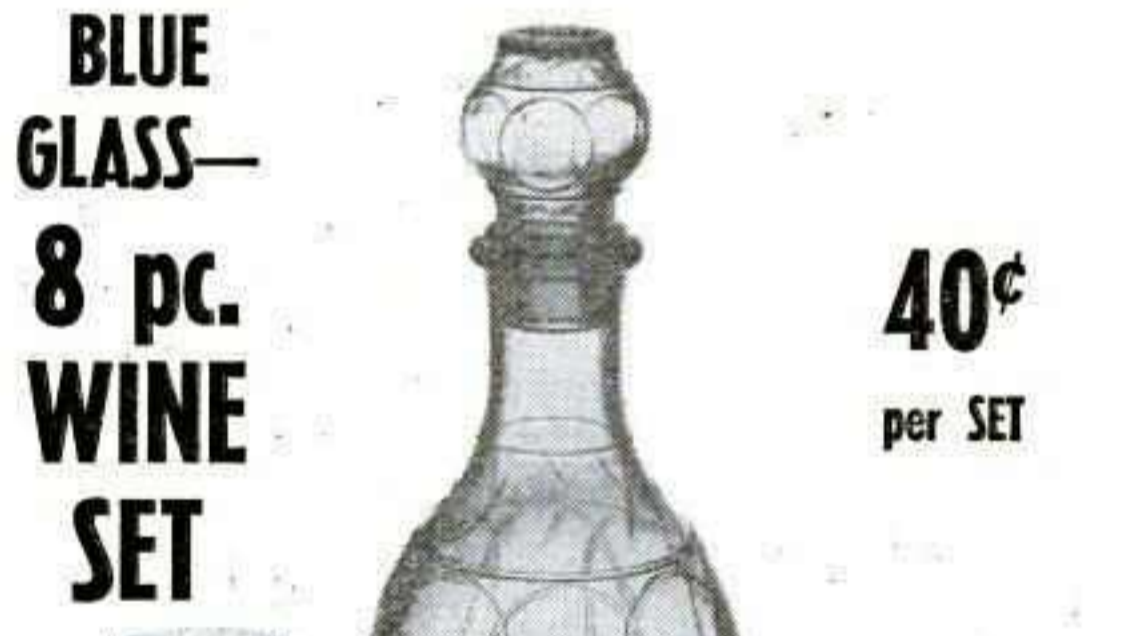


No. 1293 Planter - Aquarium, 6 1/4" high, 8 1/2" long. \$11.75 each 6 or more \$10.95 each
 No. 1294 Removable Planter Clock, 6 1/4" high, 8" long. \$9.90 each 6 or more \$8.95 each
 No. 1290 Removable Planter, 6 1/4" high, 8 1/2" long. \$3.95 each 6 or more \$3.65 each
 No. 1291 Removable Planter, 6 1/4" high, 8" long. \$5.50 each 6 or more \$4.95 each

REMOVABLE PLANTER LAMP
 Modern semi-vitrified ceramic China lamp in Forest Green, Red or Old Rose, with harmonizing shade. Full 30" tall with deep 17" rectangular shade of Lintex.
 No. 1225 \$4.95 each 6 or more, \$4.50 each.
 \$18.00 per pair 6 or more, \$17.00 per pair
 25% Deposit, Balance C.O.D., F.O.B. Chicago.

JOANN LAMP COMPANY manufacturers
 2239 South Michigan Avenue. Phone: Calumet 5-1757 Chicago 16, Illinois

A BOLT OUT OF THE BLUE!



BLUE GLASS—8 pc. WINE SET
 40¢ per SET

BULK PACKING:
 2 dz. Decanters (23 oz.) to carton
 12 dz. Tumblers (3 1/2 oz.) to carton
 Minimum Order: 48 Sets

WE CARRY COMPLETE GLASSWARE LINES OF THE LEADING MANUFACTURERS IN THE COUNTRY
 VISIT OUR SHOWROOMS—INSPECT OUR LARGE DISPLAY—COMPARE OUR PRICES

THE SENDAR COMPANY
 127 Fourth Avenue N. Y. C. 3, N. Y. GR. 7-4200

WHEN NEAR WASHINGTON, D. C.

S. LACHMAN & SON
 6321 BLAIR ROAD, N. W.
 (Corner-2nd & Tuckerman Sts. N. W.)
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Wholesalers
F GLASS **L**AMPS **H**OOPLA ITEMS
O PLUSH **C**HINA **P**ITCH ITEMS
R SLUM **J**EWELRY **H**OUSEWARES

OPENING SEASON SPECIAL
BIG 30" BEAR, ASST. COLORS \$27.00 DOZ.

over **67,000 ACTIVE BUYERS** read
 The Billboard Classified columns each week

Attention: STREETMEN



BIG FLASH

BALLOONS

★ BIGGER ★ TOUGHER ★ FLASHIER

- Made from a brand new compound especially developed for outdoor selling!
- Available s-t-r-e-t-c-h-e-d, for bigger value at the handout!
- Choose from 6 new numbers above. Be sure to ask for Oak's BIG FLASH!
- Priced right—See your Jobber Today!

A GOOD JOINT!



The OAK RUBBER CO.
RAVENNA, OHIO.

DEMONSTRATORS! PITCHMEN! SALESMEN!

Most Terrific New SEWING ITEM in Years
Sweeping Country in Avalanche of PROFITS!

Now you can cash in on the hottest newest, lowest-costing hand-sewing invention in years! Sweeping the country Perfect for Fairs, Carnivals, Expositions Bazaars, Picnics, Church Parties, Fund Raising Affairs, Stores, Door-to-Door etc.! This ONE invention enables anyone to sew the invisible blind-stitch hem WITHOUT RETREADING! Also do hemming, tailoring, applique, basting, shirring, smocking, over-casting decorative stitching, and MUCH MORE! Uses entire spool of thread, regular or elastic which Marvel Stitcher holds—see X-Ray View above—WITHOUT RETREADING! Takes half usual time but gives tailored, professional appearance instead of home-made look. Complete with Free Book on sewing, also TWO needles—one for heavy sewing, smocking, etc., other for fine stitching etc. GUARANTEED TO WORK AS WELL OR BETTER than others now on the market selling for \$3.00 each, even though retail price is only \$1.00 each! Order NOW at these low prices:

Greatest SEWING INVENTION!



SEWS INVISIBLE BLIND-STITCH HEM WITHOUT RETREADING

Also Does Hemming, Tailoring, Applique, Basting, Shirring, Smocking Tacking, Etc.

TWO complete samples, \$1.00 (refundable on first order of 50 or more)

50	60c each	\$ 30.00
100	55c each	55.00
200	50c each	100.00
500	40c each	200.00

Send cash, check or money order. Or we'll ship C.O.D. on receipt of down payment of 25%. Supplies limited so order TODAY!

MARVEL STITCHER CO., Dept. 693, Box 881, St. Louis, Mo.

Pipes for Pitchmen

By BILL BAKER

Continued from page 132

three hours. We are keeping our fingers crossed for him. Among recent visitors to the hospital and Noell's quarters were Mr. and Mrs. F. O. Poole, Mr. Western, Sid Crane, Mr. and Mrs. Weiland, Mr. and Mrs. Starbuck, Mr. and Mrs. Rocky Brook, Dorothy and Mike Mackey, Doc Eting, Mr. and Mrs. Amos Reed, Blackie Forester, Lawrence and Mildred Noell and Douglas Noell."

PHILIP CULLIVAN... the candy pitch artist, is in Boston operating an old-time candy store. He says that a number of old-time pitcheroos visited Young's Novelty Store here recently. Cullivan would like to read pipes in this corner from Eddie Gillespie.

BILLY CONNERS... veteran pitchman, is making his headquarters in Boston but he's not been too active in the pitch field.

SLIM PATTERSON... and William (Curley) Hayes worked the "Ice Follies of 1953" date in Buffalo to good business. However, Hayes, while en route home Monday night (16), was severely beaten by two muggers. He was hospitalized for two days and treated for a deep cut over one eye. Four of his teeth also were knocked out. Local police apprehended the assailants and recovered Hayes' watch, ring and money. He was able to get back into action at the Shrine Circus, Pittsburgh.

Flameproofing on the Rise

Continued from page 52

may be conducted by the fire department or by a representative of the State Fire Marshal prior to each erection if deemed necessary.

LOUISIANA—Any tent enclosure must be provided with flame repellent tent material.

MAINE—All tents occupied for assembly, or in which animals are stabled, or those located within that portion of the premises used by the public; and all tents in places of outdoor assembly in or about which any devices using fuel are operated, and all tarpaulins and decorative materials in connection with any of these, shall meet the requirements for resistance to fire prescribed in the Federal Specification for Fire, Water and Weather Resistant Cotton Duck, CCC-D-746. With the application for any circus, carnival or traveling amusement show license, the Insurance Commissioner shall require an affidavit attesting to the date the tent fabric was last treated with flame retardant solution and the date the wood was last surface treated or impregnated, the trade name and kind of chemical used in such treatments, the name of person or firm treating the tent fabric and wood and the name and address of the owner of same. An additional copy of this affidavit shall be kept in the office of the circus, carnival or traveling amusement show and shall be produced for inspection upon request of inspectional authorities.

MARYLAND—Accepts safety practices as outlined in the 10th Edition of the National Fire Protection Association Handbook, Chapter 31, page 567. Also has local ordinances.

MASSACHUSETTS—No tent fabric shall be so treated as to increase the flammability beyond that of untreated 8-ounce cotton duck.

MICHIGAN—No State regulations. Some larger cities have local ordinances.

MINNESOTA—No State regulations. Under general police powers of the State Fire Marshal, all tents housing assembly of personnel or animals must be flame-resistant. This is based on the recommendations of National Fire Protection Association Standard 102 for Places of Outdoor Assembly.

MISSISSIPPI—Matter is handled by local ordinance.

MISSOURI—No State regulations. Some cities have local ordinances but no list of such cities is available.

MONTANA—No State regulations. Some cities have local ordinances but no list of such cities is available.

NEBRASKA—No State regulations or ordinances.

NEW HAMPSHIRE—No permit shall be issued to an owner or operator of any circus, carnival or any other place of assembly covered by canvas until such applicant shall furnish to the licensing agency a certificate of flameproofing of such tent or canvas.

NEW JERSEY—Matter handled by local building inspectors. Department of Labor and Industry, Safety Inspector has jurisdiction where there is no local building inspector.

NEW MEXICO—No State regulations; no information on local rules.

NEW YORK—Every tent used as a place of public assembly shall be treated so as to meet the requirements for resistance to fire prescribed in the Federal Specifications for Fire, Water and Weather Resistant Cotton Duck, CCC-D-746, when tested new, or renewed. Subsequent to this treatment no process may be used which increases its flammability. . . . The public shall not be admitted to any tent erected as a place of public assembly, nor shall animals be stabled in any tent in connection with a place of public assembly until the material of the tent has been approved before the first performance or meeting by the enforcing authority. . . . Written evidence of approval by a nationally recognized testing labora-

Mdse. Topics

From All Around

J. K. Novelty Company, 328 Nanaimo Avenue, W., Penticton, B. C., has opened a wholesale carnival supply house, called by its operator, **John Kozlowski**, the first wholesale carnival supply house in Western Canada. Kozlowski, a former concessionaire with the Royal Canadian Shows of Vancouver and with **Henry Meyerhoff** on the Crescent Shows, expects to supply fairs, stampedes and Canadian sports days, in addition to novelty shops. He suggests that readers write for price lists. . . . **Arthur Present**, "the knife man," formerly located in Boston, is now set up as the **Present Specialty Company**, with office, showroom and shipping point at 404 N.W. Second Avenue, Miami. Present says that his line has been expanded three-fold, offering a complete range of prices for carnival men, souvenir shops and others.

The Temple Company, Philadelphia, has just placed on the market an all-purpose carry-all for women. Called the **Monte Carlo**, this item is a lipstick holder, powder compact, comb, change purse, mirror and cigarette case. The case and chain come in a gold tone satin finish. Temple is now preparing its 1953 catalog supplement, which should be ready in early April. It will feature merchandise for summer and spring promotions as well as items which may be used as tie-ins for Father's Day, Mother's Day, graduations, engagements, weddings, etc.

WAGON JOBBERS! PITCHMEN! CONCESSIONERS! AUCTION MEN!



50' cord \$1.80 ea. in carton lots—packed 15 to carton



Sample \$2.25 Ea. Comparative Low Prices on 25' and 100' Cords.

1. Heavy Gauge Wire
2. Industrial Size Cord—Guaranteed Oil and Grease-Proof
3. Two Outlets
4. Two-Way Durable Switch
5. New Snap-Lock Guard
6. Jute Filler

RED HOT—Natural sales appeal guaranteed to sell like HOT CAKES or your money back PROMPTLY.

Send for our price list of nationally advertised appliances, tools, jewelry, watches, sewing machines, chrome dinette sets, clocks, silverware, sporting goods and hundreds of other items at rock-bottom prices.

25% Deposit, Balance C.O.D., F.O.B. Chicago.

UNIVERSAL DISTRIBUTING, INC.
729 W. Randolph Chicago 4, Ill.
Phone: RAndolph 6-4093



First with the Latest

smart gift twosome

CARAFE plus COFFEE WARMER

Wonderful to give . . . to keep! Useful, original . . . smartly gift packaged! An 8-cup coffee-lovers delight! Specially priced at \$5.00 each.

6 or more \$4.75
Let Johnnie Doolan supply all your gift and novelty needs, at lowest prices for the most wanted merchandise. Also a complete line of Carnival, Bar and Institutional needs. All mail and phone orders receive prompt attention at:

JOHNNIE DOOLAN, INC.
3559 S. Halstead St., Chicago 9, Ill.
FRonfler 6-5320

COFFEE MUGS



\$2.50 DOZ. CHINA — 7 Oz. — CAP. Made for Vet-Arm Small Blue Insignia WORTH \$8.00

Packed 6 doz. per case. Tell us your china needs. Buy direct. Prompt Shipment Anywhere
OHIO CHINA WHSE. CO., CANTON, O.

Oak Balloons

For Immediate Shipment. Write for FREE Catalog.
STATE NOVELTY CO.
618 W. St. Clair Cleveland 13, Ohio

Wholesale Distributors
ALL OAK BALLOONS AND TOYS
Price list on request. Circus and Carnival Goods.
Harry Kelner & Son
50 Bowery New York 13, N. Y.

SPECIAL EARRINGS \$2.00 DOZ.

\$3.00 doz.; \$4.80 doz.; \$7.50 doz. assorted. Min. 3 doz. Money Orders or C.O.D. (Also Pins, Bracelets, Necklaces at \$4.80 and \$7.50 per dozen each.)

FORATT CO.
121 East 23d St., New York 10, N. Y.



J & J SALES CO.
32 BROMFIELD ST. BOSTON 8, MASS.
Made by Emil, the well known Mouse Worker. Same Quality, Same Price, Same Service! They are perfectly balanced; everyone a worker. Will not melt in hot weather. Mouse gray color. Packed in attractive 3-colored boxes. \$7.20 Prompt shipment. 25% with order, balance C.O.D. Per Gross

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

ATTENTION, JOBBERS
There Are Big Profits in Decals when you deal direct with manufacturer! **COMIC DECALS, GIRLIE DECALS, TWO-SIDED DECALS, TOURIST DECALS, SOUVENIR DECALS, GAG DECALS, DECAL SIGNS.** Send \$5 today for generous assortment of samples.
IMPRINT ART PRODUCTS, Inc.
611 Manhattan Ave., Brooklyn 22, N. Y.

MINK AND TUXEDO SET

Names at Big One Garden Preem Ap. 1

Continued from page 97

eral of the ladies at times appeared quite unhappy about their unstable positions atop the elephants, they all managed to throw pleasant smiles at the onlookers.

The society set looked somewhat ruffled as the candy floss, popcorn and peanut butchers gave them the pitch on their wares, but sales seemed to be fair. It was pleasant to see the box-seat crowd shelling peanuts and eating popcorn, altho many looked about first to see who else was making a purchase before they went along with the idea.

With such an assemblage of notables available, the usual crowd of photographers were omnipresent with their flashing bulbs. The invention of the stroboscopic flash gun makes possible even more frequent flashes as the camera boys are saved the chore of changing bulbs after each shot.

Charlie Schueler

Active among the group of photographers was Charlie Schueler, of the Big One's radio and television department, who seemed to be everywhere at one time, getting the stars to look toward his cameraman. He later explained that he had to get the shots and get them fast, as he had to see that finished prints were in the hands of all the television stations, in particular, in time for early morning shows.

Stanley Wathon, who booked the top circuses in Europe, and now headquartered in New York, renewed old acquaintances among the circus acts and brass. His knowledge of some half dozen languages made this feat, an easy matter.

Prize shot of the show undoubtedly will prove to be the one of Dagmar, who teamed up with be-whiskered Gabby Hayes. Smitten by her passing, in a shimmering tight gown, Hayes fell to the tanbark, aided to a degree by the gun she pulled on him, and she immediately came to his rescue as he reposed on the ground. Kneeling down to comfort him, she gave him a well-deserved kiss, and at the same time released

some form of charm which was not evident to those behind her in the boxes. But the photographers, evidently possessing some sixth sense, eagerly circled her, and set off a series of flashes that would put a Big Top matinee thunderstorm to shame. Al Schacht, baseball's clown prince, got into the act by backing up the duo with his oversize catcher's glove.

Westinghouse Gal

Betty Furness, screen star turned TV ad pluggger, was present in several ride-arounds, but gave the crowd a better chance to see her as she shot pictures with her own camera at various times and places around the arena.

To those who tired of trying to focus on the three rings and two stages, Emmett Kelly and Otto Griebing provided pathos and restful diversion as they worked singly and together in their usual crowd-pleasing manner. To see the pair, comfortably seated on the center ring, sipping from coffee cups, is priceless, while Dieter Tasso meanwhile tosses cups and saucers from one foot to be balanced on his head while balancing on a slack wire.

The usual midget clown car was missing in this year's opener. In its place, was a midget Crosley car, titled Poncho's Taxi. It carried Gary Moore and Herb Shiner, as clowns. The car, which was supplied by Irish Horan, auto thrill show owner, had a bit of difficulty navigating the tanbark track, evidently not being geared for the soft oval. The usual "trouble" under the hood, with an inspection producing flying snakes, was not handled by the comics in the professional manner befitting the professional clowns, a group somewhat conspicuous this year by their small numbers. Perhaps they were all resting during this show, with the opportunity being provided by the celebrities as stand-ins.

More Celebrities

Display 10 produced celebrities again. An appearance of the elephants brought forth Gypsy Rose

Lee, Sally Forrest, Viveca Lindfors and Jane Pickens as riders. Miss Lee looked right at home atop the jungle giant and gave a professional flair to the stint.

In the spectacle, Candyland, Jim Graham and comic Morey Amsterdam ran afoul of bad luck, as the coach, in which they were riding, ground to a halt just inside the arena. The left lead horse, of the quartet drawing the coach, refused to move. Repeated urgings by members of the crew proved useless, so the lead pair of horses were unhitched and led around the oval as part of the procession by Czeslan Mroczowski, who had finished his liberty horse act shortly before. This handling of a nervous horse was no simple trick, as its nervousness had also carried to its team mate. It was only by masterful handling that the horses were led on around, and out of the ring, without causing further commotion. The coach made the trip with only two horses.

The showboat float in the Candyland spectacle, giving off bubbles from the revolving rear paddlewheel, did not emit enough smoke to give the desired impression. The smoking stacks ceased working part way around, and the boilers must have been banked by the half turn. During the March 31 dress rehearsal, billows of colorful yellow smoke gently poured forth from the stacks. Perhaps the management felt a repeat performance would have blocked out the arena from the top stands. The case of too much or too little can undoubtedly be regulated for this colorful float, which is one of the best in the procession.

Intermission

After Mister Mistin Jr., wound up the first half of the program as he followed the Candyland spectacle, the aisles were crowded with the society set as it took the opportunity to stretch its legs and exchange pleasantries with one another. Vendors were prevented from doing much business in the lower areas of the Garden due to the filled aisles of conversing notables. However, the refreshment stands in the corridors had customers waiting 10 and 12 deep, interfering considerably with the passage of patrons to the rest rooms.

Mrs. Vincent R. Impellitteri, wife of the mayor, welcomed the circus to New York during the intermission and thanked the performers, audience and John North, circus president, for their aid to the Cerebral Palsy fund raising campaign. Norman Carroll, TV and radio chief for the circus, handled announcements for the show during the evening, but received no break at intermission as it fell to him to move around to the speakers in various boxes with his mike and handle the interviewing chores.

Marlene Dietrich, in tights, top hat and pink hunting coat, took over as ring mistress for the second half of the performance. At times, she misinterpreted signals from Pat Valdo, general director of the show. But in most cases, she started or stopped circus activity the way it was planned.

Band Excellent

Merle Evans and his band did an excellent job in following her cues. It must have been a frustrating night for him as Lauritz Melchior took over the band at one portion of the show and after Evans got the baton back, he had to follow cues from Mister Mistin, Miss Dietrich, Dick Barstow and other numerous unseen sources. Barstow provided the box pew-

sitters near him at the side arena entrance with an insight on show operations, as he frequently used a mike to give band and ballet cues, both vocally and via snapping fingers.

Roberto de Vasconcellos, billed as the greatest dressage rider on the face of the earth, probably searched out the wardrobe mistress immediately after finishing his center ring appearance. His tight-fitting jacket appeared in need of repairs. The right sleeve looked half detached and the left sleeve showed signs of catching up with the right one before he finished his riding act.

Thomas Wasted

Danny Thomas, television and night club comic, came into the program in the second half of the show solo. The audience evidently had pretty much its fill of stars about this time, and many box customers from the amusement world seemed to be squirming in their seats, perhaps by the abundance of talent from their round of everyday friends.

Autograph hunters, even among the society set, were in action whenever an opportunity presented itself. The celebrities took well to the John Hancock seekers. Some, like Burgess Meredith and Robert Montgomery, were seated in locations where they were not too easily spotted, and weren't subjected to the requests as frequently as others who were closer to aisles.

A goodly share of the box-seat set had left by the time the Grand Finale rolled around at 12:35 a.m. Many had to catch trains to their suburban homes, which required their departure before the closing.

An estimated audience of 15,000 saw the show, and the house appeared to be filled to the rafters, save for a few box seats, which undoubtedly had been paid for, in spite of their vacancy.

4 OUT OF 5 will buy immediately after you begin your BLADE MASTER demonstration



This magic black box puts an **INSTANT EDGE** on any standard double-edge blade. Makes them better than new. Everybody wants it. 30, 50, or 100, even more, perfect shaves from one blade. Removes nicks and imperfections on new blades due to mass-production methods. Sell it for \$2.00 or \$2.95 on fairs, carnivals, in homes, offices, plants, clubs, everywhere where men go.

BLADEMASTER, INC.
315 East 91st St., New York 28, N.Y.

FINE POST CARDS

Gelatin printing from your photo FREE. 500 Ass. Cuties-Comics and your city-state imprinted on 20 General Scenes to each order.
2,000 \$9.50 per M; 8,000 \$8.50 per M; 18,000 \$7.50 per M; 36,000 \$6.50 per M
Postage FREE on prepaid orders
THE MAYROSE CO
923 Chandler Ave., Linden, N. J.

SALESBOARDS

Tickets, Jar Deals, Premiums Complete Line
SEND FOR PRICE LIST 383
RAKE COIN-MACHINE EXCHANGE
609 Spring Garden St., Philadelphia 31, Pa.
Lombard 2-2676

GIVE TO THE RUNYON CANCER FUND

Horse-Buggy, Age-Born IMCA

Continued from page 90

of much fanfare, two feminine drivers, Florence Edwards and Hazel Nichols, were licensed to operate in sanctioned meets. They were the forerunners of Joan La Costa and Elfrieda Mais, both of whom brought much publicity to the Sloan enterprises in later years.

The financial sturdiness of IMCA was further demonstrated in 1919 when a 100 per cent dividend was declared. And a year later, the board of directors appropriated \$1,250 for publicity purposes, a tidy sum for those days.

Haugdahl Marks

IMCA publicity probably reached its peak in 1922 when Sig Haugdahl, veteran association driver, set a host of new world speed marks on the speedy sands of Daytona Beach. Gus Schrader, one of the association's most colorful pilots, was another who in subsequent years brought much publicity to the organization.

The growth continued and by 1924, IMCA was sanctioning a total of 113 big car race meets in 27 States and one Canadian province and had 131 licensed drivers.

In the years that followed, the organization had its ups and downs. Internal squabbles over race records and feuds between promoters threatened many times to disrupt operations. During its 10th year in operation a rash of racing accidents, in which both drivers and spectators were killed, threatened the prestige of the association.

Feud Healed

After numerous battles between IMCA and its rival, the American Automobile Association, for control of auto racing, the two joined forces in 1931 as depression and drought struck the nation and drained both organizations of much of their strength. The armistice was brief and lasted only one year.

1937, his son, John, inherited his promotional domain. The field was divided in 1942, when the IMCA board licensed National Speedways, Inc., to operate under its banner. This organization was made up of Al Sweeney and Gaylord White, both former Sloan aids.

Another promoter, also a former Sloan assistant, Aut Swenson, received the IMCA blessing soon after World War II, but abandoned the speed sport in favor of thrill show operations. His former partner, Frank Winkley, now head of Auto Racing, Inc., continued with promotions however, and along with the Sweeney-White combine, now accounts for all events conducted under IMCA sanction.

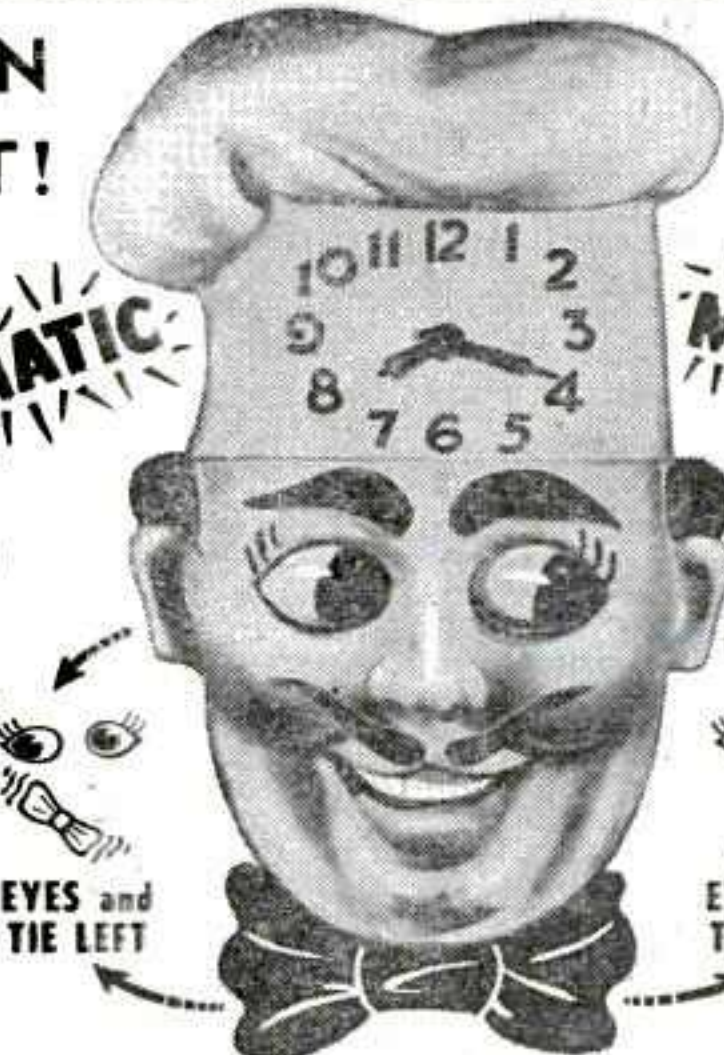
YOU'VE NEVER SEEN ANYTHING LIKE IT!

A Sure-Fire Money Maker
... Terrific For Premiums
★ Prizes ★ Gifts

"ANIMATED CHEF"

ELECTRIC SELF-STARTING CLOCK

"Frenchie," the colorful, animated electric kitchen clock. Keeps precision split-second time ... attractive molded plastic case beautifully finished in realistic colors. 12" high, 6" wide, 3" deep.



GUARANTEED FOR 5 YEARS!

Watch His Eyes and Tie Move From Side to Side ... Good for a Laff-A-Minute!

Retail Price \$9.95 ea. Your Cost \$5.00 ea. in lots of 6
Sample \$6.95 postpaid

Rush Your Order Now ... For a Sample or a Dozen!

25% deposit, balance C.O.D., f.o.b. Chicago

- 43-Pc. Dish Set \$10.00
 - Horse Clocks 5.49
 - Comforters, doz. lots, Ea. 5.49
 - 50" Plastic Garden Hose 2.65
 - Floor Lamps 6.95
 - Floor Lamps With Deluxe Pig Ear Shades 8.95
 - Pop-Up Toasters, DeLuxe \$ 9.45
 - 1/2" Drill, Jacobs Chuck 19.95
 - 6 1/4" Electric Portable Saw 27.99
 - DeLuxe Kitchen Cool, Duran Plastic Colors 8.25
- Add 10% for quantities less than 6 on items listed above.

FISHER WHOLESALE DIST. CO.

3324 W. Roosevelt Rd. Chicago, Illinois

Survey Shows Strong Trend Toward Diversified Routes

Billboard's 1953 Survey Shows Juke Boxes Dominant on Routes

CHICAGO, April 4.—An operator who sets up a route with only one type of equipment is the exception rather than the rule in the coin machine business, The Billboard's Survey of Coin Machine Operating Companies for 1953 disclosed.

Still rarer, the survey proved, is the coin machine operator who specializes in a single type of

equipment after he has been in the business a year or more.

This is the second in a series of articles analyzing the results of The Billboard's 1953 Survey of Coin Machine Operating Companies, based on a mail survey of 3,000 active coin machine operators. Most modern operators had

some juke box equipment when they got into operating, the survey disclosed, and the majority of those who did not have music at the start have since added phonographs to their routes.

The 275 operating companies whose questionnaires were used in the survey, showed conclusively that the average operator ran more than one type of machine at the beginning of his operating career and has since diversified his routes to include still more types.

The survey asked: What type (Continued on page 142)

Detroit Firm Sets New Pitching Unit

DETROIT, April 4. — E. B. Wilson Associates will soon introduce a streamlined type of batting game, Batter-Up, for a wide variety of amusement locations. Completely redesigned, the game is a departure from any previous game of this type.

Batter-Up has been on special location at a Detroit printing plant, where it was given rigid workouts by the employees. The first publicly displayed pilot model was placed in Edgewater Amusement Park here last year, and proved so popular that the park management set it up as a concession in the Michigan State Fair.

The game is equipped with a playing court 12 by 30 feet, mounted on a steel platform and entirely enclosed by a heavy mesh net. The target curtain forms the rear wall of the court and is 10 feet 6 inches high.

Net Backstop

The player takes a position on a mat, selecting his preference as to right or left handed batting, and the balls are delivered over an area marked "home plate." Unbatted balls are caught in a suspended smaller catching net.

The balls used are the standard in size and weight as regu- (Continued on page 153)

Auto Photo Jells Sales Campaign

LOS ANGELES, April 4. — "The Auto Photo Studio reflects two major developments in the field of coin-operated automatic photography," J. B. Herren, vice-president of Auto Photo Company here, said in announcing that his firm was launching an extensive sales program. This will include trade publication advertising, direct mail campaigns, as well as point-of-sale display materials and consumer advertising. The program is being handled by Ringer & Associates, Inc.

Herren explained that thru improvements in lens and cam-

era equipment, a picture in sharp detail with contrasting highlights is now available. "Our patented process of submerging, agitating, washing the strips of prints in various solution tanks, makes machines deliver studio prints that can not fade," he said. "With the Auto Photo Studio equipment we are able to produce photos of a clarity suitable for reproduction and enlargement purposes."

The equipment, Herren declared, was being used in a number of chain stores. Special interest is manifested in the machines, for heretofore unproduc- (Continued on page 161)

United in Cabana Output, Night Shift

CHICAGO, April 4.—United Manufacturing Company announced Friday (3) that it had started production on Cabana, a new in-line scoring game, and next week would add a night shift to catch up on its growing

backlog of orders for its Cascade, Clover and Regulation shuffle games.

Cabana is a single card game with 25 numbered holes, plus a free hole. It measures four by two feet and is housed in a conventional pin game cabinet. Among its highlights are a select a spot and four corner features, advancing scores, two three in-line "Super" cards which score the same as four-in-line, and a choice of four to seven numbers before the fourth or fifth balls are played. It also has triple spot rollovers on the left and right side of the playfield. Basically a five-ball game, Cabana is equipped for play on three extra balls at the player's option.

Billy DeSelm, sales manager, stated that while production on current games has been exceptionally high as a result of the recently added sixth day to the production week, recent demand had been so high that the night shift appeared as the only solution. It is expected to be in high gear within a couple of weeks.

United, one of the largest plants in the industry, not only uses its plant on California Avenue for game output but has its former factory on North Broadway manufacturing parts and assembling games on a full time basis.

Wittick Forms New Det. Firm

DETROIT, April 4.—Wittick-Moore, Inc., distributors of coin-operated radio and television in several States in the Midwest, has been dissolved and succeeded by the Wittick Sales Company. Frederick B. Wittick Sr., is sole owner.

The firm was known as the Wittick Sales Company, when it was founded by Wittick about five years ago, and later became Wittick-Moore, Inc. Leo L. Moore, who was a principal in the latter firm, is now in the men's wear business in this city.

The company is distributor for Co-Radio, Whisper Tone Radio and coin-controlled television. In addition, it operates coin radio and TV sets in the Milner hotel chain.

SPIN TABLE

Evans Readies 7-Player Game For Delivery

CHICAGO, April 4. — H. C. Evans will start deliveries on its new amusement game — Saddle and Turf — in 10 days, Fred Morris, manager of the game division, announced Friday (3).

Saddle and Turf is a seven-player spin table-type game. It is 41 inches long by 24 inches wide and 62 inches high. It is available on either nickel or dime play. Less than seven can play the game but there is less opportunity for a high score. It is also possible for one player to play all seven positions by depositing seven coins.

(Continued on page 160)

Williams Reps Start Showing Baseball Game

CHICAGO, April 4.—Distributors of Williams Manufacturing Company have started showings of the Deluxe Baseball game, Sam Stern, vice-president, announced Thursday (1).

The game features baseball play. It offers three dimensional manikin players in action on the backglass. Among the highlights of Deluxe Baseball are its pitching and batting control by the patron and its lighting effects indicating the position of the runners on the playfield.

To play the game the patron (Continued on page 161)

Set Lieberman United School

MINNEAPOLIS, April 4.—A three-day service school on amusement games made by United Manufacturing Company will be held at the Lieberman Music headquarters here Monday thru Wednesday (6-8).

Owner Harold Lieberman said United would send three of its top engineers—Al Thoeke, Ken Shelton and Hank Ross—to con- (Continued on page 161)

COIN PING PONG GAME PATENTED

WASHINGTON, April 4.—Vernon Mott, Clinton, Mo., has received a patent on a coin-operated table tennis apparatus. When a coin is inserted, the net is raised into play position and remains there until a timing device drops it.

EXPANSION NEAR

See Mexican Trade Aided by 3 Moves

LOS ANGELES, April 4.—Coin machine operation in Mexico has a bright future because of new legislation, proposed electrification, and the spreading of dime play, representatives of Fonomatic, Mexico City, reported on their annual trip here.

In town for a month combining business and pleasure, Gilberto and Joe Licea started off by buying a shipment of parts and accessories at Badger Sales Company here. They are making their headquarters at Frank Navarro's on Whittier Boulevard. Navarro is one of the largest operators in this city and specializes in Latin spots.

Joe Licea said that recent legislation passed in the country was doing much to place businesses on a solid footing. He feels that the new laws will give stability to both the country and the firms operating there.

The Liceas feel, too, that the program of electrification, both urban and rural, will increase the number of coin machines south of the border.

Mexico City operators inaugu-

rated dime play about 18 months ago. The price per play, said Gilberto Licea, was increased from 10 to 25 centavos in the top spots. The move to increase the price play was generally put into effect by most of this city's operators. However, in the hinterlands, where there are few machines, and in the smaller spots the price has not been increased.

Both Gilberto and Joe Licea praised the record companies for their co-operation and progress in getting tunes in the hit category to them without delay. The numbers are released there almost simultaneously with the United States.

Mexico Citians are more and more becoming fans of the top American artists. Those that are getting the dimes here, are reaping the centavos in that area, the Liceas said.

The Liceas make two trips yearly to the United States. In the spring, they visit here and in the fall make a trip to Chicago to look over stocks and get a view of new machines to be manufactured.

COINMEN FEAR

500G Tax Looms For NY Operators

NEW YORK, April 4. — New York coin machine operators—games, kiddie rides and vending—may be hit to the tune of another \$500,000 in tax levies. The city is now in the throes of one of its severest financial crises and must better its fiscal picture by \$70,000,000 by either raising additional revenue, cutting expenses or a combination of both.

This week Budget Director Abraham D. Beame presented to Mayor Impellitteri a list of suggested sources for the additional revenue. One item on the list was a \$15,000,000 tax on amusements—another was a \$500,000 tax on coin-operated devices.

Local operators fear that the \$500,000 levy has a good chance of getting by. There is no doubt that the city has the authority to push the measure thru. Moreover some of the other measures, such as a tax on overnight parking, would be politically unwise for any administration that wishes to stay in power.

As a group, the operators are numerically small compared to other potential income sources and their influence in city hall is not unduly great. Furthermore, it is doubtful if the general public would concern itself much about whether or not the operators were paying more than their fair share of the taxes.

Actually, New York's fiscal problems are so acute that another \$500,000, more or less, wouldn't make much difference. Currently, juke box and game operators are paying an annual licensing fee of \$50 a location, with rides taxed annually at \$50 each.

The marginal operators can't afford to pay much more, while the vending operators work on a fairly small margin—small enough so that another bite from the city wouldn't make it worthwhile for some to continue.

Meanwhile, New York's battle of the budget rages and the operators' chances to escape without paying more taxes are hardly rosy.

Canadian Judge Rules Pinballs Legal; Other Test Case Looms

MONCTON, N. B., April 4.—Magistrate W. F. Lane ruled here this week that a pinball machine which pays off in free games is not illegal under acts banning slot machines.

Under New Brunswick law, all coin-operated machines where the return to the player is a matter of chance or uncertainty are banned under an act passed by the Provincial Legislature in 1936. Magistrate Lane's ruling would seem to exclude pinball machines from this act.

The case involved a machine seized by police here. A ball, moved by a plunger, chalked up scores by striking electrical contacts. Scores sufficiently high gave the players free games.

Decision Supported

Lane based his ruling on the fact that the machine emitted no slugs and that no prizes or merchandise was offered. He added that his decision was supported by similar decisions in the Supreme Court of Canada and in the Ontario and Manitoba Supreme courts. He pointed out, however, that in the past he has ordered confiscation of machines which emitted slugs or paid off in some tangible way.

Meanwhile, in St. John, N. B., a pinball machine was seized by

police as the foundation of a case to rule on the legality of the device.

The seizure was made on the order of the common council here which wanted a court decision on the machines.

Plan St. John Pin Test Suit

ST. JOHN, N. B., April 4.—The city council has decided to make a test case on the legality of pinball machines. For many years the machines were kept out of locations by the police on the ground they were illegal. Now it has been proposed by E. D. Walsh, executive director of the city, that the machines be used in connection with the celebration of the coronation of the queen, the profits to be used in helping to pay for the city's observance program.

The police chief of St. John ordered that a test case be started. As a result, pinballs have reappeared in St. John in large numbers and have been operating in stores, bowling alleys, pool and billiard halls, clubs, etc.

Female Record Changers Show Worthiness

Machines Kept Tidier; Women More Efficient

PORTLAND, Ore., April 4.—Use of women as record changers is proving a profitable and efficient policy in the Portland area. A check last week showed virtually all of the larger music companies to have at least one—and some several—jills handling this important phase of operation.

The house-keeping propensities of women are found to be valuable in maintaining the tidiness of a location. One operator, who uses three women to change records, reports that their natural tendencies go to work without prompting to keep equipment clean and the music quarters of a location neat. The example thus set will impress upon the location owner the desirability of tidiness so that he will endeavor to continue the good work between record changes.

Successful operators recognize good appearance to be one of the fundamentals of profitable operation. This applies not only to the bright-work and clear glass on equipment but also to the interior of the machine, including freedom from excess lubricants and legibility of selection numbers.

Ease Manpower

Women record changers may be employed on a full or part-time basis. This flexibility helps relieve the manpower problem in that women might more readily be found who will devote free hours to this work. Also, record changing may be dovetailed with label typing where full-time shifts might not be possible.

Many operators have found that an attractive employee is a good public-relations representative with a location. Her appearance is assured of a welcome by the location owner, and in many instances customer interest in the juke box is aroused beyond that provoked by the arrival of a male with an armful of records.

All operators contacted, spoke enthusiastically of the efficiency of women record changers.

Detroit Op Guild Sets Up Monthly Meeting Schedule

DETROIT, April 4.—A program of regular meetings to be held on the first Thursday of each month has been adopted by the board of directors of the Music Operators' Guild of Michigan. The action was taken at a meeting following the return of Irving B. Ackerman, legal counsel of the Guild, from a Florida vacation.

The next meeting will be held at 8 p.m. Thursday (9) at the Hotel Detroit.

Surveying the activities of the newly organized group, Ackerman said, "There has been a considerable increase in applications for membership, and the Guild appears to be operating in an effective and constructive manner."

New Drink Law In Oregon May Add New Stops

PORTLAND, Ore., April 4.—Music operators in Oregon this week saw an opportunity for expanded business in the new liquor-by-the-drink law signed by Gov. Paul L. Patterson.

The new policy, which the Oregon Liquor Control Commission indicated would go into effect May 4, allows for some 800 liquor outlets, compared with 530 under the present practice. The new act, which permits sale of liquor owned by the location, supplants a practice of 12 years whereby customers were served liquor from their own bottles.

The reason for the optimism among music men stems from the fact that many taverns, now holding only beer licenses, hope to go into a club-type operation. In general, club operation has been on dime-play, the nickel play is still the general price policy.

Operators, who went to a dime in clubs before Office of Price Stabilization regulations intervened, found no location resistance. Dancing is the principal feature that distinguishes a tavern location from a club location, and dancers were found willing to pay a dime for music.

Not all taverns, now holding beer licenses, can hope to acquire liquor licenses, as there will be close screening by the OLCC, but enough are expected to make the grade to offer a worthwhile expansion in music operation. If the liquor commission licenses more than 200 additional locations than now hold licenses, further openings for coin phonographs will develop.

Operators also feel that a sizable group of clubs being on dime play will help to ease the resistance anticipated to the present general trend 10-cent play.

BB Spurs Oregon Use Of Location Contract

PORTLAND, Ore., April 4.—Use of contracts with location owners is being given renewed consideration by the music industry in the Portland area after unsatisfactory results experienced by some operators.

The contract is viewed as a possible solution to the problem of underbidding on percentages—a problem taking on new significance as operators move toward dime, three-for-a-quarter play. At the last meeting of the Oregon Music Association the problem was the main topic of discussion.

Dissatisfaction with the contract as a legally binding instrument arose with some operators, who found themselves unable to enforce its provisions. The loopholes apparently lurked in language by which the operator agreed to provide the location with "satisfactory service." This prompted one large operator to declare the contract "not worth the paper it is written on."

Recent publication in The Billboard of the contract used by members of the California Music Guild rekindled hopes of Portland music men that a written agreement properly drafted, might provide an answer to the

JUKE BOX CITY SURVEY

Hartford Mulls Phonograph Conversion to Dime Play

(This is the sixth in a series of articles presenting a brief current roundup of the juke box business of the nation's major market areas.)

By ALLEN M. WIDEM

HARTFORD, Conn., April 4.—Still a big question mark in Connecticut is the matter of standardization of juke box play. Some juke box operators contend that 10-cent play is best for their section of the State while others point out that three plays for a quarter would be a bigger business stimulant.

"The only way such a matter

could be made uniform," points out Abe Fish, of the General Amusement Game Corporation, Hartford, and president of Connecticut State Coin Association, "would be for all juke box operators in the city, be they big or little, to get together and specify how they'd tackle the problem. Then, most important, follow thru uniformly, instead of one operator going off on his own."

Fish believes that standardization of prices would enable operators to function "more easily and get along together."

Fish further points out that the CSCA has been receiving calls

from operators throught the State, asking about the possibility of acquiring competent mechanics.

"There is a great need, not only in Connecticut but all over the nation," says Fish, "for coin machine mechanics and it is indeed high time something is done about it. That's how the majority of operators contacted by our office feel."

"One thing that has been suggested is that a training course for mechanics be set up, somewhere in the State, and after a certain amount of training, these boys be hired by ops and distributors. This would provide a constant transfusion of new blood into the industry, something that every business needs to prevent it from becoming stagnant."

Many operators in Connecticut, Fish reports, are unable to expand their business because of the shortage of mechanics.

Speaking in favor of dime play at a recent meeting of the CSCA, Fish said, "It's a matter of simple arithmetic. If your cost of juke boxes, records, and labor keep going up as it has, and you still keep charging only 5 cents, you will eventually have to use a big bottle of red ink."

Art Rode, veteran operator in the Terryville, Conn., area, is another strong advocate of 10-cent play.

Meanwhile, the topic of what record is best for a juke box, always comes up for lively discussion in the Connecticut trade. Dave Bratten, of Leslie Distributors, surveying the trend to classical recordings, points out, "Today's juke box can hold 100 records or more, and there just aren't that many current smash hits in the popular field." He added, "The big popular hit gets played 40 or 50 times a week, but then in a few weeks it's all over for that one. The classical selections on juke boxes get only 20 plays, average, per week but this goes on week after week and sometimes even over a year."

Milwaukee to Test Dime Play Results

Six Key Men Launch Experiment; Initial Collections Show Increase

MILWAUKEE, April 4.—Beer City music operators have launched into a determined effort to give dime play a real test. As a result of meetings held in recent months to encourage the experiment by members of the Milwaukee Phonograph Operators' Association, approximately a half dozen of the key coinmen are giving it a whirl. The bulk of the locations converted to dime play are in the downtown sector, with a handful of the better outlying spots also getting the price hype treatment.

Most of the operators reported they were gratified with the reaction of locations that accepted the change. Melo Curro, Metro

Amusement executive, on the other hand said that he had met with considerable resistance from many spots. Those who doubted his word that the takes would not be affected, and should, in fact, increase, received guarantees. He assured them the same amount of commissions that they received in the past 90 days and encountered few turndowns on those terms.

Immediate Results

Mitchell Novelty's front office man, Erv Beck, reported immediate results from the first week's cash box receipts. Approximately 85 per cent of the new dime play spots showed increased takes. Two locations on a bi-weekly call basis, showed a \$16 increase. Another two-weeker stayed at the same coin box level; several other one-weekers showed a rise of \$10. "We're going to lose a few spots," both Beck and Curro chimed, "but, those are marginal locations, anyway, so we won't actually be out very much. The beneficial results we're noticing on the bulk of our machines seem to prove that we made the proper move."

A side effect caused by the switchover to dime play by the growing number of Milwaukee operators, is the current shortage of conversion parts. Several firms reported having to send emergency orders to out-of-town supply houses for parts for their Wurlitzer and Packard bar coin boxes.

Service School At Lieberman, AMI Distrib

MINNEAPOLIS, April 4.—AMI service schools will be held Monday thru Wednesday (6-8) at the Lieberman Music Company in Minneapolis. On hand will be Ed Ratajack, AMI Western regional manager, and Al Mason, field engineer from Grand Rapids. All operators in the territory have been invited.

Lieberman Music was formed recently when it purchased the Paster Distributing Company and acquired the rights to distribute the AMI line. The territory covered by the new distributor for AMI music machines includes Minnesota, Iowa, the Dakotas, Nebraska, and parts of Wisconsin and Wyoming.

Harold Lieberman, head of the firm, has been in the trade since boyhood. He has had 35 years' experience, dating back to the time when his late father, Sam Lieberman, organized the Twin City Novelty Company, an operating firm. Harold became a distributor in the mid-1940's when he purchased the Acme Novelty Company.

problem. It was noted that the CMG contract utilized specific language in setting forth the things the operator agreed to do. These terms, it was believed, would prevent a location owner from evading his responsibilities on the pretext the operator had not lived up to the terms of his agreement regarding service. Especially desirable, many pointed out, was the clause allowing the operator to remove his machine from a non-profitable location—a live issue in days of rising costs.

Also significant is another clause that permits the operator to assign the contract—in other words, sell his route or individual stops.

The clause whereby the location owner agrees to keep the phonograph "ready for business" would meet that situation, still acute in Portland, it was also pointed out.

Some operators questioned whether a three-year term contract would be most suitable for this locality. Portland operating conditions are in a state of flux, owing to plans for going to dime play, continued increases in labor and equipment, and the imminent advent of sale of liquor-by-the-drink in Oregon taverns. Whereas, during a period of declining economy, an operator might want to freeze conditions that were favorable to him, under present conditions he might profit more by a shorter term in the agreement.

Another advantage operators found in the use of contracts is that, in one stroke, most issues subject to dispute are settled for, at least, the contract term. It would end, for the most part, the bickering some operators encounter every time a serviceman calls at a stop.

And not the least of the advantages, is that the contract puts the music industry on a businesslike basis.

Peru, Colombia Show Greatest Import Growth

MIAMI, April 4.—Peru and Colombia are the fastest growing countries for coin-operated equipment in Central and South America, according to Erasmo U. Ramos, of the export department of Bush Distributing Company. Ramos recently returned from a three-week plane trip to nine countries where the Bush Distributing Company, distributor of Wurlitzer machines, is active in the export of music boxes.

The development of the juke box industry in Peru and Colombia has been especially rapid, Ramos said. Chewing gum and popcorn venders are also becoming more numerous in Peru, he observed.

One of the principal reasons for Ramos' trip was to instruct foreign mechanics in repairing Wurlitzer machines. In this department, said Ramos, the Colombians appear to have made the greatest strides, probably because of the head start they gained in the years before World War II. "It's amazing what apt pupils they are," said Ramos. "You show them once and then they are able to do it for themselves."

Phenomenal Progress

In Colombia where music machines have made phenomenal progress in the postwar period, about 70 per cent of the juke boxes are purchased outright by location owners from importers, distributors and jobbers. The remaining 30 per cent are operator-owned. Servicing is usually performed by the importer-distributor under a three-month free service guarantee written into the contract. In Peru, however, practically all

(Continued on page 142)

Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

NEW VICTOR LABEL. Next September RCA Victor will introduce a brand-new record label, to be competitive in every field except classical with its parent label (Music department).

NEW LA ROSA DISK SET. Julius La Rosa has another disk coming out—one which will bear considerable watching by the trade (Music department).

TOPSY-TURVEY DISK SET-UP. In a short space of a year some drastic changes have occurred in the status of publishers' ability to collar record releases (Music department).

CAPITOL OK'S FAIR TRADE. Capitol Records this week became the first major diskery to enter into fair trade agreements with retailers since the passage of the McGuire Act last summer (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

FOR SALE

Victor, Decca and other labels. Records left over from our juke box routes. Records are unused, never been played, one of a kind. No list. All 78 R.P.M. String and Popular, 50 for \$8.00; 100 for \$15.00.

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CHICAGO and ILLINOIS OPERATORS!

Want to buy USED RECORDS—Latest ones off your Juke Boxes. Will pay 10¢ cash for each usable record. WILL PICK THEM UP. Call or write

STANLEY LEVY

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Hearing Set On L.A. Strike

LOS ANGELES, April 4.—Hearing on the order against the International Union of Mechanics and Electrical Repairmen, an independent union, restraining it from picketing the 70 juke box locations of Sam Ricklin's California Music Company will be held April 17, H. O. Chapman, union business agent, announced.

Ricklin, thru his attorney, Milford Zimmerman, of Zimmerman, Kelly & Thody, petitioned the

(Continued on page 145)

Strong Trend Toward Diversified Routes

Continued from page 140

of equipment did you buy when you began operating? Here's a breakdown of the replies:

	Per Cent
Juke boxes	64.4
Bulk venders	13.6
Pinball games	59.7
Cigarette venders	9.1
Arcade pieces	18.1
Kiddie rides	1.8
Candy venders	2.5
Shuffle games	4.1
Other vending	3.7
Scales	4.1
Bell machines	4.1
TOTAL	181.4

"Of this group," the survey set forth, "the average operator was most likely to start with phonographs or pinball games."

"The average operator likewise started with more than one type of equipment—few were exclusive as the total of 181.4 per cent indicates."

For comparative purposes, the group was asked: What type of equipment do you operate today? Here are the answers:

	Per Cent
Juke boxes	80.3
Bulk venders	11.6
Pinball games	65.4
Cigarette venders	18.9
Arcade pieces	41.1
Kiddie rides	6.9
Candy venders	6.1
Shuffle games	5.8
Other vending	6.9
TOTAL	243.0

"Two facts are clear," the survey pointed out, "there is an increasing diversification within the coin machine operating business, demonstrated by the increase from 181.4 to 243 per cent."

"Diversification as used here," the survey continued, "means the trend toward operating phonographs, games, venders and other equipment in combination as opposed to operating any single type of machine exclusively."

"Secondly, note the steady increase in the percentage of operators who own juke boxes."

The survey revealed that nearly half the operators (48.77 per cent) entered the business in 1941 or earlier; 8.72 per cent came in between 1942 and 1945, and 42.51 per cent from 1946 to date.

The longer an operator has been in the coin machine business the more likely he is to be operating some juke boxes, the survey showed. Of those operators in the business in 1941, 86.5 per cent have phonographs. Among those operators who started in 1952, 64.3 per cent now have phonographs.

Equally significant was the increase in the number of operators who have pinballs on their routes—from an average of 59.6 per cent at the start of their operating career to 65.4 per cent in 1953.

(NEXT WEEK: Is the trend toward still further diversification in the coin machine operating business? Don't miss the third in this series which will appear on the first Coin Machine page next week.)

Rock-Ola Appoints New Assistant to President

CHICAGO, April 4.—David C. Rockola, president of the Rock-Ola Manufacturing Company, announced the appointment of James J. Sears, vice-president in charge of purchasing, as assistant to the president. Sears will be succeeded by William F. Haldeman, who was promoted from planning head to director of purchases.

William M. Barker, formerly of the Charles Bruning Company, Inc., Chicago, has joined the Rock-Ola organization as head of the planning department.

The changes become effective April 6. Sears has been with the Rock-Ola organization since 1933. Haldeman came to Rock-Ola in 1945 from N. A. Woodworth Company of Ferndale, Mich.

Peru, Columbo

Continued from page 141

music boxes are purchased outright by the locations from importer-distributors and generally include a one-year free service contract.

Ramos noted that of all the countries requiring conversion work on juke boxes made in the United States, the simplest is for Colombia. The Colombian 5-cent coin, Ramos explained, is so nearly like the nickel that there is only a minor conversion job involved, and fewer subsequent breakdowns than in other countries.

In Peru, on the other hand, the one-half sole, which is the coin used in music boxes, is nearly as large as the American half-dollar and consequently entails more work in the conversion process.

A native of Cuba, Ramos looks forward to becoming a naturalized American. He says the average American cannot really appreciate the high standard of living which prevails here, until he visits other countries. In housing, food, recreation, clothing—included, in the entire mode of living—America is far ahead of other nations, he pointed out.

Diamond Adds Tempo To List of Labels

LOS ANGELES, April 4.—Diamond Record Distributing Company, headed by Abe Diamond, has added the distributorship of Tempo Records to its list of labels. Other record lines to be handled also in Southern California and recently acquired, include Republic, Flair, and Fiesta.

The acquisition of the Tempo line as well as the others rounds out the distributorship for the company. Other representations include Rondo, Abbey, Parade, Broadcast, Ambassador, Derby, Classic Editions, Windsor Square Dance, Vita, Gilt-Edge, Vogue, Opus, and Skylark. Children's records by Star Bright, Voco, Belda, and Rexford Book of Knowledge are also stocked in quantities.

look them over... **THEY'RE O.K.** because they're from **MUSIC SYSTEMS**

Clean Equipment—Ready for Location
Write, wire, phone.
1/3 deposit, balance C.O.D.

148SL	\$199.00
147M	149.00
146M or S	119.00

SEEBURG

Hideaways

H148M	\$199.00
H146M	75.00
AMI Model A	\$249.00
ROCK-OLA 1432 (50 selections)	395.00
ROCK-OLA 1426	119.00
ROCK-OLA 1422	79.00
ROCK-OLA 1428	249.00
WILLIAMS MUSIC	
MITE with stand	75.00
WURLITZER 1015	119.00
WURLITZER 1100	269.00
WURLITZER 1250	389.00

Wall Boxes

3W7-L56 (5-10-25¢ 3-wire)	\$34.50
3W2-L56 (5¢ 3-wire)	12.50
W1-L56 (5¢ wireless)	5.00
W6-L56 (5-10-25¢ wireless)	29.50
Packard Chrome Wall Boxes	5.00
4820 WURLITZER WALL BOX (like new)	44.50

Export inquiries invited

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ROCK-OLA MANUFACTURING CORP.

is happy to announce

the appointment of

J. ROSENFELD COMPANY

3200 Olive St. • St. Louis, Mo.

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Exclusive Distributor

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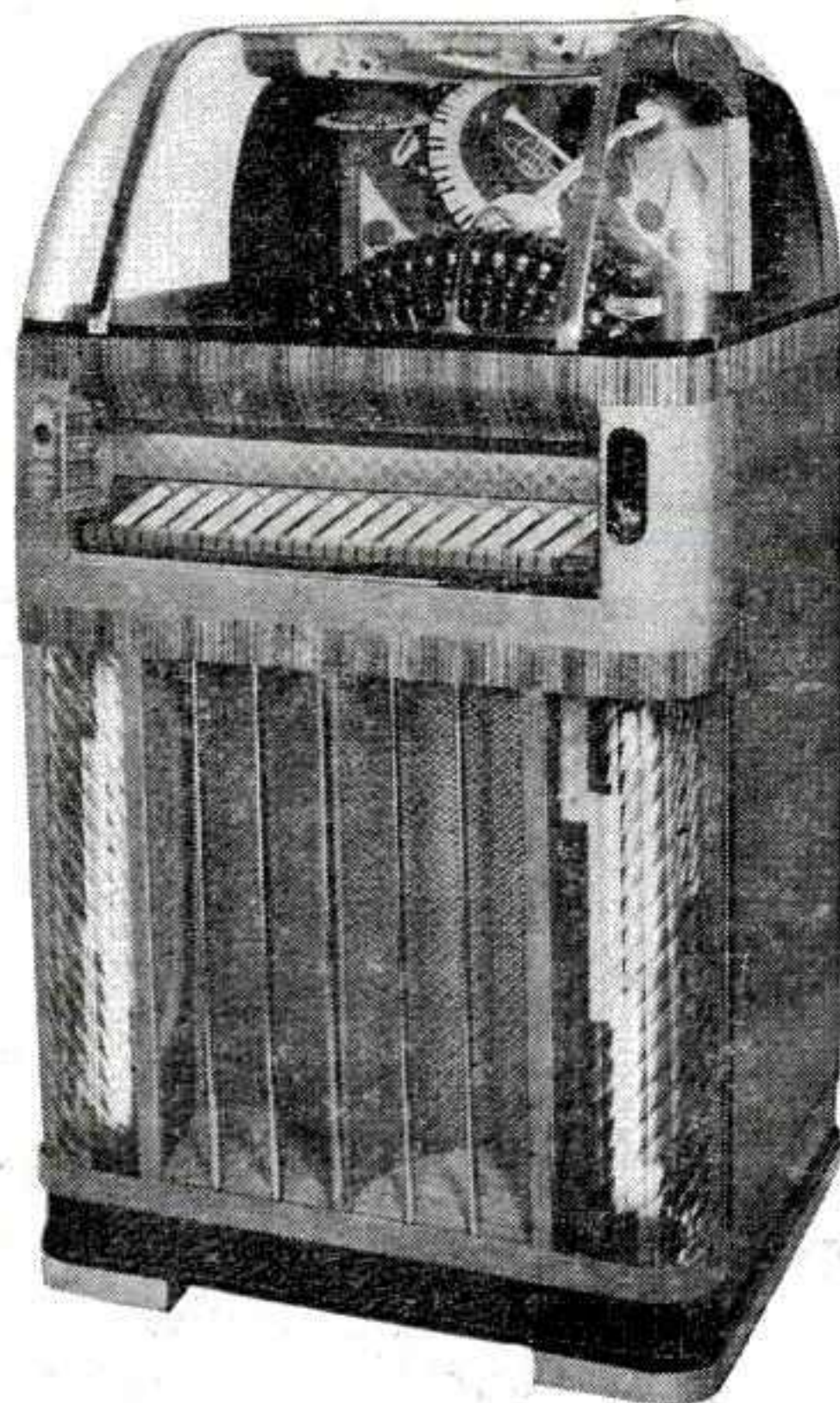
SOUTHERN ILLINOIS

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SEE! HEAR!

THE ROCK-OLA FIREBALL



120 Selection PHONOGRAPH

Jack Rosenfeld says...

"Help Me Celebrate!"

OPEN HOUSE PARTY

SATURDAY & SUNDAY

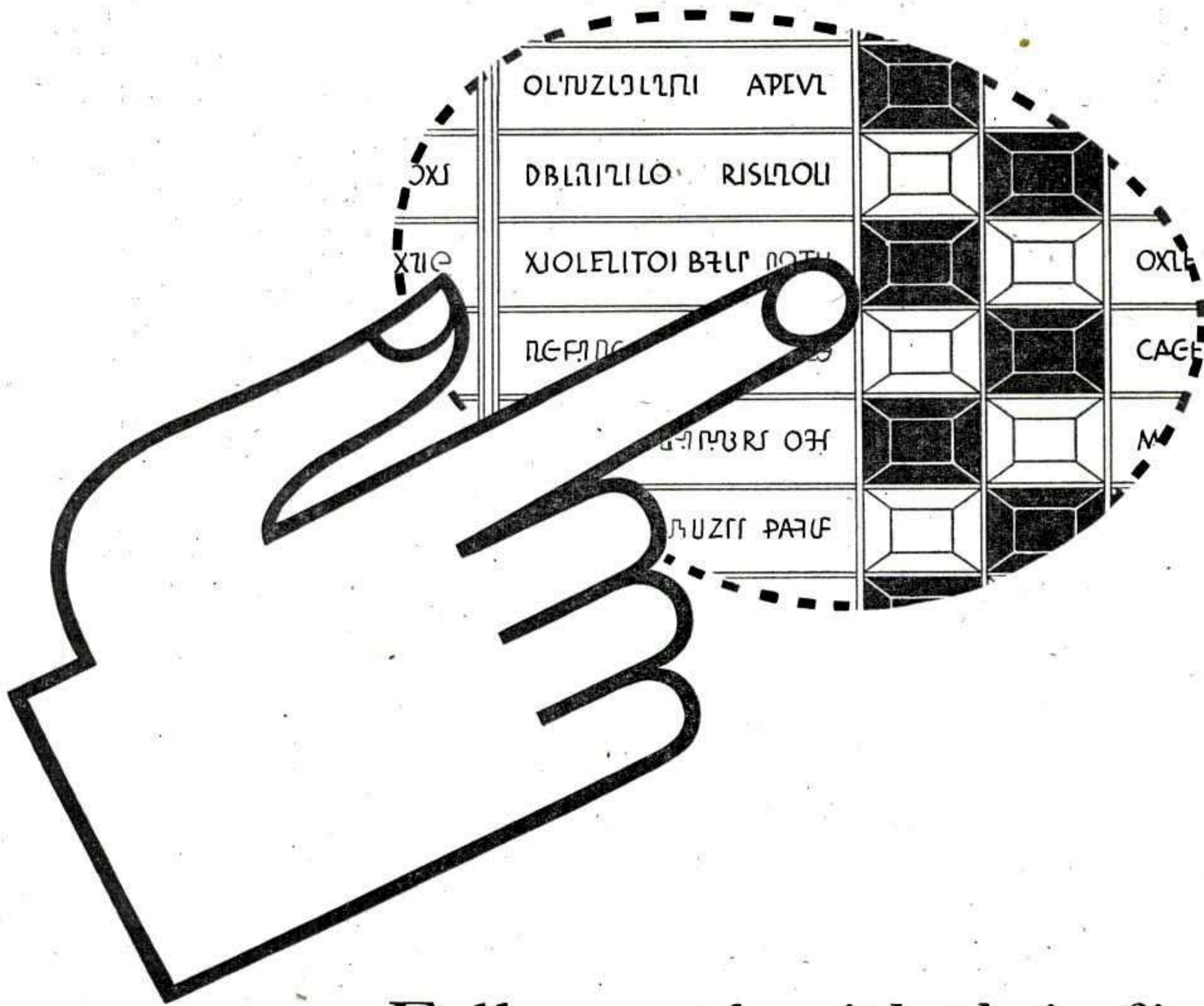
APRIL 11 and 12

"Everybody Invited"

SUFFET—

REFRESHMENTS—

ENTERTAINMENT!



Folks read *with their fingers*

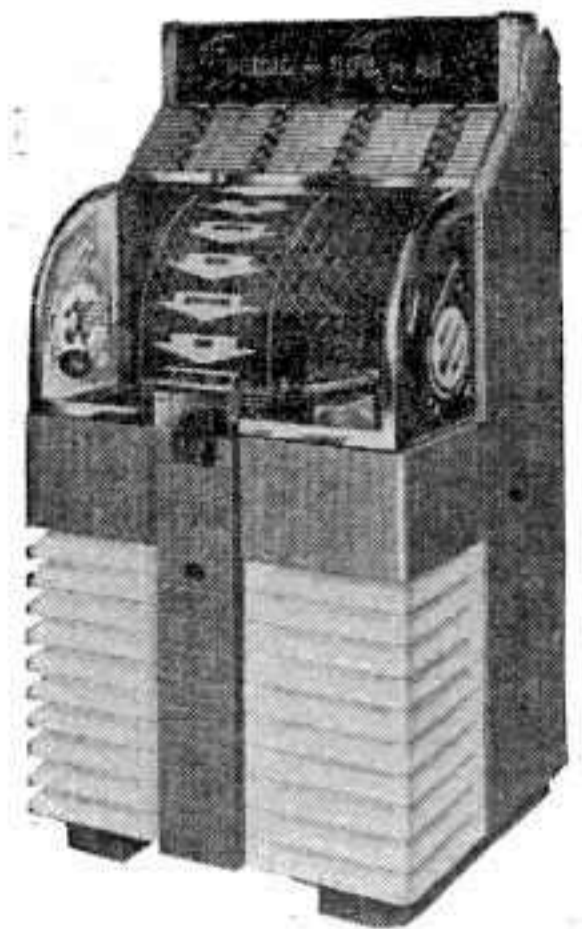
Next time you have a chance, watch how people read. You'll note how many use a finger to keep their eyes in line with the printed message.

The AMI juke box takes advantage of this reading habit, puts the selector button right where eye and finger meet.

Fumbling and forgetting never delay the play on an AMI juke box, where every title strip is alongside its own single button.

AMI *Incorporated*

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN



The "D" is available in 80 and 40 selections, blond or mahogany cabinets.

NEW

- ▶ Location Landing Features
- ▶ Play Stimulating Beauty
- ▶ Compact Cabinet
- ▶ Low Price

NEW STRAIGHT 45 RPM PLAY

Famous Wurlitzer 48-Selection mechanism in a more compact version is adapted in Model 1650 to all-45 RPM play through use of smaller Deep-Indent Trays. This phonograph is also available as Model 1600 featuring 78 or 45 RPM play.

NEW BUILT-IN VOLUME LEVEL CONTROL

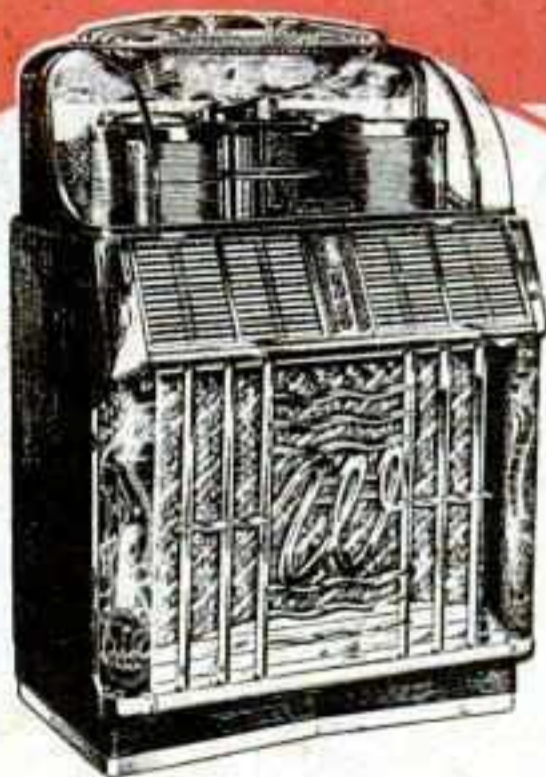
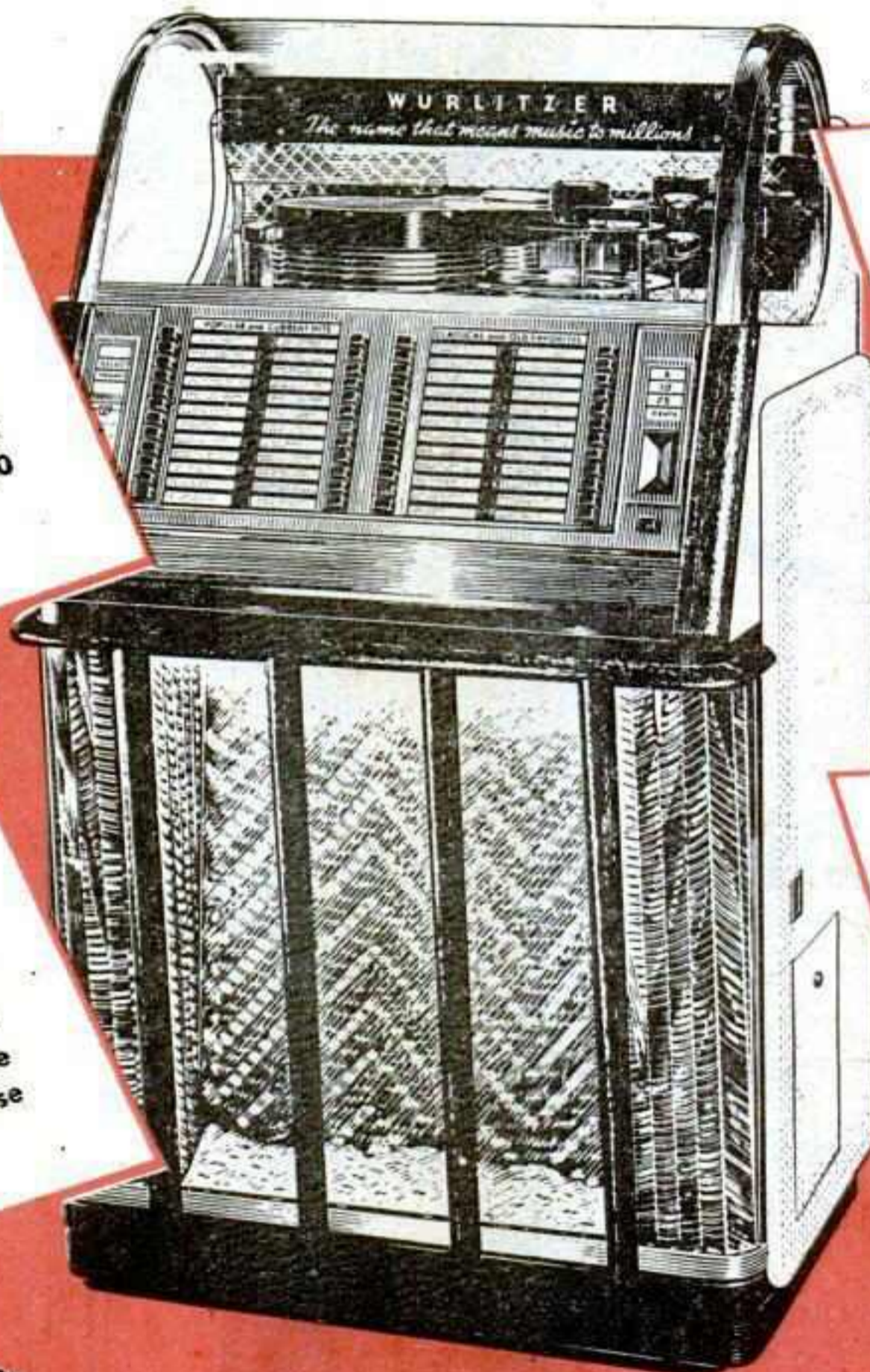
Incorporated into Wurlitzer's famous sound amplifier—a built-in, automatic volume level control assuring an even sound level for all records. No customer complaints because they can't hear the music or because they can't hear each other because of the music.

NEW TWIN TITLE STRIP HOLDERS WITH SINGLE BUTTON SELECTION

Fast, accurate selection from 48 tunes through twin title strip holders divided into four program classifications. Assembly includes scratch-proof coin slot and reject button.

FAMOUS ZENITH COBRA PICK-UPS

Still a Wurlitzer exclusive. Assures minimum surface noise, increased tonal brilliance, at least 1,000 more plays per record without impaired fidelity—many more thousand plays per stylus.



WURLITZER 1500

Only phonograph in the world playing 104 selections on 45 and 78 RPM records intermixed. Absolutely tops for top locations—in play appeal and earnings.

Wurlitzer 1650

48 Selections—Straight 45 RPM Play

Also available as Model 1600—78 or 45 RPM Play

See Your Wurlitzer Distributor

The Rudolph Wurlitzer Company • North Tonawanda, New York

ROCK-OLA



SALES and SERVICE
... throughout the Continent

Fire-Ball Certified Servicemen are always close by for your convenience



*Available in two models for either 78 RPM or 45 RPM records

DAVID L. ROMERO
Mexico D. F., Mexico

The Only Phonograph with 120 SELECTIONS



Rock-Ola Certificate of Service
Qualified "Fire Ball" servicemen hold this Rock-Ola Workshop Certificate assuring you highest quality service attention whenever necessary

See, Play, Hear—Order—Your ROCK-OLA FIREBALL at any of the following Showrooms:

EASTERN

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647 South West St., Syracuse, N. Y.
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- HACOLA DISTRIBUTING CORP.**
265 Franklin, Buffalo, New York
- B. D. LAZAR COMPANY**
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- MUSIC & TELEVISION CORP.**
1119 Commonwealth Avenue
Boston 15, Massachusetts
- S & K DISTRIBUTING CO.**
2014 Fairmount Avenue
Philadelphia 30, Pennsylvania
- SEACOAST DISTRIBUTORS, INC.**
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MIDWEST

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2546 North 30th Street, Milwaukee, Wis.
- BRILLIANT MUSIC COMPANY**
19963 Livernois Ave., Detroit 21, Mich.
- CALDERON DISTRIBUTING**
450 Massachusetts Ave., Indianapolis, Ind.

CENTRAL COIN MACHINE EXCHANGE

- 525 S. High St., Columbus, Ohio
- J. WESTERHAUS**
3726 Kessen Ave., Cincinnati 11, Ohio
- DIXON DISTRIBUTORS**
3808 Southern Blvd., Youngstown, Ohio
- FABIANO AMUSEMENT CO.**
208 E. Dewey Ave., Buchanan, Michigan
- J. ROSENFELD COMPANY**
3218 Olive St., St. Louis, Missouri
- LA BEAU NOVELTY SALES CO.**
1946 University Ave., St. Paul 4, Minn.
- LAKE CITY AMUSEMENT CO.**
4533 Payne Avenue, Cleveland, Ohio
- SAVAGE NOVELTY COMPANY**
628 Third Street, Beloit, Wisconsin
- SUPERIOR SALES COMPANY**
1337 Second Ave., Des Moines, Iowa
- TOLEDO COIN MACHINE EXCHANGE**
814 Summit St., Toledo, Ohio
- UNI-CON DISTRIBUTING CO.**
3410 Main Street, Kansas City 2, Missouri
- WORLD WIDE DISTRIBUTORS, INC.**
2330 N. Western Ave., Chicago 47, Ill.

NORTHWEST

- PUGET SOUND NOVELTY CO.**
114 Elliott Ave., West, Seattle, Wash.

SOUTHERN

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3118 Tulane Ave., New Orleans, Louisiana
- H. M. BRANSON DISTRIBUTING CO.**
811 E. Broadway, Louisville, Kentucky
- CAPITOL MUSIC COMPANY**
135 E. Amite Street, Jackson, Mississippi
- COIN AUTOMATIC MUSIC CO.**
241 W. Main St., Johnson City, Tennessee
- FRANCO DISTRIBUTING CO.**
24 North Perry, Montgomery, Alabama
- ROBINSON DISTRIBUTING CO.**
301 Edgewood Ave., S. E., Atlanta, Ga.
- S & M SALES COMPANY, INC.**
1074 Union Avenue, Memphis, Tennessee
- SOUTHERN MUSIC CORPORATION**
2828 So. Blvd., Charlotte, North Carolina
- SOUTHERN MUSIC DIST. CO.**
418 Margaret St., Jacksonville 6, Florida
- SOUTHERN MUSIC DIST. CO.**
503 W. Central Ave., Orlando, Florida
- FRANK SWARTZ SALES COMPANY**
515-A Fourth Ave., So., Nashville, Tenn.
- WERTZ MUSIC SUPPLY CO.**
1015 E. Cory St., Richmond 19, Virginia

SOUTHWEST

- AUTOMATIC MUSIC CO.**
1214 W. Archer, Tulsa, Oklahoma

BORDER SUNSHINE NOVELTY

- 2919 N. Fourth Street
Albuquerque, New Mexico
- BOYLE AMUSEMENT COMPANY**
522 North West Third
Oklahoma City, Oklahoma
- FT. WORTH AMUSEMENT COMPANY**
1210 S. Main Street, Ft. Worth, Texas
- FRONTIER AMUSEMENT**
2020 Myrtle Avenue, El Paso, Texas
- PAUL W. HAWKINS**
329 East 7th Street, Tucson, Arizona
- RUTHERFORD ENTERPRISES**
608 Johnson Street, Amarillo, Texas
- UNITED AMUSEMENT CO.**
446 N. Main St., San Antonio, Texas

WESTERN

- H. B. BRINCK**
825 East Front Street, Butte, Montana
- DAN STEWART COMPANY, INC.**
2667 West Pico, Los Angeles, California
- DAN STEWART COMPANY, INC.**
140 E. Second, South, Salt Lake City, Utah
- MODERN DISTRIBUTING CO.**
3222 Tejon Street, Denver 11, Colorado
- OSBORN DISTRIBUTING COMPANY**
2647 Thirty-Eighth Avenue
San Francisco, California

"The Industry's Greatest Phonograph Achievement"

ROCK-OLA MANUFACTURING CORPORATION
800 North Keazie Avenue • Chicago 51, Illinois

Subway Venders Hit By Gotham Walkout

120 AFM Servicemen Strike Against Int. News; 9,000 Units Are Affected

NEW YORK, April 4.—About 120 employees of Interborough News Company here went on strike Wednesday (1) leaving over 9,000 venders on the New York City Transit System without service. Strike was called by Vending Machine Service Employees' Union (Local 20650, AFL).

According to Interborough officials, the walk-out will affect the maintenance of all gum, chocolate, peanut and scale machines in the city's subways. Soft drink venders, however, will not be affected as they are not operated by INC.

"Out of Service"

Printed notices to the effect that vending units are "temporarily out of service" are being placed by company supervisory personnel on every vender affected by the strike.

James Burke, the union organizer, said the servicemen are striking for a three-week vacation a year and for wage increases of from \$10 to \$12 a week. He said that the last wage increase, granted in stages during 1952, amounted to \$6 a week.

He said that the current basic wage is \$66 a week, but added that "the average employee has been on the job about 20 years" and charged that length of service is not considered a factor in computing the weekly wage.

INC's contract with the union, signed in 1951, expired March 31, Burke explained. He said that the company had offered to extend the contract, but that this was not acceptable to the union.

Last Strike in '49

Burke pointed out that relations between Interborough and the union had been fairly friendly in the past. He said the last strike had been in 1949, and that it had lasted for only three days.

Meanwhile, a spokesman for Interborough said "the company, due to losses imposed by increased operating costs, is not in a position to effect a wage increase above and beyond the \$6 a week boost granted to the local in 1952."

He added that the matter had been referred to the New York State Mediation Board in an attempt to avert the walkout.

Venders Watch House Hearings on Proposed Graduated Cigarette Tax

Simpson Bill Would Tax Economy Brands Less Than Standards, Widen Price Gulf

WASHINGTON, April 4.—Vending circles thruout the nation are watching with great interest the hearings of the House Ways and Means Committee on the proposed ad valorem graduated cigarette tax—a measure which would, in effect, tax the so-called "economy brands" less than standard brands and thus increase the price differential.

Wednesday (25) the U. S. Treasury Department notified the House committee that it opposed any bill giving lower excise tax rates to economy brand cigarettes than to standard brands unless the differential could be set up without loss of revenue to the government.

Undersecretary Marion B. Folsom, in presenting the Treasury's position, said that his department would go along with an immediate tax cut on economy brands somewhat smaller than the reduction proposed by the pending bill. This, he qualified, was provided the cut was coupled with a slight increase in the excise tax rate on standard brands.

Under the present tax reduction plan, Folsom declared that his department estimated if economy brands took over 5 per cent of the total market (they now account for less than 1 per cent), the Treasury would lose

\$17 million annually; this loss would increase to \$35 million a year if economy brands took over 10 per cent of the market.

The historic pattern of cigarette vending has been to mirror public opinion as to cigarette tastes rather than to create consumer preference. In other words, vending machines, for the most part, limit their selections to the brands most popular in the area, with relatively few venders carrying either economy or premium-priced brands.

How the proposed ad valorem tax measure—introduced by Rep. Richard M. Simpson, Pennsylvania—would affect this pattern is a matter of conjecture, but some operators say that it could change consumer tastes to the point where there would be enough of a demand for the lower-priced brands to make it profitable to sell them thru vending machines.

Volume Drop

Others point out that if the economy brands did account for

a sizable part of the market, the over-all dollar volume would drop, and also that the per-pack margin on vended economy packs would be small.

During the 1930s, makers of economy brands were able to account for considerable volume because of a 4-to-5-cent price differential below standard brands. As better times came, their market diminished; it is now a very minor part of the over-all market.

The Simpson bill, designed to give the consumer the opportunity to buy cheaper cigarettes, proposes that a special rate of \$2.90 a thousand, or slightly less than 6 cents a pack, be established for cigarettes manufactured to retail at not more than 13 cents a pack.

This 13-cent price includes the federal tax, but doesn't include State and local taxes.

\$4 a Thousand

The bill would continue the present \$4 a thousand or 8 cents

(Continued on page 152)

DIRECT SALE TACTICS

Bottler Cites 10c Price As Key to Location Sales

PEORIA, Ill., April 4.—Concentration on direct sales of bottle venders to retail outlets, rather than the usual split-income system, has been pushed so strongly by Donald Duck Bottling Company here that it has doubled local installations in less than a year.

Since early 1952, the Donald Duck organization has constantly promoted dispensing units on dime operation. It has justified this with retailers by pointing out that the 10-cent price would pay off the cost of the machine far more rapidly. Venders are sold outright on a straight cash basis, or at the rate of 50 cents per case dispensed. Another option

available to retail outlets is the purchase of equipment on a monthly installment basis over a three-year period. Time payments, naturally, involve interest charges.

Post-Sale Service

Along with the outright sale of the machine, the Illinois bottler agrees to provide all repair and maintenance service for a period of one year. This is followed by a two-year period during which the bottler supplies mechanic's service without charge, but sells any new replacement parts required. Under the system, many outlets which have resisted the idea of owning their own bottle

(Continued on page 151)

N. C. Ops Ask Per Machine Tax Removal

RALEIGH, N. C., April 4.—David Henderson, a Charlotte, N. C., operator, appeared before the State Joint Finance Committee last week to plead for the removal of per machine taxes on food and cigarette venders and scales.

Representing the North Carolina Automatic Merchandising Association, Henderson, aided by J. Melville Broughton Jr., Raleigh, said removal of the tax would result in greater revenue for the State. He declared that increased installations of venders would consume enough additional products so that the sales tax income on those products would offset the \$50,000 annual loss of the per machine tax.

Dramatizing his presentation, Henderson used large posters to illustrate his points. He said the State's tobacco and peanut industry would benefit indirectly as a result of the tax removal. Backed by sample venders carrying candy and cigarettes, Henderson also presented the committeemen with candy bars, cigarettes, gum, peanut butter cookies and peanuts.

Termination of the hearing, however, saw no action taken on the per machine tax.

Cole Products Bows W. Coast Sales Plan

LOS ANGELES, April 4.—Cole Products Corporation teed off its West Coast factory representation plan and ended its three-city open house display of the Cole Spa Magniflo and the Coffee Spa here Saturday (28). The two-day show was held at the Rodger Young Restaurant-Auditorium and was attended by operators, personnel directors and plant men.

The Colepak, a dual-flavor ice cream-bar sandwich or popsicle vender, also was presented to sample trade reaction. Cole officials, however, said no definite production or marketing plans had been set as yet. The machine is a new model designed by one of the early producers of ice cream vending equipment.

The parent corporation in Chicago was represented by Albert Cole, president; Richard Cole, vice-president, and Stanley Gaines, sales manager. Dick Sterns, Cole Equipment and Supply Company vice-president, and Sy Foreman, head service engineer, were also present.

To service the machines in this area, Cole has appointed Western Pioneer Sales Company, of this city and San Francisco, to handle parts. The firm is known in refrigeration circles. Servicemen, completely familiar with refrigeration and Cole's systems, are being franchised thruout Southern California to handle calls. George Hatch, Cole's West Coast divisional manager, added that "a permanent school" would be in effect for anyone wanting to study the systems. Special operator schools are also planned. Under the set-up, equipment buyers will have the services of factory-trained personnel. The men are to be stationed in the 43 trading centers of this part of the State.

Among the other personnel on hand thruout the show were Ed Phelps, sales manager, West Coast division; Joe Bailey, district manager; J. W. Close, John Catalano, Howard Smith; Ed. W. Knowes, San Diego; Frank Snodgrass, government contact, and O. A. Turman.

N. Y. Bill Would Restrict Sales of Vended Items

ALBANY, April 4.—Gov. Thomas Dewey has until Saturday (11) to sign Assembly Bill Int. No. 411—a measure which would prohibit drugs and medicines from being sold in vending machines in New York State.

Known as the Brady Bill, the measure was passed by the Assembly, amended in the Senate and sent Governor Dewey for signature.

The actual wording of the bill and the Senate amendment do not specifically mention what products can be banned, but the language is broad enough to include anything from cough drops to toothpaste.

The proposed measure is an act "to amend the education law, in relation to prohibiting the use, maintenance or operation of vending machines from which drugs, medicines or certain devices are sold."

EXPLORING NEW FIELDS

Tobacco Jobber Interest Mounts In Diversified Vending Routes

By AARON STERNFIELD

NEW YORK, April 4.—Probably the most significant development from the vending viewpoint of the recently concluded convention of the National Association of Tobacco Distributors at Atlantic City (The Billboard, March 28) was the interest shown by tobacco jobbers. This was evident not only in tobacco and candy vending machines which are a mechanical means to dispense what they already sell, but in diversified vending operations.

It has been estimated that about 40 per cent of the nation's tobacco jobbers already operate cigarette machines. However, these jobbers are not primarily operators. They operate venders because their first job is to sell

tobacco, and venders help them perform this job.

However, soft drink vender manufacturers such as Apco and Spacarb reported that jobbers were taking more than a casual interest in their cup dispensing machines, and many manufacturing executives said they talked more like operators than wholesalers.

Non-Jobber Attitude

Non-jobber operators regard this development with little enthusiasm—and it isn't merely because the jobber might be able to undersell the operator on merchandise.

In fact, most of the larger operators are on the manufacturer's direct list. In the case of those that aren't on the list, the difference in cost of a pack of cigarettes to the jobber-operator

and to the non-jobber-operator isn't enough to make much difference.

What the non-jobbers are afraid of is the hold the jobber has on the location. For example, many locations depend on the jobber's extension of credit to run their businesses. Shutting off of that credit could make it rough for the location.

Bargaining Weapon

When the jobber approaches the location about the installation of venders, he has an effective bargaining weapon. The non-jobber has to present his case strictly on his merits.

Another factor that weighs in favor of the jobber is the fact that when the jobber and operator are the same, business transactions between him and the

(Continued on page 152)

nounced, there will be six additional gatherings to round out the month's total.

The first will be held Monday (9) at the Chase Hotel, St. Louis. Starting at 6 p.m., it will feature discussion of legislative matters, including certain vender tax proposals, and host operators from Southern Illinois and Eastern Missouri. Wendell Whitcraft, Automatic Beverage Company, St. Louis, will be chairman.

As reported previously, the Monday (13) meeting will be held in the Mayflower Hotel, Washington, D. C. It will start at 2 p.m. and will host operators in Region III. Topics to be featured will be sanitation and PX problems. Meyer Gelfand, G. B. Macke Corporation, Washington, Region III chairman, will be chairman of the meeting.

The third area meeting, Thursday (16), is scheduled at the Skirvin Hotel, Oklahoma City, at 6:30 p.m. Main point of discussion will be PX problems. Bert Strong, Oklahoma Vending Company, Oklahoma City, and Herb C. Ogle, Vending Machine Corporation of America, Tulsa, will be joint chairmen.

NAMA also announced dates and cities for the four additional area meetings planned during April. They will be held April 19 in Dallas; April 21 in San Antonio; April 24 in Houston, and April 28 in New Orleans.

Victor Intros Baby Grand All-Charm Vender

CHICAGO, April 4.—Victor Vending Corporation this week introduced a new model of its Baby Grand vender, specially designed to handle the larger Rocket charm. The machine, as a nickel all-charm unit, holds 500 of the special charms and is available in a package deal at \$24.50. This includes the vender at \$14.50 and one filling of 500 Rocket charms at \$10.

As is the Victor Vending custom, the Baby Grand Rocket unit is packed in cases of four units, at \$57, and with each case 2,000 charms at \$40 complete the larger package for a total combination price of \$97.

It was pointed out that the Rocket charm could not be vended in regular Victor models or other standard bulk venders. The charms are actually two-in-one; a simulated gold ring with inset stone and a marble inserted in the ring circlet.

Mr. Operator . . .

A battery of **BABY GRAND DE LUXES** and **ROCKET CHARMS** will send you back to your Victor Distributor again and again and again with repeat orders.

IMPORTANT: ONLY A SPECIALLY BUILT BABY GRAND DE LUXE WILL VEND ROCKET CHARMS

This Is What Operators Are Saying About Victor's ROCKET CHARMS and BABY GRAND DE LUXE . . .

" . . . 12 Baby Grand DeLuxe and Rocket Charms on test location in this area emptied on average of every 8 to 10 days . . ."

C. B.—Green Bay, Wisc.

"I made a net gross return of \$199.20 on 17 Baby Grand machines with Rocket Charms in 4 weeks . . ."

M. H.—Dallas, Texas

" . . . the Rocket Charm vender . . . has grossed \$172.10 for the past two months . . . the machine sold empty . . . in ten days."

M. E.—Dallas, Texas

" . . . we have just finished checking 8 machines with Rocket Charms and after commission . . . we had \$93.90, or \$11.73 per unit for the first ten days."

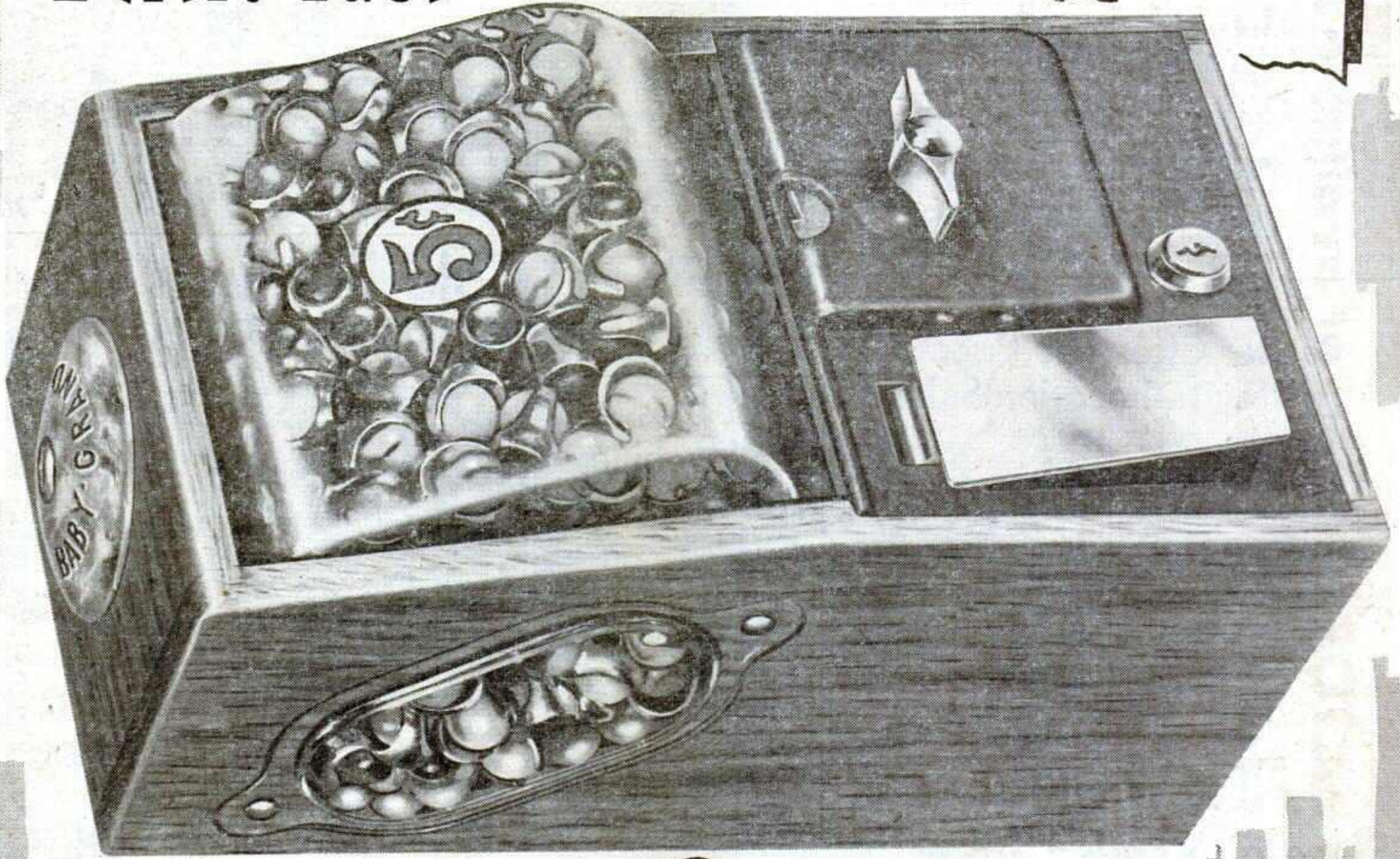
V. R. H.—Dallas, Texas

"This machine (Baby Grand with Rocket Charms) has grossed . . . \$150 during the two months it has been on location . . ."

C. N.—Dallas, Texas

" . . . one of the finest money earners we've ever had on location. Baby Grand with Rocket Charms has been grossing about \$12 to \$15 every ten days . . ."

J. N.—Chicago, Ill.



Big Big!

is the WORD for
VICTOR'S
NEW COMBINATION
ROCKET CHARMS
and
BABY GRAND DE LUXE

Featuring all the earning power that can be packed into a Bulk Vender . . .

Test locations show that **ROCKET CHARMS** and **BABY GRAND** empty in 4 to 5 days. **BABY GRAND** holds 500 **ROCKET CHARMS**.

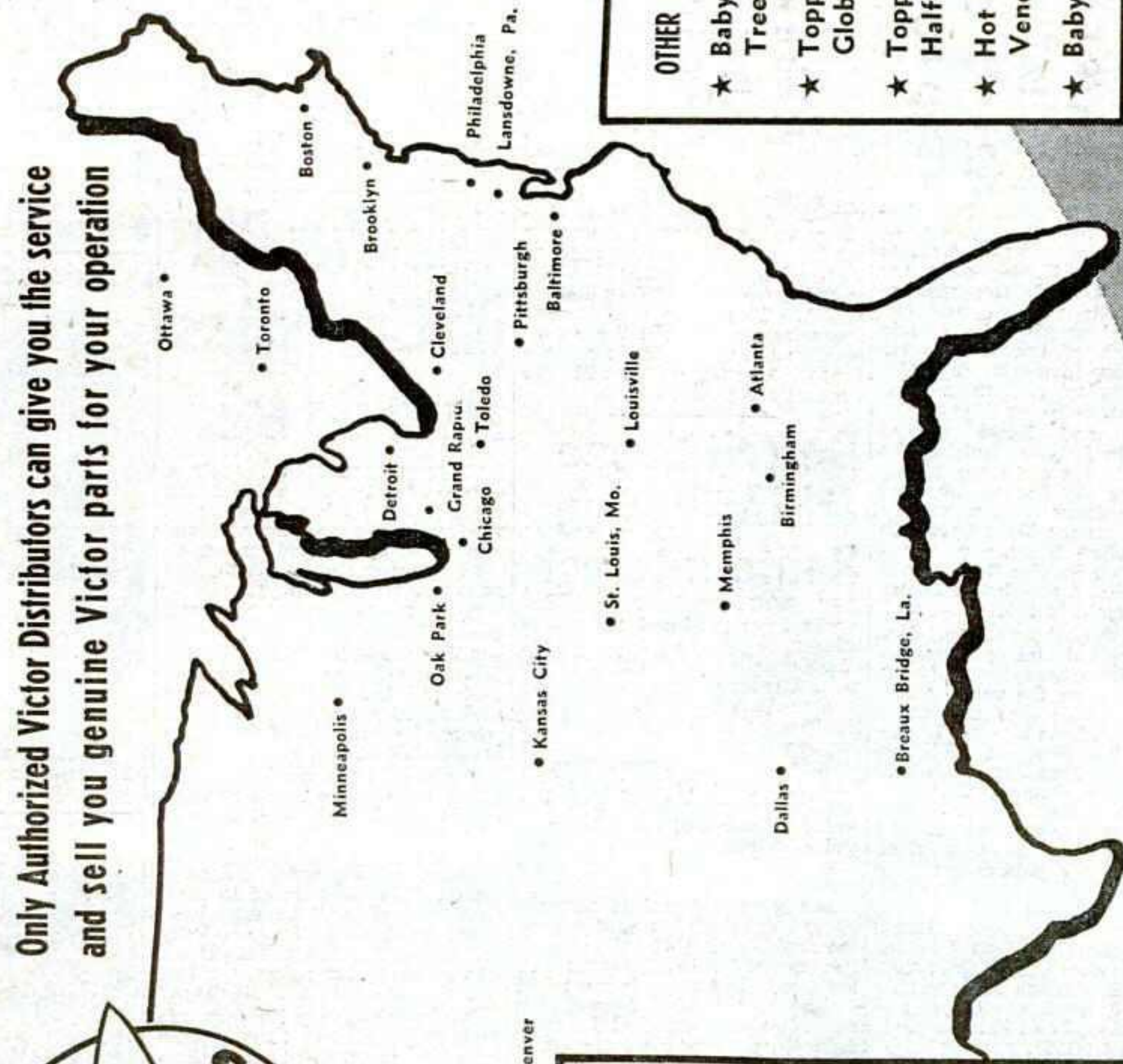
1 Baby Grand DeLuxe (5c Play) . . . \$14.50 4 Baby Grand DeLuxe . . . \$57 per case of 4
500 Rocket Charms 10.00 2000 Rocket Charms . . . 40

Total cost of single deal . . . \$24.50 Total cost of case deal . \$97

Your Gross Profit at 5c per play is \$50 per 1,000

There is a **VICTOR** distributor available to handle your orders for **BABY GRAND** and **ROCKET CHARMS**

Only Authorized Victor Distributors can give you the service and sell you genuine Victor parts for your operation



CONTACT YOUR NEAREST VICTOR DISTRIBUTOR . . .

Listing is Arranged Alphabetically by Cities

- | | | |
|--|--|--|
| 1 ATLANTA, GA
H. B. Hutchinson
860 North Ave., N. E. | 10 CLEVELAND 8, OHIO
Confection Sales Co.
10008 St. Clair | 20 MINNEAPOLIS, MINN.
Ellingsworth Supply Co.
659 Adams St. |
| 2 BALTIMORE 2, MD.
Parkway Machine Corp.
715 Ensor St. | 11 DALLAS, TEXAS
Graff Vending Mach. & Supply Co.
2841 W. Davis St. | 21 OAKLAND, CALIF.
Strand Speciality Co.
5115 E. 14th |
| 3 BIRMINGHAM, ALA.
Birmingham Vending Co.
540 Second Ave., N. | 12 DENVER 19, COLO.
5th Vending Co.
510 West 14th Ave. | 22 OAK PARK, ILL.
R. H. Adair Co.
6926 W. Roosevelt Rd. |
| 4 BOSTON 20, MASS.
Champion Nut & Chocolate Co.
1194 Tremont St. | 13 DETROIT 5, MICH.
Hill Vending Service
11240 Minden Ave. | 23 OTTAWA, CANADA
Regent Vending Machines, Ltd.
779 Bank St. |
| 5 BREAUX BRIDGE, LA.
LeBlanc Vending Co.
P. O. Box 324 | 14 GRAND RAPIDS, MICH.
Miller-Newmark Distributing Co.
42 Fairbanks St., N. W. | 24 PHILADELPHIA, PA.
Veedco Sales Co.
2124 Market St. |
| 6 BROOKLYN 3, N. Y.
Pioneer Vending Service
590 Albany Ave. | 15 KANSAS CITY 1, MO.
Bernard K. Bitterman
4709 E. 27th St. | 25 PITTSBURGH, PA.
Sidmore Vending Co.
2137 Fifth Ave. |
| 7 CHICAGO, ILL.
Devices Novelty Sales Co.
1624 N. California | 16 LANSOWNE, PA.
Roy Torr
2702 W. Pico Blvd. | 26 ST. LOUIS, MO.
L. Rosenfeld Co.
3218 Olive St. |
| 8 CHICAGO 22, ILL.
Logan Distributing Co.
627 Milwaukee Ave. | 17 LOS ANGELES 6, CALIF.
Ace Vending & Distributing Co.
2702 W. Pico Blvd. | 27 TOLEDO 14, OHIO
Arthur Graff
3121 Strathmoor |
| 9 CLEVELAND, OHIO
Cleveland Coin Machine Exchange
2021 Prospect Ave. | 18 LOUISVILLE, KY.
Gardner & Lose, Inc.
2611 Halle Ave. | 28 TORONTO 4, CANADA
Tiverton Enterprises
736 Lansdowne Ave. |

For information on "ROCKET CHARMS" Contact

EVERETT GRAFF, 2841 W. Davis St., Dallas, Tex. Phone Yale 8323

OTHER VICTOR PRODUCTS

- ★ Baby Grand Chicle
- ★ Treet's Vender
- ★ Topper DeLuxe
- ★ Globe Style
- ★ Topper DeLuxe
- ★ Half-Cabinet
- ★ Hot Pop Popcorn
- ★ Vender
- ★ Baby Grand DeLuxe

VICTOR VENDING CORP. 5701-13 W. GRAND AVENUE
 CHICAGO 39, ILLINOIS
 Manufacturers of the Famous Line of TOPPER Venders

"Smokeshop Lo-Boy"

THE NATION'S FINEST CIGARETTE VENDOR!

486 PACK CAPACITY

Tear Out and Mail This Ad for Details

Smokeshop Corp.
(AUTOMATIC PRODUCTS CO.)
250 West 57th Street, New York 19, N. Y.

BABY GRAND, 1c or 5c

\$52.00 (Case of 4)
DELUXE MODEL \$57.00 (Case of 4)

- Spanish Peanuts, 30 lb. ctns., 264 lb.
- Blanched Virginia Peanuts, 30 lb. ctns., 324 lb.

Dep. res. with all orders; F.O.B. Boston.

Everything for the Operator at Lowest Market Prices!

CHAMPION NUT CO.
1194 Tremont St. Boston 20, Mass.

"BIG PROFITS!"

Vendors and Jobbers CHEWING GUM LINE!

- ★ Cellophane Wrapped
- ★ Fresh from the Factory
- ★ All Flavors and Types—PLUS Bubble Gums—1c, 2c, 5c Items!

Half of Standard Brand Prices

All sizes Ball and Vending Gum, Chlorophyll Gum, Chiclé & Bub-L Chews, Baby Midget Chicks Tablet Gum. Three sizes—520, 320 & 250 per lb.

AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant Newark 4, N. J.

Gain These Distinct Advantages!

OPERATE **The KEENEY DELUXE ELECTRIC CIGARETTE VENDOR**

- ★ Startling streamlined beauty captures and holds locations.
- ★ Electrical and mechanical perfection. Only 1 motor, 1 relay and 2 solenoids.
- ★ 432 pack capacity in double columns dispensed alternately.
- ★ Super Change Maker, optional, handles nickels, dimes and quarters. Returns a nickel on 20¢ sale for a quarter. Returns a nickel on 25¢ for 3 dimes.

J. H. Keeney & Co., Inc. EASY TO SERVICE QUICKER LOADING EASY TO SERVICE 11' FAST!

2600 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS

WE HAVE NEWER CHARMS!

NEW IDEAS — NEW DESIGNS — NEW FINISHES

We take pride in producing the finest and most complete line of charms in the country.

IMMEDIATE DELIVERY!

Send 35¢ for complete samples and low, low prices. FALSE TEETH — SILVER TIPPED BULLETS — NEW CAMEOS — PHOTO AND JEWEL RINGS — COMPASSES — PHOTO LOCKETS.

PENNY KING CO. 2538 MISSION STREET PITTSBURGH 3, PA.

9 NATIONS TOP MARKETS

Canada, S. A. Biggest Importers; Europe Trails

CHICAGO, April 4. — Canada continues to lead as an export market for U. S. produced venders, importing 30,124 units worth \$40,539 during the first 11 months of 1952 (The Billboard,

April 4). The fact that 12,754 venders, valued at \$228,655, were delivered during September, October and November indicates that the Canadian market is becoming even more important: 17,370 units, worth \$261,984, were delivered during the preceding months, and were only slightly over the later three-month unit volume but some \$30,000 above that period's dollar total.

Skelton Dead; Helped Invent Cigarette Mach.

GLENDALE, Calif., April 4.—Funeral services for Horace W. Skelton, 79, who was associated with William H. Rowe in the invention and development of the cigarette vending machine, were held here Thursday (31) in the Church of the Reclusional, Forest Lawn Memorial Park. He died Thursday (26) in a local sanatorium.

Skelton and Rowe worked together in 1925 in devising the machine and were close associates, especially during the days when the Rowe unit was manufactured on the West Coast. In 1930, Skelton became president of the Rowe Service Company of Los Angeles, a post he held until his retirement in 1951.

A native of Lewiston, Me., Skelton owned and operated the Abbey Hotel here for 22 years before entering the vending machine field. He was a member of the South Gate Masonic Lodge, Knights Templar, Al Malaikah Shrine, the Jonathan Club and the Oakmont Country Club.

Ed Chandler, former Rowe Service manager, and Robert Lewis, formerly of that firm, were honorary pallbearers. Active pallbearers were Marion Ball of the Los Angeles Rowe Service; Clarence Ball, Long Beach Cigarette Service; Pete Johnson, Rowe Service bookkeeper; Ray Mengar, San Diego manager; Ed Moran, Salt Lake City, and Charlie Lipp, Rowe Service bookkeeper until 1951.

Skelton leaves a daughter, Mrs. Florine Gammon of this city; a sister, Mrs. Maude Powers, Lewiston, a granddaughter and two great-grandchildren.

Venezuela, also, held to second place as a volume importer of American venders. It imported 596 units worth \$78,244 thru November, Mexico held to third spot, importing 735 venders worth \$43,450. Cuba took 96 machines for \$32,587.

Importing approximately 1,000 venders, valued at \$13,968, Belgium was the biggest European market for U. S. venders, Switzerland was next with \$8,584 and France with 100 units for \$1,770. Two South American countries rounded out the export market: Columbia, five machines for \$1,896, and Salvador with two venders for \$2,410.

Detroit Scene Of Increasing Route Interest

DETROIT, April 4. — Recent weeks have produced a flood of interest in vending on the part of potential new operators in this area. The realization that vending is a modern trend of increasing significance is seen as the basis for this interest. Specific factors include the realization that a transition point in local economic trends is approaching, and the wider activities of manufacturers and distributors, bringing vending to the attention of more people.

The general trend is strongly toward industrial operations as the rapid spread of coffee vending, typically, in this area has indicated. But there is a marked feeling that a virtual saturation point has been reached in some fields, especially cigarette vending.

In connection with cigarettes, Albert Weidman, Weidman National Sales, pointed out there are approximately 10,800 machines on location in the city today, and that every location that can offer a profit seems to be well covered. Aside from the possibility of securing a location from a competitor or buying up an existing route, there is little room for expansion of cigarette operation here.

The trend is concentrating in the field of industrial package deals—for the relatively small plant with about 150-300 employees on the average.

Cautious Placement

A caution against going into too large a plant is given by Weidman. The operator who gets one big plant is, proverbially, "putting all his eggs in one basket." On the other hand, the operator who has a dozen or so small plants, with a relatively few machines in each, is not too badly hurt if he happens to lose one, and can carry on his business without serious loss.

Weidman cited the experience of operators in one particular automobile plant, which looked inviting to vending operators from time to time. Three different operators "went broke" in the past 15 years, he said, because they suddenly lost the plant after servicing it for sometime. They found themselves with a large number of machines, and no place to put them. Such large plants, Weidman says, can best be handled by the large national operating firms, which can absorb the machines pulled off location by spreading them among their own installations in other cities.

Mills Promotes Engineers

CHICAGO, April 4. — Mills Industries, Inc., appointed Roy E. Anderson quality control manager and Ernest J. Prisbe supervisor of product development and research.

Anderson was formerly a quality control engineer with Mills, while Prisbe served as senior product engineer.

BAR WRAPPERS EMULATE MATCH BOOK PROMOSH

CHICAGO, April 4.—Cook Chocolate Company is taking a leaf from the match book manufacturer's ad pitch—it has copyrighted a new advertising medium, using the candy bar.

Herman Schmidt, sales manager, said the entire face of the chocolate bar wrapper (3 by 6 1/4 inches) is available for advertising purposes. Copy, including photographs and sketches, will be reproduced in the wrapper. He said that advertising speciality jobbers would handle sales and distribution in all 48 States.

The special wrappers will be used on the firm's 3-ounce all chocolate bar, Schmidt said.

Vancouver Ban On Cig Venders Stays: Council

VANCOUVER, B. C., April 4.—The City Council refused last week to lift its ban on cigarette venders despite the claim of a local tobacco jobber it would force small wholesalers to slash staffs to meet price war competition.

D. G. Renix, of Mainland Tobacco Wholesale, Ltd., said the vending machines "are our only salvation." He sought permission to install the machines in beer parlors, bars and private clubs, where, he said, they would be inaccessible to minors.

Renix said the smaller wholesalers were losing retail customers to the bigger outfit because of the current price war, which lopped up to 3.5 cents off a package of cigarettes in some stores. "We can't afford to meet that competition," he explained, "because it would leave us only 3.7 per cent gross profit. If we don't reduce our prices, we lose our customers to the big boys."

Renix said the price thru the machines would be 34 cents, the "prewar" price, and that retailers would be paid normal profit. In reply to a question, he also stated that there was no sign that prices would return to the old level.

Aldermen claimed that if the venders were licensed, they would spread to cafes and stores, making control over sales to juveniles impossible. Renix's application was rejected on a split 4-3 vote.

30 Ball Gum Venders Held; Seek Owners

KINGSTON, N. Y., April 4.—Police here are holding 30 ball gum venders waiting for the owner or owners to claim them—but so far no one has done so.

According to Police Lt. William Messing, the machines were seized recently on the grounds that they were gambling devices. He said the venders contained either winner balls or charms, both of which he charged were gambling devices.

Messing said the raid was conducted with the cooperation of the Ulster County District Attorney's office, but Howard St. John, the D.A., could not be reached for comment. His assistant, James Abernathy, said the local police were familiar with the details.

Messing said the location owners were in the clear as far as any legal action is concerned. He added that he believed the operator was from "either Brooklyn or New Jersey," but said police had not been able to locate him.

Banner Window Box

BROOKLYN, April 4.—The Banner Candy Manufacturing Corporation has introduced a new window box for its panned milk chocolate coated almonds.

The firm, one of the largest pan candy producers in the East, is headed by Harry Grunther.

CLOSE-OUT! JEWEL VENDOR

Two compartment, 5¢, vends all bulk mds.

Orig. cost \$29.50

\$10.00 EA.

Mills 1¢ Adams Gum, 6-Col. ... \$17.50
Exhibit Card Vendors, 1¢ ... 15.00
DuGrenier 1¢ Adams Gum, 6-Col. 17.50
Columbus 1¢ Bulk ... 8.00
Columbus 5¢ Bulk ... 8.50
NW 1¢ Ball Gum ... 7.50
NW 1¢ Mod. 39 Bulk ... 8.50
NW Mod. 49, 1¢ or 5¢ ... 12.50
Master 1¢ Bulk ... 8.50
Master 1¢ & 5¢ Bulk ... 10.00
Silver King, 1¢ or 5¢ ... 8.50
Asco Hot Nut, 5¢ ... 7.50

★ NEW AND RECONDITIONED VENDORS
★ PARTS, SUPPLIES, ACCESSORIES
★ BALL GUM, CHARMS, NUTS
★ EVERYTHING FOR THE OPERATOR

Send for Your Free Copy of Our New 1953 Catalog!
1/3 Dep. Req. With All Orders.

RAKE COIN MACHINE EXCHANGE
609 Spring Garden St., Phila. 22, Pa.
Lombard 3-2676

IN STOCK VICTOR'S

New Deluxe Model BABY GRAND CHICLE TREETTS VENDOR

ORDER TODAY

VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

VICTOR'S

DELUXE MODEL BABY GRAND and NEW ROCKET CHARMS \$14.25 Ea. machine less than 100 500 NEW ROCKET CHARMS \$10.00 \$13.25 Ea. 100 or more Available with 1c or 5c slot.

Write for lowest prices on gum and charms

H. B. HUTCHINSON JR.
860 North Ave., N. E. Atlanta 6, Ga.
Tel.: Emerson 4300

VICTOR'S Topper Deluxe Globe Style

VICTOR'S Topper Deluxe Half-Cabinet Style

1 to 23 @ \$14.20 Ea.
24 to 47 @ 14.00 Ea.
48 to 99 @ 13.75 Ea.
100 or more @ 13.20 Ea.

PARKWAY MACHINE CORPORATION
715 Ensor St. Baltimore 2, Md.

Available Now!

1c or 5c **ACORN**

ALL-PURPOSE BULK MERCHANDISER

Featuring the new **SILVER STREAK BRUSH HOUSING**

Empire COIN MACHINE EXCHANGE
1012 Milwaukee Ave. • Chicago 22, Ill.



You too will need a "M.C. Truck like Sandy MacTight if you vend marbles. (Money Carrying)

MARBLES

The Marble Season Is Here! NOW IS THE TIME

To Put Marbles in Your Machines AGATE—GLASS—ASSORTED COLORS Barrel of 50,000 size 9/16 \$49.00 Barrel of 40,000 size 5/8 \$39.00 Keg of 21,000 size 9/16 \$21.00 Keg of 17,000 size 5/8 \$19.00 Shipments made at once F.O.B. factory. Freight or truck. FULL CASH WITH ORDER.

ROY TORR Lansdowne, Pa.

VICTOR'S Topper Deluxe Half-Cabinet Style



Also Available • VICTOR'S Topper Deluxe Globe Style • VICTOR'S Baby Grand Deluxe Immediate Delivery on all Victor Models. Payment Plan Available. Trade-ins Accepted. \$14.25 ea. \$13.25 ea. 100 or more All machines packed and sold 4 to the case.

1 to 23 \$14.25 Ea. 24 to 47 14.00 Ea. 48 to 99 13.75 Ea. 100 or more 13.25 Ea. Write for our complete charm and merchandise list. Prices subject to change without notice. Pioneer Vending Service 590 Albany Avenue Brooklyn 3, N. Y. Phone: President 4-5358

WHAT ARE YOU VENDING?

Stick Gum? Ball Gum? Tab Gum? Bulk Merchandise? Mints? Stamps? Perfume Combs, Sanitary Products or other Merchandise?

ADVANCE Is the Vendor for You Cigarette Machines, All Models in Stock Want more information? Write today to . . .

J. SCHOENBACH Factory Distributor Of Advance Vending Machines 1645 Bedford Ave., B'klyn, 25, N.Y. PResident 2-2900

SACRIFICE 50 1c ROWE 5-COL. GUM MACHINES Ea. \$ 5.00 30 1c Also 5c MASTER NUT 5.00 25 5c ALMOND Vendors 5.00 50 5c SILVER KINGS, like new 7.95 50 COLUMBUS NUT 5.00 20 1c S.K. HUNTER Ball Gum 20.00 30 1c 2-Column Nut Vendors 5.00 CAMEO 432 West 42nd New York 18, N. Y.

"The Charm Center" Introducing and Supplying the Latest in Charms. Write for Free Price List and Samples of Many New Items Never Before Advertised. Order All Your Charms From One Place—We Have Them at Lowest Prices. LOGAN DISTRIBUTING CO. 627 Milwaukee Ave. Chicago 22, Ill.

10 A.B.T. CHALLENGER GUNS ..Ea. \$24.50 10 5c COLUMBUS NUT 5.00 10 5c SILVER KING NUT 7.95 25 1c HUNTERS (like new) 20.00 25 5c CEBCO 2-COL. NUT 10.00 — ALSO — CASHEW BUTTS 60c lb. VA. PEANUTS 38c lb. BALL GUM 28c lb. VENDING CANDY 28c lb. CASHEW WHOLES 28c lb. ALMONDS 83c lb. PISTACHIO NUTS 80c lb. CHLOR. BALL GUM 45c lb. CAMEO VENDING 432 W. 42nd NEW YORK 18

SAVE MORE MONEY—MAKE MORE MONEY Subscribe to The Billboard TODAY! . . . see page 3 for rates

NO SAHARA

Drink Vender Quenches City's Thirst

PANAMA CITY, Fla., April 4. —Probably the most intense concentration of soft drink venders in the country is in this Northwest Florida resort area, according to C. A. Lawrence, manager of the local Nehi Bottling Company.

A count of venders in the community, which has a total trading-area population of only 45,000, revealed more than 1,100 machines, Lawrence stated. Most of the venders are operated by four leading soft drink bottlers in the area, and in almost every instance, installations are accompanied by cigarette, confection and in many cases, ice cream venders.

Because of the high percentage of vacationists along the Florida gulf coast, dime-operated venders have shown steady success, Lawrence pointed out—even tho the 10-cent coin chute has met with disfavor in other Florida cities.

Union News To Increase Vending Role

NEW YORK, April 4. — Increased experimentation and expansion of the Union News Company's vending program was indicated in a statement made by Percy D. O'Connell, president of the American News Company, of which Union News is a subsidiary, to the stockholders at their annual meeting.

O'Connell said that in 1952, American had record sales of \$202,399,533, but that earnings dropped to \$3.18 a share from 1951 earnings of \$3.28 a share.

He said that payroll costs last year amounted to 70.4 per cent of total operating expenses, and that 92 per cent of the 1952 rise in operating cost was attributed to labor.

Vending Operations

O'Connell pointed out that one of the greatest opportunities the company has to cut these labor costs is thru increased use of vending machines. The company's Union News Company operates food vending machines in transportation depots thruout the nation.

Recently, Union News installed a Wittenbourg vender, a multiple unit made by a Danish firm, in Newark, N. J.'s Pennsylvania Station. Early reports indicates that the unit is grossing well. If the early grosses hold up, it is probably that more multiple venders will be installed by the firm in similar locations.

Commenting on the tax load, O'Connell said that over the last 10 years the company has paid taxes equal to \$67.22 a share, while dividends amount to \$20 a share. Last year the firm paid out \$2,107,000 in dividends and credited to surplus \$578,000.

'Direct Sale

Continued from page 147

venders have been sold, and it has been possible to "open up" many outlets heretofore considered impractical, Donald Duck officials claim.

"The 10-cent price is the entire solution," a spokesman said. "While it is true that bottle volume may drop slightly at the inception of the dime charge, it invariably rebuilds during the next few months. Relatively higher income at the location is extremely attractive to the usual retailer, and we have managed to establish the 10-cent vended price successfully thruout the territory."

Palastrant Expands Hub Headquarters

BOSTON, April 4. — Ben Palastrant, regional sales representative of Apco, Inc., New York, announced this week that recent expansion moves had doubled the size of headquarters at 25 Huntington Avenue.

AND STILL MORE BLUE SKY

Promoters Busy in Mass.; Take 'Em and Leave 'Em

BOSTON, April 4.—Blue Sky deals in the sale of vending machine routes are being investigated by the Boston Better Business Bureau, which reported scores of complaints over recent months.

In one case, a Peabody, Mass., resident reported he had answered an ad and was told the company secured locations, and if he spent 15 hours a week servicing them he would be assured an \$80 weekly income. He signed up for 40 gum and mint venders for \$1,922.50. If he were unable to continue the business, he said the company assured him it would take the machines off his hands.

When the machines arrived, he found that of the locations promised, three already had machines; three wanted Life Savers only; four had no suitable place to make installation; four had been told the commission would be 50 per cent of the gross, instead of 10; two refused to allow installation as permission had only been tentative.

The victim's report stated that he secured some locations on his own and installed 29 machines, leaving 11 idle. In a year's operation, he claimed his total sales were \$365.75, and his expenses were \$393.63, not including payment on the principal of the loan. He wrote the company to take the machines back or to get him a buyer. He received no answer.

In another case, Kenneth Backman, manager of the Boston Better Business Bureau, said a Braintree, Mass., man was told that sandwich vending machines would be installed in Boston's biggest plants and factories. Locations were assured. The firm gave the names of the plants and told the prospect that he would have to act immediately to get the choice locations as there were others interested.

The Braintree man agreed to buy seven sandwich vending machines and their locations for \$5,000. He waited for three months for the machines, and finally discovered that the company had no contracts with the Boston plants where the machines were to be placed. When the venders arrived in Boston, he was told he would have to find his own locations.

Wrigley Re-Elects Officers, Adds 4 V-P's; Cites Sales

CHICAGO, April 4. — William Wrigley Jr. Company directors re-elected all executives and added four new vice-presidents at their annual meeting. New vice-presidents are Robert C. Butler, Robert E. Meany, Henry L. Webster and Robert L. Wilson. Webster also continues as secretary.

Re-elected officers are James C. Cox, chairman of the board; Philip Wrigley, president; R. Holcomb, first vice-president; A. Atwater and Frank Ellis, vice-presidents; E. Atwater, treasurer; Wendell Reid, controller; Lewis Harland, assistant secretary, and Arthur Sauer Jr., assistant treasurer.

Others named were Howard J. Cook, assistant vice-president; A. B. Perlin, assistant secretary; William J. Hagenah Jr., assistant to chairman of the board; Philip H. Erbes Jr. and Lewis E. Harland, assistants to the president, Philip K. Wrigley.

Wrigley stated that sales were running 1.6 per cent ahead of last year. The company aim, he said, was to increase over-all sales each year by 3 per cent.

The board of directors declared four monthly dividend payments of 25 cents on common stock, payable May 1, June 1, July 1 and August 1 to stockholders of record on April 20, May 20, June 20 and July 20 respectively.

U. S. Hoffman Picks 6 New Directors

NEW YORK, April 4. — Six new directors were added last week to the board of the United States Hoffman Machinery Corporation, manufacturer of the Valetaria, a coin-operated dry cleaning service.

They are William L. Pfeiffer, B. Bernard Greidinger, Charles Green, Herbert Malkin, Edward D. Mitchell and Edward S. Rodney. Nine members were re-elected, including George E. Bowdoin, president, and Albert C. Bruce, chairman.

He refused to accept the machines, contending that he bought the machines plus the locations and service. He sought restitution with no results.

Many Bostonians have been victimized by the vending machine route sales racket, the Boston Better Business Bureau stated. The cases were only two of those reported; many others have never been reported.

As to the advertisements, which run frequently in Boston newspapers offering vending machine routes, there is no way for the newspapers to distinguish bona fide companies from fraudulent ones. However, the bureau does maintain information on firms which have been reported and offers this service to those contemplating buying routes.

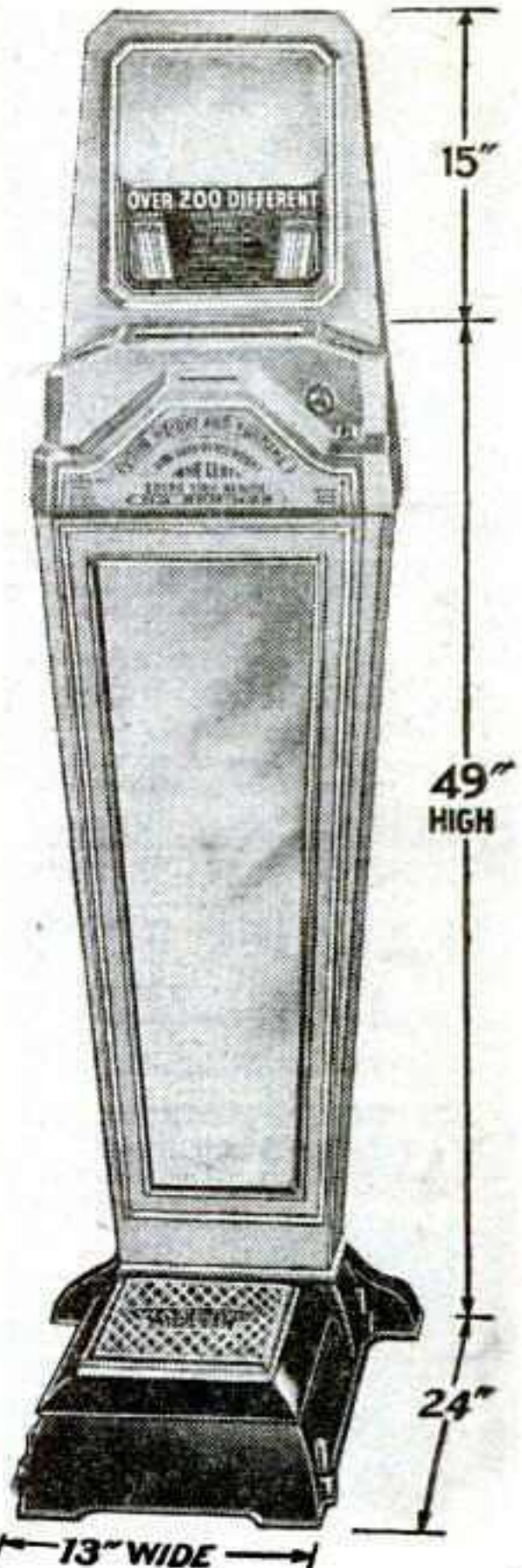
Survey Shows Apco 6-Drinker Pulls in East

NEW YORK, April 4. — Location surveys from the East indicates that the Apco six-selection SodaShoppe is more than doubling the volumes previously reported by the firm's three and four-flavor cup venders, according to Melville Rapp, firm's vice-president.

Rapp said that one Eastern theater owner who operates in six States said that he had replaced his three and four-drink venders with six-selection units and that sales from November, 1952, thru February, 1953, had jumped from 42 to 58 per cent during the four-month period as compared with a like period during 1951-'52.

He added that some three and four-drink machines had been replaced with six-drink machines in an Eastern subway system and that the gross had jumped 72 per cent on those locations during the four months. However, he continued, wherever the venders were not replaced with six-drink units, the increase had been only 2 per cent over the like period in 1951-'52.

Rapp said the operators of the subway locations attributed the volume increase mainly to the interior illuminated escutcheon embellishments and to the interior illumination behind the flavor strips.



WEIGHT 165 LBS. \$25 DOWN Balance \$10 Monthly 400 DE LUXE PENNY FORTUNE SCALE NO SPRINGS Invented and made only by WATLING Manufacturing Company 4650 W. Fulton St. Chicago 44, Ill. Est. 1889—Telephone: Columbus 1-2772 Cable Address: WATLINGITE, Chicago

From LITTLE ACORNS mighty INCOMES grow! Precision-Built for PROFITS! ACORN ALL-PURPOSE VENDOR The only completely die-cast aluminum, precision built. Vends CHLOROPHYLL GUM—all bulk mds. Polished, easy-to-clean merchandise chute. Tamperproof! Held by top lock, body clamp only. Guaranteed mechanically—weighs less than 7 lbs. NEW! SILVER STREAK BRUSH HOUSING & BALL GUM WHEEL OAK MANUFACTURING CO., INC. 11411 Knightsbridge Ave., Culver City, Calif.

PHENOMENAL BABY GRAND DE LUXE AND 5c ROCKET CHARMS Tried and tested on locations for 3 months. This proven "sensational" money maker "opens" thousands of locations for you. Be the "first" to get started in your territory. BABY GRAND DE LUXE AND 5c ROCKET CHARMS TAKES IN APPROXIMATELY \$25.00 COST TO FILL ONLY \$10.00 Order Today: 25% deposit with order, balance C.O.D. or send full amount and save C.O.D. charges. BABY GRAND DE LUXE FOR 5c ROCKET CHARMS COSTS YOU ONLY \$57.00 PER CASE OF 4 1,000 ROCKET CHARMS. BABY GRAND DE LUXE HOLDS 500 PER FILL \$20.00 PER 1,000 LOGAN DISTRIBUTING CO. "THE CHARM CENTER" 627 MILWAUKEE AVE. CHICAGO 22, ILL.

Detroit Mfr. Readies Pitch Mach. for Parks

Continued from page 140

lution baseballs but have a rubber cover.

Batter-Up uses a new type of pitching device on which patents are pending. It is a simple mechanism, weighing only 160 pounds. Instead of the pitching arm type

Riteway Sales Sets Tank Ride For Delivery

NEW YORK, April 4.—Nat Cohn, president of Riteway Sales here, announced this week that the firm will have available for delivery a tank kiddie ride. The ride is coming off the assembly line at Nasco, Philadelphia, for which Riteway is exclusive distributor.

Cohn said the ride fulfills the need for a light, inexpensive unit. It weighs 170 pounds, is 24 inches wide, 46 inches long and 28 inches high and sells for \$395. He said delivery could be made in about 10 days.

He said the body is made of a combination plywood and heavy gauge metal, with a mar-proof and weather-resistant finish. The coloring is similar to the camouflage but bright enough to achieve a kaleidoscopic effect.

Tank Action

The ride is mounted on a mechanical base and its action is similar to that of a tank going over rough terrain. The drive mechanism comes with a capacitor motor and gear reducer. Retractable casters are standard equipment.

Cohn said the small size, light weight and retractable casters make it possible for an operator to move the unit from one location to another with ease, and also allows the location owner to shift the ride around at will.

of device used in other batting games, the game uses a completely new mechanical principle.

Telescope

The whole unit is mounted on a 12-foot trailer, and the assembly is constructed on a telescoping principle, so that it folds into a compact unit. The trailer has a demountable tongue, so that a minimum of space is required for the layout—actual space requirement is 12 by 40 feet. The unit weighs 2,100 pounds, and can be easily drawn by an ordinary car. Assembly takes approximately two hours for two men.

The unit is of all-steel construction. The floor and the net construction are weather-resistant, and the unit may be readily placed back in service in an outdoor location after a rain.

The balls are automatically retrieved, rolling down the floor. A rubber strip along the base, prevents balls from clogging.

Dual Operation

Batter-Up is designed to be operated either with or without the coin mechanism. Coin operation is especially suitable for such locations as a golf driving range, or any amusement center. General supervision by an attendant, who has other duties, such as operating the golf driving range, is recommended.

For non-coin operation, there is a switch box provided near the entrance, which can be installed in at least two positions and controlled by an attendant. A scoresheet on a stand has been devised. Numbering of scoresheets allows an automatic control of receipts.

At Edgewater, operation at 15 cents was tried out, but the game proved so popular that the price was raised to a quarter. Play at the Michigan State Fair last September was reported at \$170 per day.

The Wilson firm is headed by E. B. (Bill) Wilson, publisher of the Michigan Police Journal.

PLAY HOLDS UP

New Chi Suburban Mart Proving Key Ride Stop

EVERGREEN PARK, Ill., April 4.—Rapidly growing into one of Northern Illinois' coin-operated ride locations is the newly developed market area here. Located on Chicago's Southwest Side, the shopping center was opened last winter. It includes branches of several of the Windy City's leading department stores.

Thus far the rides have been concentrated in S. S. Kresge's variety store and the Kroger supermarket. Currently, those on location are Exhibit Supply's

Rudolph the Reindeer, Pete the Rabbit, and Space Patrol, plus a Space Gun and Memphis Metal's horse. The department stores—The Fair, Carson, Pirie Scott & Company, and Lytton's, as yet have not acquired installations but it is believed they will have them soon. Still another consideration for expansion on the ride set-up at Evergreen Park is outdoor installations with the arrival of mild weather.

Operators of the center's moppet units find that play has remained at exceptionally high levels since their installation in November. Tho the Rudolph ride was originally considered a seasonal piece with anticipated peak

play during the Christmas shopping period and thru January, the two Rudolphs at Evergreen still are averaging over \$60 weekly, not too far behind Pete the Rabbit, which naturally should have its greatest popularity during the Easter shopping period.

The strong ride acceptance at Evergreen Park's market area is not surprising. Built in 1952, the whole project was designed on a modern note. It has two parking areas which can accommodate approximately 1,500 cars. Business traffic has increased in recent weeks and location personnel claim this has been partially influenced by the special facilities for the kids.

Meteor Names 2 New Distributions

NEW YORK, April 4. — Al Blendow, sales manager of the Meteor Manufacturing Company, this week announced that two more distributors had been named to handle the Meteor line of kiddie rides. They are W. C. Grahara, Associated Sales, Toronto, and Arthur C. Schoen, Hawaii Athletic Supply Company, Honolulu.

Blendow said that Meteor can now make delivery on its rides within two weeks. He added that the plant is running at full production, with orders set for two to three weeks in advance.

No Conflict Seen Between Kid Rides and Multiple Units

NEW YORK, April 4. — While supermarkets and other retail outlets are considered the prime markets for the kiddie ride industry, at least two amusement parks in the New York area—Palisades, N. J., and Rockaways' Playland, Queens—have coin-operated ride equipment, managed by an outside operator on location, and there is a likelihood that other parks may follow suit.

This poses a couple of questions. Is the growth of the kiddie ride

industry in retail outlets and in funspots a thorn in the side of the operator of larger ride devices? And can the two live side-by-side without hurting each other?

The answer to both questions, according to a survey of the major ride manufacturers (see Spring Special section), is no.

Little Effect

Virtually all the manufacturers queried said that the coin-operated rides have little or no effect

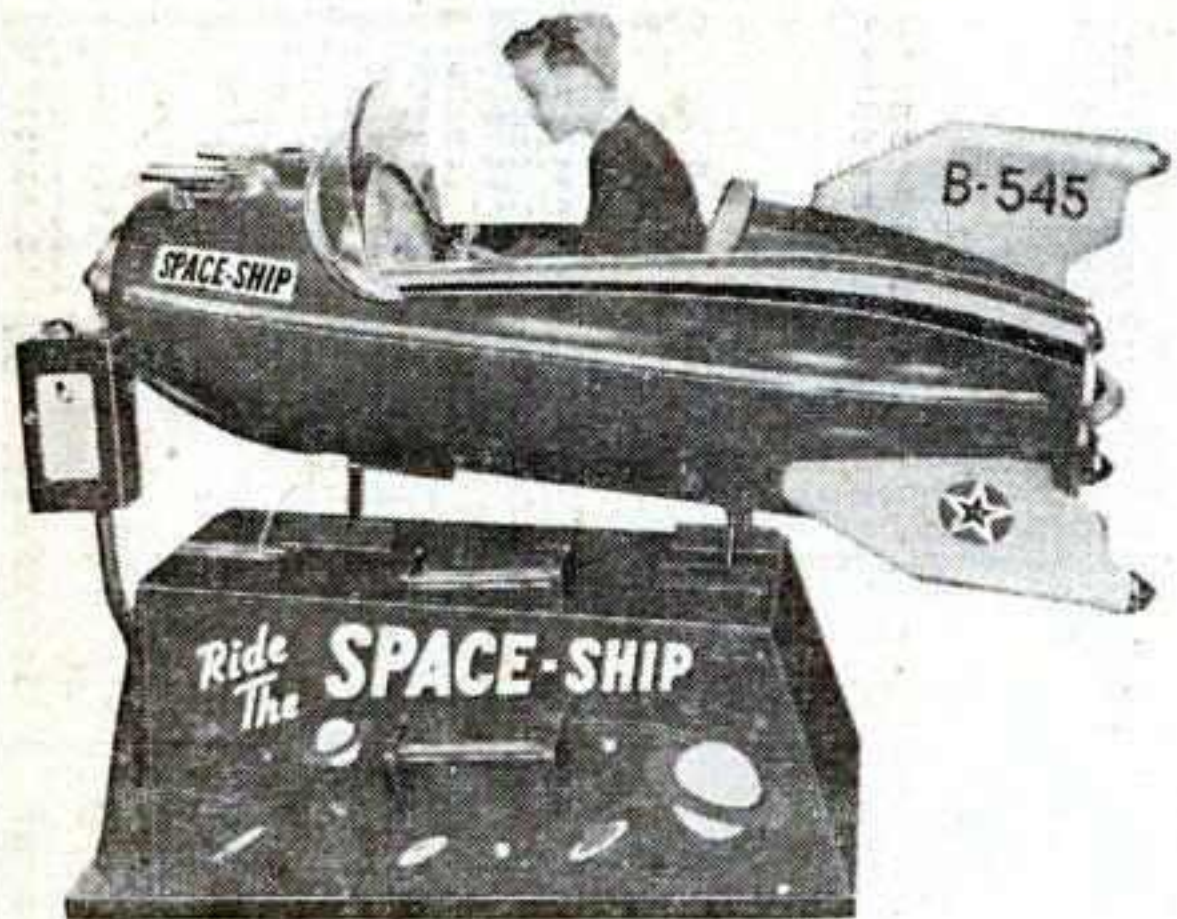
(Continued on page 154)

You Can Make MORE MONEY Faster With

Bally

KIDDY-RIDES

SPACE-SHIP • THE CHAMPION



Find out how Bally Kiddie-Rides can fatten your income. Find out how you can get started in this fast-profit business with a small investment. Get in touch with us today. We'll get you started immediately. Liberal trade-ins.

Write, Wire, Phone TODAY!

DONAN DISTRIBUTING COMPANY

5007 N. Kedzie Avenue, Chicago 25, Illinois. Phone: JUNiper 8-5211
Bally Distributors for Wisconsin and Northern Illinois

GIVE TO DAMON RUNYON CANCER FUND

DOPEY DUCK
You get not only **BIGGER** but **FASTER PROFITS!**

ALL RIDES ARE...

- Fully guaranteed!
- Rugged!
- Dependable!
- Interchangeable on Same Base!
- Equipped with National Rejector!

For More Money —
With Lowest Outlay —
These are the rides
for YOU!



LIGHTNING
Height, 48"; Length, 48";
Base, 18"x37"



BUNNY
Height, 48";
Length, 48";
Base, 18"x37"



PALOMINO
Height, 48";
Length, 48";
Base, 18"x37"

PRICED TO PAY FOR THEMSELVES IN 1/2 THE TIME!

The Rides That Go Straight To The Heart of a Child!

National KIDDIE RIDES, INC.

Factory Sales Office for B&R and Lee Products
580 10th Avenue • New York 36, N. Y. • Phone: BRyant 9-5787

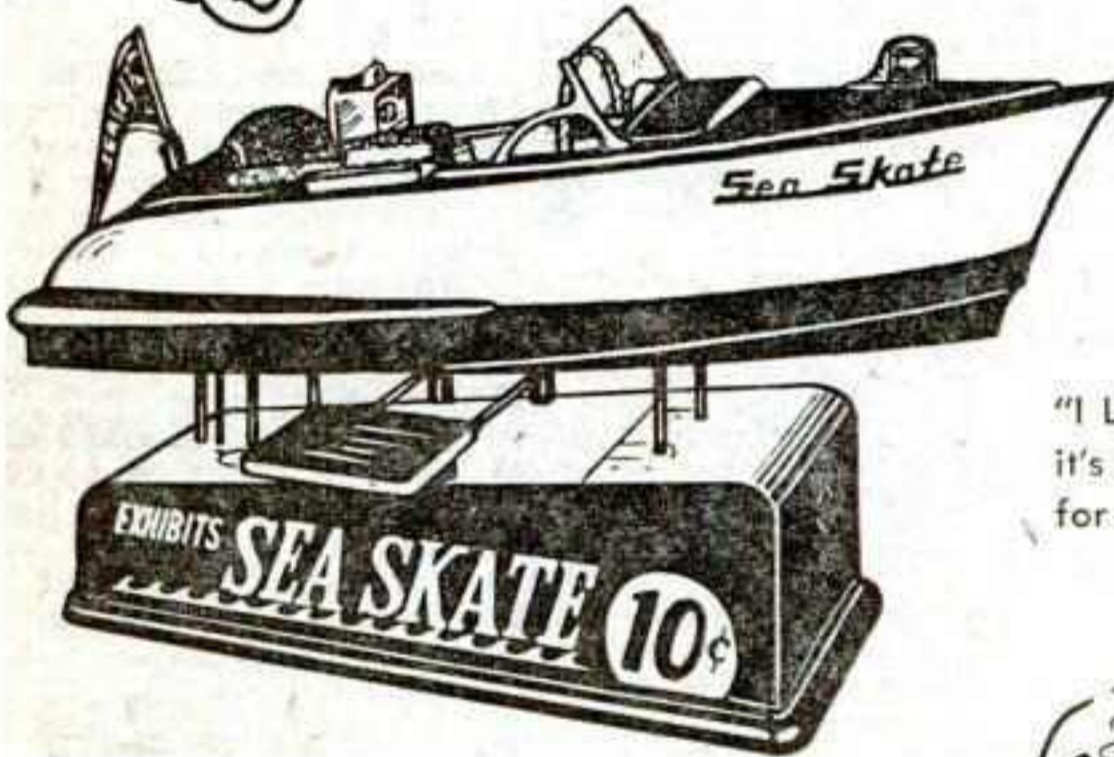
Contact us for name of Nearest Distributor!

INDOORS OR
OUTDOORS

*Regardless of Where
You Operate . . .*
**EXHIBIT
KIDDIE RIDES
"WILL TAKE IT"!**



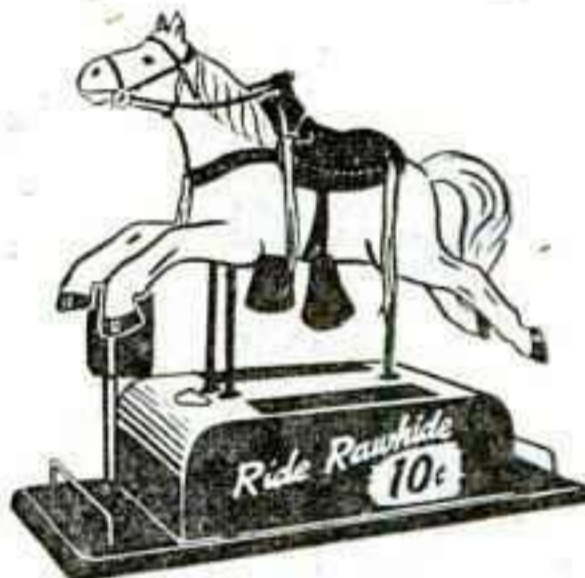
"Oh, boy, a ride in **SEA SKATE** is like a ride in a real boat!"



I'm a real space man when I ride in **SPACE PATROL** . . ."



"I LIKE **RAWHIDE** . . .
it's just the right size
for me. . ."



"I feel just like Roy Rogers
when I ride **TRIGGER**."



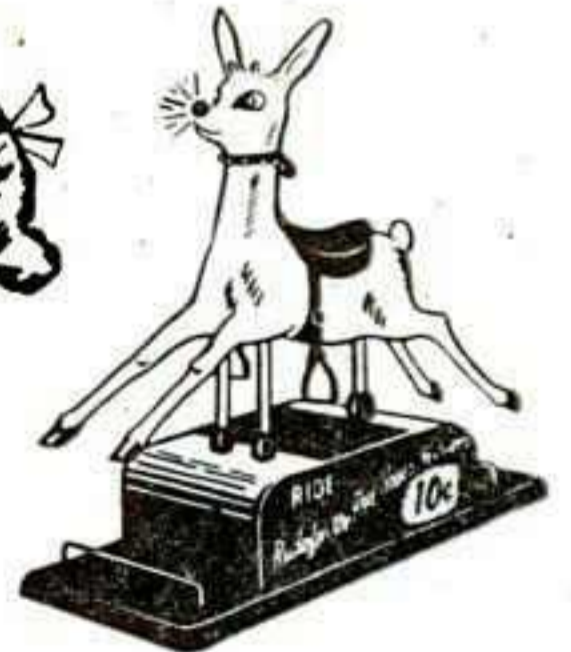
"It's just like being a real cowboy
when I ride **BIG BRONCO** . . ."



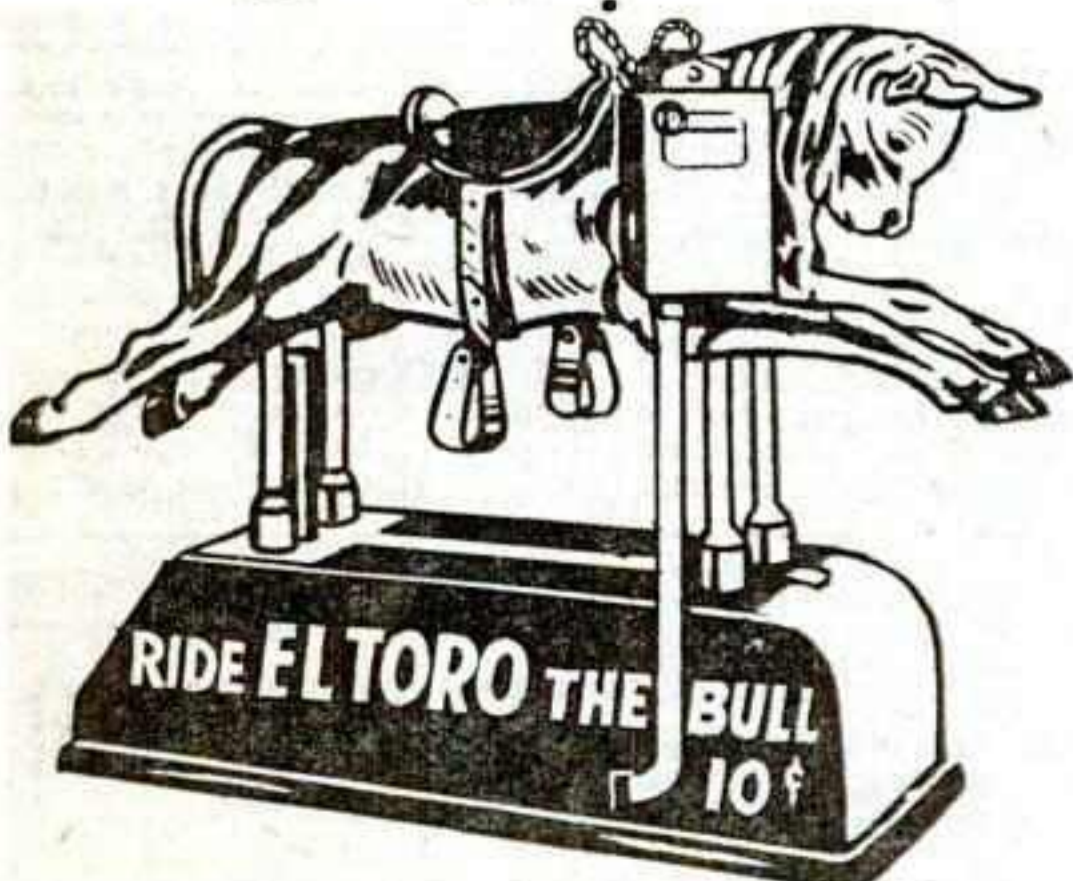
"**PETE THE RABBIT** is my
favorite ride. . ."



"I love to watch his red nose blink
when I'm riding on **RUDOLPH THE
RED-NOSED REINDEER**."



"When I'm a good boy, Mom
lets me ride **EL TORO THE
BULL** . . ."



I'm too small to ride
EL TORO, so I ride on
FERDY THE BULL . . ."



I shot 10 space men today
with **SPACE GUN** . . . It's
real keen."

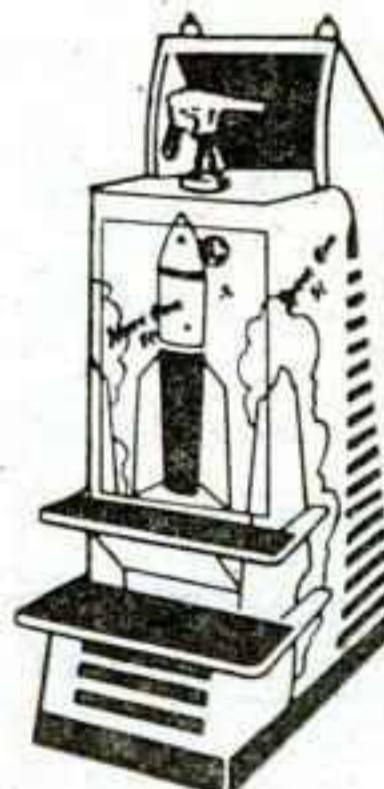


EXHIBIT SUPPLY • 4218-30 W. LAKE STREET
CHICAGO 24, ILLINOIS

Bilotta Tops Premier Week With Op Party

NEWARK, N. Y., April 4.—The Bilotta Distributing Company here topped a successful week-long premier of the new series 1600-1650 addition to the Wurlitzer line of juke boxes...

John Bilotta, owner of Bilotta Distributing Company, said, "My sincere thanks are extended to the many operators who attended our showing."

Operators showed up from all sections of New York and North-eastern Pennsylvania.

The party was emceed by Ed Meath, of WHEC-TV, Rochester, dance music was by Dan Pooley and his band.

Calif. Lower House Passes Board Bill

SACRAMENTO, April 4.—Assembly Bill 3052, which makes the possession, manufacture or distribution of punchboards in California illegal, was passed by a 60 to 0 vote and was sent to the Senate.

The bill, introduced by Assemblyman H. Allen Smith (R., Los Angeles), drew no opposition and was passed after less than five minutes of discussion.

Edmonton Meter \$ Up

EDMONTON, Alta., April 4.—Parking meter revenue here last year totaled \$123,150 and the estimate for this year is \$150,000. Expenditure for new meters in 1952 was \$45,736 and the outlay this year will be \$30,000.

Rhodes in Meter Deal

NORWALK, Conn., April 4.—The city Parking Authority this week awarded to M. H. Rhodes, Inc., of Hartford, Conn., a contract to furnish 1,033 parking meters at a cost of \$52,723.

TELEQUIZ WITH FILM FACTORY RECONDITIONED

USED FILM A-1 CONDITION

PHONE: MU 5-4100 OR WRITE AMUSEMENT GAMES CO.

4350 N. Pulaski Rd., Chicago, Ill.

SAM SOLOMON'S BUYS

All Games Reconditioned

- Frolics \$425.00 Atlantic City 395.00 Spot Lights 335.00 Sunshine Park 350.00 Futurity 225.00 Turf King 95.00 Champion 59.50

UNIVERSITY COIN MACHINE EXCHANGE

854 N. High St., Columbus 8, Ohio Tel.: UNiversity 6900

PANORAM FILMS

I have a wide variety of these Films. All Films are guaranteed. New. SIX Lovely and Different GIRLS on each 600 ft. loop—20 new Films produced each week.

THE BILLBOARD Index of Advertised Used Machine Prices

Arcade Equipment

Table with columns for equipment name and four issue dates (April 4, March 28, March 21, March 14). Lists various arcade machines and their prices.

Coinmen You Know

Continued from page 154

Glen Gillette reports recent rises in costs and expenses make vending difficult on items selling naturally at a quarter. Drivers in North Versailles Township may expect a 5 per cent amusement tax...

Joseph McGlenn believes that with competition becoming keen a number of operators will find that those with better business methods will win out. Automatic Catering handles carbonated and non-carbonated beverage cup vending machines...

Novo Vending Service is planning to add a new vending line. Raymond Watts, Mills Automatic Merchandising, was out hustling with the Beechnut man. Bill Sopira, Service Rental Coin Machine Company...

City Coin is doing much better in its new location. Harry Rosen says one secret of successful operations is not to organize too fast, nor extend operations too far. Morris Vinocur, Monarch Music...

Sidney Weinstein, partner, Sidmor Vending, believes a more conscientious attitude between distributors and operators would enable both to win better business in these increasingly competitive times.

Indianapolis

The Shaeffer Music Company reports steady demand for the 20 Selectomatic commercial unit. The Calderon Distributing Company is having a heavy run on Bally's Beach Club game.

Rex Hasler, mechanic at the Armstrong Automatic Company, and James McCara, collector, have resigned. James Hugate has joined the Janes Music Company as a collector.

The Sicking Company has started showings of the Cascade and Clover games in both the 8 and 9-foot lengths. Sicking also has added the Chicago Coin's new shuffle game.

Los Angeles

Ray Moloney, Bally Manufacturing Company president, flew back to Chicago after a two weeks' visit here. He spent most of the time in Palm Springs, winding up his stay with visits here with Lucille and Paul Laymon...

Hebel ice cream machines and Mills Coffee Bars, died in San Francisco. Stan Turner, well known in music machine circles, greeted his daughter at the International Airport here upon her return from Hong Kong.

Randolph Elder, of the Paul Laymon Company, is out with the flu. Lou Leonard, father of Jack Leonard of the Badger Sales Company parts department, is a West Coast-visitor. Lou is a concessionaire with the Royal American Shows...

Al Weymouth, of Weymouth Service, is enjoying looking over some color pictures he made on a recent trip to the Hawaiian Islands.

Aubrey Stemler, who handles the Electro Cigarette Machine in the West, due back soon from Montana and the Northwest. Woody Leslie, Coan representative, was off on another business trip into Northern California and the Northwest.

Washington

Bill Brownell, who recently joined the staff of Kwik Kafe of Washington as assistant general manager and sales manager, reports increasing sales. Warm weather will probably bring a slight slump in the coffee business, but Brownell feels certain that it won't be harmful.

Meyer Gelfand, of the G. B. Macke Corporation, says business has been steady. The Spacarb Corporation is running along on an even sales keel, adds Bayne E. Phipps. The zoo has placed its new ride machines, says Harry Leach Jr.

Hartford

Ralph Colucci, Seaboard Distributors, was in Waterbury and New York on business. Ralph S. Damon, president of Trans World Airlines, has been named to the board of Holo-Krome Screw Corp., of Hartford. Damon replaces William A. Purtell...

Manny Leibert, formerly with Vending Machines, Inc., here, has been active of late in the wrestling and boxing promotion field in downtown Hartford. Stern & Company, headed by Francis E. Stern, has been named Republic Steel Kitchens distributor for Connecticut, Vermont and Western Massachusetts.

Miami

Maury Ginsberg, Atlas Novelty Company, Chicago, and his wife vacationing here, were observed

Table with columns for equipment name and four issue dates (April 4, March 28, March 21, March 14). Lists various coin-operated machines and their prices.

THE BILLBOARD Index of Advertised Used Machine Prices

Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table with columns for machine types (Baseball, Bowling, Shuffle Alley, etc.) and rows for different issues (April 4, March 28, March 21, March 14) with corresponding prices.

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

ADVERTISING RATES

REGULAR CLASSIFIED (Minimum \$3) Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.

DISPLAY CLASSIFIED (Minimum \$4) Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL.

Business Opportunities

Coin Radios and Television: buy direct from manufacturer and save: steel cabinet, modern design, coin rejector. Write for prices and full story. Coin Radio & Television Corp. 190A Duane St., New York City.

Help Wanted

First-class Phono and Amplifier Mechanic: must have plenty of experience on both older and new type phonos; no floaters or boozers; top wages, good hours: write with references to E & R Snes Co., 813 College, N. E., Grand Rapids 5, Mich.

Mechanic—Experienced music, pins, arcade pieces; very good opportunity another reliable, sober mechanic; regular hours, large full year operation; state age, experience, salary desired. Write F. McKim Smith, Smith Amusement Machine Service, 24 N. California Ave., Atlantic City, N. J.

Salesmen calling on Clubs to sell non-coin operated games; low priced, fast sellers, high commissions. Amusement Sales Co., 41 Union Square, New York 3, N. Y.

Want Development Engineer—World's largest coin handling equipment manufacturer has an opening for a development engineer who is qualified through education or experience; must have a practical background in the coin machine industry. Reply in writing, giving all pertinent details to National Rejectors, Inc., 5100 San Francisco Ave., St. Louis, Mo.

Wanted—Experienced Coin Machine Service Man; steady work for right man; in answering state experience and salary expected; if you drink, do not apply. King Amusement Co., 610 McCabe Ave., Bradley Beach, N. J.

Wanted—Service Mechanic to take care of Phonograph Route in city of Baton Rouge, La.; must be married, settled and does not drink. Write Dalton Novelty Co., 4611 Mohican St., Baton Rouge, La.

Parts, Supplies & Services

Coin Changers—Returns nickels for quarters and dimes, \$50 capacity; brand new with hanging brackets, now \$125. Kerner Vendors, 3730 Division, Chicago 51.

Stamp Folders, direct from manufacturer: unlimited quantities, immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

Stamp Folders, direct from manufacturer, at lowest prices. City Distributors, 145 Ainslie St., Brooklyn, N. Y.

Write for free list on Bulk Vendors, Counter Games, Stamp Machines, Merchandise Arrow Vending Machine Co., 102-17 Roosevelt Ave., Queens 68, N. Y.

Routes for Sale

Beautiful Missouri Ozarks; 26 phonographs, 36 pinballs, 6 arcade, truck, parts; grossing over \$7000 yearly; ideal for one man; price \$6000; will finance two thirds. Box 611 The Billboard, Chicago 1, Ill.

Cigarette Route—175 machines in Pennsylvania, Box M-33, The Billboard, Cincinnati 22, O.

Cigarette Vending Route for sale, approx. 550 machines on location, in California, Box 616, The Billboard, Chicago 1, Ill.

THIS IS A 10-LINE AD

For only \$10 you can buy this space to profitably buy or sell Used Machines, Routes, Parts, Supplies or Services.

Try It Once... See for Yourself See Advertising Rates Above

Used Coin-Operated Equipment

A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postal, 2952 Milwaukee Ave., Chicago, Ill.

Arcade and Vending Machine Close-Outs—2 5¢-Peek Shows on one stand, \$25; 2 Mutoscope Moving Picture Machines on metal stands, \$25 each; Wuritzer 41 Counter Model Juke Box, \$50; 10 Mercury 13-Way Strength Testers, \$50 each; 6 Venco Candy-cakes, 5¢ candy bar vendors, new, \$50 for the 6. LeRoy Itzchner, Macon, Mo.

Challengers, with stands; plastic heads; like new; \$20 each. French, 25 Cornelia St., Brooklyn, N. Y.

Cigarette Machine, King Size Conversions, 25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EV 6-4244 and BA 2-8710.

Cigarette Machines, quarter operation: Uneda latest model, \$55; Counter Model, \$22.50; U-Select-It, 72-bar candy vendor, \$27.50; 74-bar, \$37.50; Mills Candy Bar Machines, 5 columns, \$45. Harris Vending 2717 N. Park Ave., Philadelphia, Pa.

Cigaret Vendors—National, Rowe, DuGrenier, Eastern; all models with king columns; bargain prices \$65 to \$125; reconditioned and guaranteed. Kerner Vendors, 3730 Division St., Chicago 51.

For Sale—C. C. Basket Ball Champ, \$170; Exhibit Six Shooter, \$150; Williams Quarter-back, \$59.50; 2 All Stars, \$39.50 each; Star Series, \$49.50; 3 Seeburg Conv., 1 Bang-a-Bunny 1 Rifle Range, 1 Swinging Monk, \$69.50 each; C. C. Hockey, \$39.50; Goalee, \$79.50; Gottlieb Buttons and Bows, \$39.50; Tele Cord, \$39.50; 8 A.B.T. Electric Challengers, \$19.50 each; all in good condition. Tracy Sales Co., Tracy, Minn.

For Sale—Complete Arcade, all or any part; priced right; write for information. Robert Wymen, 3433 Bevis St., Cincinnati 6, O.

For Sale—Silver King 1¢ and 5¢ Nut and Gum Vendors, like new, \$7; Columbus 1¢ Nut Vendors, \$5. West Vendors, Box 535, Erwin, N. Car.

For Sale—3 Wilcox-Ray Recordios, all in good working order, \$100 ea.; \$250 for the 3. George Milner, 500 N. 9th, La Fayette, Ind.

For Sale—25 Kunkel Popcorn Vendors, \$15 ea.; come and get them. Westmoreland, Jackson, Tenn.

For Sale—50 Frawley Coin Radios, excellent condition; best offer, Anderson, 4607 Fairway Drive, Tampa, Fla.

1¢ Masters, excellent condition; red and black porcelain finish; keyed alike, \$8.50. Young Vending, 2401 Fairway Dr., S. W., Roanoke, Va.

Sacrifice—25 Scientific Pokerinos, \$50 ea.; also 5 Scientific Skeeballers, two 1/2-gallon Taylor Frozen Custard Freezers. Write Box 183, Weirs, N. H.

Stamp Vendors—Latest Northwestern and Duval roll type, capacity 2000 stamps; bargain guaranteed, \$45. Kerner Vendors, 3730 Division, Chicago 51.

Statter Cookie Vendors—40 Junior Models, only two years old, mechanically perfect, at \$30 each while they last. Kerner Vendors, 3730 Division, Chicago 51.

Two Automatic Refrigerated Sandwich Machines, excellent condition, makes change. Rodgers the Caterer, 4038 Locust St., Philadelphia, Pa. EV 6-3120.

6 Challenger Hot Nut Vendors, used 3 months, new \$150 ea.; sacrifice \$75 ea. C. F. Corn, Washington, Ind.

10 ARCTIC ICE CREAM VENDERS 72-bar capacity, 4 used slightly, only \$200 each; 4 Atlas Ice Cream Vendors, \$375 ea. C & W VENDORS 2105 1/2 10th Ave., South Milwaukee, Wisc.

Wanted to Buy

Large Cigarette Machine Route in any part of the country; all correspondence confidential; have highest trade references. Box 607, The Billboard, Chicago 1, Ill.

PASS THE WORD Must have 100 Chicago Coin Bowling Alleys with Blue Cabinets; will pay \$20 ea. Write or call Streamliner Coin, 663 N. Wells, Chicago 10. Phone: RAndolph 6-0879.

Wanted—Advance four-column cigarette vendors; state quantity and price. T O. Thomas Co., 1572 Jefferson, Paducah, Ky.

Wanted to buy—Northwestern 49, Acorns, Toppers, DuGrenier Model N Cigarette Machines, state condition, make, model, price. Arrow Vending Corp., 102-17 Roosevelt Ave., Corona, N. Y.

Want Northwestern—Model 33 Peanut, 40's DeLuxe, Silver King, 1¢ and 5¢ Bulk and Charm King, Victor Model V, Universal, Toppers, Acorn and other Bulk and Ball Gum Vendors; send list and lowest prices. Rake, 609 Spring Garden St., Philadelphia 23, Pa.

Wanted—United Teams Hockey and Exhibit Kiss-o-Meters; write particulars. Baldrige, 6678 Academy, Brighton, Mich.

Want Victor Model V and Topper Deluxe; give style and quote lowest price to Box 724, Hobbs, N. M.

Want 500 all types Five Ball Flipper Games; send list, state names, quantity, condition and quote lowest price in first letter. Badger Sales Co., 2251 W. Pico Blvd., Los Angeles, Calif.

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

Form with numbered steps: 1: First, print or type your message here, figuring five words to the line... 2: Now check off the classification you want your advertisement to appear under... 3: Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement... 4: And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard.

Coinmen You Know

Continued from page 156

having a coffee klatch with Bert Lane, who manufactures kiddie rides in Miami, and Mrs. Lane. . . . Sam and Dave Gensburg, Chicago coin machine manufacturers, are also spending some time here.

Al Schlessinger, who operates games and juke boxes as Square Amusement Company, Poughkeepsie, N. Y., is in town for some sun. He was the guest of Jimmie Bonnie, business manager of the Amusement Machine Operators' Association, and Bonnie's wife, Angie. . . . Ronnie Shapiro, whose mother is secretary at AMOA headquarters, is taking

another fling at carnival life. He's with Gem City Shows which he joined at Selma, Ala.

The juke box works overtime at Jerry Stern's all-night drugstore on Flagler Street. Stern's combination drugstore-restaurant is never closed and frequently is called upon in the pre-dawn hours by local hospitals to supply life-saving drugs in emergency cases. Jerry numbers many coin machine operators among his acquaintances and attended the AMOA banquet and dance last November.

The 19 juke box locations which Willie Blatt, Supreme Dis-

tributors, recently acquired from Vaughn Shively, Miami Automatic Music Company, now sparkle with brand new machines. Blatt is a strong believer in frequent replacement of equipment.

The status quo is still being maintained with respect to price per play in Greater Miami's juke boxes. The issue of switching to dime play or to two for a dime has undergone considerable discussion but no final decision has yet been made. Willie Blatt, AMOA president, believes any dime program is doomed at the start unless nearly 100 per cent of the association's members agree to the changeover.

Blatt believes the day will come when all music boxes will carry general classifications such as "dance tunes," "sambas," "rumbas," "classical," etc., as an aid to programming on the part of juke box operators. He notes that little effort is now made, either by the manufacturers or operators, to work out a system of programming but adds that the innovation on a large scale is certain to come in time.

Happy birthday greetings are ringing out for little Mitchell Lipsiner, son of Jack Lipsiner, Coin Operated Service, and Eddie Frink, shuffle alley foreman at Taran Distributing Company. . . . Jean Guberman, bookkeeper at Taran Distributing, is nursing a case of sunburn which resulted from a siesta on the beach. . . .

When Mrs. Diane Taran and hubby Sam returned from a trip to the West Coast, they brought dates and other goodies direct from Arizona, for the office crew at Taran Distributing.

Sales Manager Eli Ross, Taran Distributing, says the company has already sold two carloads of United's Clover Shuffle Alley and the game is still hot. Ross adds that the firm now has a supply of the new DuGrenier

cigarette machine featuring the changemaker. . . . Morty Marks, Pan American Distributing Company, returned from a disk selling trip to Key West and reported business excellent. The inside man at Pan American, John Grunewald, is kept busy filling orders. Remington's EP line, says Grunewald, is making a terrific hit with dealers because of the low price.

Marvin Novak, distributor of King records, will move to larger quarters at 410 S.W. Eighth Avenue in a few weeks. This will put him next door to Manny Brookmire, the Decca distributors. . . . Henry Stone, who formerly operated Stone's Distributors, is now strictly a record manufacturer.

He returned recently from a nation-wide trip during which he signed 30 distributors for his Glory and Rockin' labels. Stone says his newest spiritual, "God Don't Like It," on the Glory label, bids fair to become an outstanding success. Local music operator Murray Gross says it is already the hottest number on his route.

For All-Year-Round Sales!
SEE our AD
Page 87
INTERNATIONAL MUSESCOPE CORP.
44-04 Eleventh St., L.I.C. 1, N. Y.

	Issue of April 4	Issue of March 28	Issue of March 21	Issue of March 14
Tampico (United).....	64.50	79.50	64.50	79.50
Tahiti (Chicago Coin).....		79.50		
Tennessee (Williams).....	29.50		29.50	29.50
Texas Leaguer (Keeney).....	49.50	50.00	49.50	50.00(2)
Thing (Chicago Coin).....	45.00	69.50	45.00	69.50
Three Feathers (Genco).....	50.00	64.50	45.00(2)	99.50
Three Musketeers (Gottlieb).....		85.00		85.00
3-4-5 (United).....	125.00	135.00		135.00
Thrill (Chicago Coin).....	29.50	35.00	29.50	35.00
Total Score (ABT).....		49.50		49.50
Touchdown.....				30.00
Touchdown (United).....	165.00(2)	165.00	165.00	165.00
Trade Winds (Genco).....	29.50	49.50	29.50	49.50
Trigger (Exhibit).....	99.50	100.00	99.50	110.00
Trinidad (Chicago Coin).....	35.00	49.50	35.00	49.50
Triple Action (Genco).....		35.00		35.00
Triplets (Gottlieb).....	85.00	89.50	85.00	95.00(2)
Fri-Score (Genco).....	\$69.00	89.50	\$50.00	69.00
Fumbledeed (Exhibit).....	75.00(2)	75.00(2)	75.00(2)	75.00(2)
Furf King (Bally).....	75.00	85.00	75.00	85.00
Gucson (Williams).....	44.50	44.00	44.50	44.50
Utah (United).....	59.00	84.50	59.00	84.50
Watch My Line (Gottlieb).....	85.00			99.50
Whirl-a-Ball.....				22.50
Wild West (Gottlieb).....	165.00			165.00
Winner (Universal Industries).....	49.00	65.00	45.00	49.00
Wisconsin (United).....	34.50	35.00	34.50	35.00
Wizard.....		49.00		49.50
Zingo (United).....				300.00

ELECTRIC SCOREBOARDS Overhead, 15-21 pts. Horseshoe, 15-21-50 pts. \$125 ea. Wall Model 15-21 pts. and 15-21 50 pts. \$95.00 ea. Fluor. Shuffleboard. Lights (set of 4) \$12.00 Shuffle Scorepads, Ea. .25 Pucks (set of 8) 12.00 Wax, Dozen 3.00 Shuffle Board Adapters, set 12.00	NEW 22' SHUFFLEBOARD Maple Top, complete crated \$180.00 22' Maple Top, brand new, crated 90.00 Keeney 4-P. Leag. Bowler, 7 ft. 125.00 Bally Shuffle Line 109.50 C.C. Goalee 69.50 Jumpin' Jacks 295.00 ACE Pin Game Locks, Keyed Alike ABT & Monarch, Push Coin Chutes	Got. Bank-a-Ball \$74.50 Got. Bowl Champ 50.00 Genco Mercury 59.50 Genco 1-2-3 34.50 C.C. Holiday 39.50 C.C. Football 59.50 Un. Carolina 34.50 Un. SummerTime 59.50 BINGO GAMES Life-A-Line \$99.50 Keeney Holiday 259.50 Un. Stars, New 295.00 5 Star 99.50 Bright Lights 219.50 Bright Spot 315.00 Coney Island 300.50 Spot Lite 300.00 Leader 249.50
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TICKETS
 2500 7-11 \$1.15 bag
 2170 R.W.&B. 1.00 bag
 2460 Lucky 7 1.10 bag

MID-STATE COMPANY
 2369 Milwaukee Ave. Chicago 47 Ill.
 Tel. Dirksen 7-3444

MONARCH'S SPRING SHOWER OF BETTER BUYS
 MAKES YOUR PROFITS GROW THE YEAR 'ROUND!

SPECIAL! United Super Shuffle Alley, 6-Play \$315
 United Deluxe, 6-Play 275

Tell us your needs. Superior Reconditioned Equipment of All Kinds and the Best in New Games Always Available! Write for Complete List.

SPECIAL-PANORAMS Guaranteed Reconditioned WRITE
 NEW! Write for Prices! C.C. 10th Frame Double Score-United Clover-Keeney 10 Player.
 CLAYT NEMEROFF CHARLEY PIERI

Monarch Coin Machine, Inc. 2257-59 N. Lincoln Ave. Chicago 14, Ill. Phone: Lincoln 9-3996-7-8

It's easy Living in...
SOUTHERN CALIFORNIA

Route of 80 newest Phonos and Pins. Established 20 years in San Bernardino County. Includes over 30 Seeburg 45s, fully equipped Shop, Truck, etc. Income over \$800.00 a week. Can be handled for \$25,000 cash.

BOX A-142
 c/o The Billboard 4000 Sunset Blvd. Hollywood 28, California

BASEBALL IS HERE AGAIN!

RIGHT OFF THE BAT... Williams BREAKS ALL PROFIT RECORDS WITH De Luxe BASEBALL

PLAYERS ACTUALLY RUN THE BASES!
 LITE BOX HINGES FORWARD FOR EASY ACCESS!

Proved OVER A PERIOD OF YEARS THE OUTSTANDING MONEY MAKER OF ALL!!

NEW ELECTRIC PITCHER

LITES ON PLAYFIELD BASES INDICATE MEN ON BASES!

5¢ - 10¢ - 25¢
 Single Entry Slug-Proof Coin Mechanism Accepts Credits in any combination of coins. Records Credits for all coins paid in Advance.

MANUALLY CONTROLLED BAT!
 Adjustable TO OPERATE ON:
 1 PLAY for 10¢ - 3 PLAYS for 25¢
 or
 1 PLAY for 5¢ - 2 PLAYS for 10¢
 5 PLAYS for 25¢

Yes!
 OPPOSING TEAM IS ON THE FIELD SET OFF BY A REALISTIC BACK-BOARD BASEBALL FIELD IN PANORAMIC THIRD DIMENSION
 MANUALLY OPERATED BUTTON CONTROLS PITCHING UNIT

HINGED FRONT DOOR FOR EASY SERVICING!
PLAYER ACTUALLY PITCHES AND BATS OWN BALL!

Williams MANUFACTURING COMPANY

CREATORS OF DEPENDABLE PLAY APPEAL
 4242 W. FILMORE ST. CHICAGO 24, ILL.
ORDER FROM YOUR DISTRIBUTOR TODAY!

THE FINEST, CLEANEST GAMES YOU CAN BUY! Completely Reconditioned!

OUTSTANDING-5-BALL GAMES-TOP VALUES!

Table listing various 5-ball games and their prices, such as BASKETBALL, HAYBURNER, and SEAJOCKEY.

Williams DELUXE BASEBALL

Breaks all profit records right off the bat! New electric pitcher, controlled by manually operated button.

ORDER NOW! BINGO GAMES

Table listing bingo games and their prices, including FROLICS, PALM BEACH, and ATLANTIC CITY.

SHUFFLE GAMES

Table listing shuffle games and their prices, such as United 6 PLAYER, United 6 PLAYER with Formica, and United 6 PLAYER STARS.

THE ONLY GENUINE DE LUXE FORMICA for UNITED SHUFFLE GAMES

Table listing special prices for Formica shuffle games.

MISCELLANEOUS EQUIPMENT

Table listing miscellaneous equipment items like Seeburg BEAR GUN and Univ. WINNER.

NEW GAMES

Table listing new games such as United CLOVER and United CASCADE.



Phone: Everglade 4-2300

TERMS: 1/3 deposit, balance sight draft.

Calendar for Coinmen

April 9 - Music Operators of Northern Illinois, monthly meeting. Place to be announced.
April 9 - National Automatic Merchandising Association, area meeting, Chase Hotel, St. Louis.
April 13 - National Automatic Merchandising Association, area meeting covering Region III, Mayflower Hotel, Washington.
April 14 - Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton Gibson, Cincinnati.
April 16 - National Automatic Merchandising Association, area meeting, Skirvin Hotel, Oklahoma City.
April 19 - National Automatic Merchandising Association, area meeting, Dallas.
April 20 - Westchester Operators' Guild, Inc., American Legion Hall, White Plains, N. Y.
April 21 - National Automatic Merchandising Association, area meeting, San Antonio.
April 24 - National Automatic Merchandising Association, area meeting, Houston.
April 27 - Central States Music Guild, Inc., monthly meeting, 805 Main Street, Peoria, Ill.
April 28 - National Automatic Merchandising Association, area meeting, New Orleans.

Trade Directory

For ready reference, here's a monthly guide to new products, new firms and office and personnel changes reported in The Billboard issues March 14 thru April 4.

New Equipment

Shuffle game, Clover Shuffle Alley, United Manufacturing Company, Chicago.
Shuffle game, 10th Frame Double Bowler, Chicago Coin Machine Company, Chicago.
In-line, five ball game, Quintette, D. Gottlieb & Company, Chicago.
Bulk vender, Champion Vendors Supply Company, Inc., San Antonio.
Horse, Nasco Horse Ride, Conat Sales, New York.
Horse, Midwest Enterprises, Bloomington, Ill.

Horse, Nasco Horse Ride, Conat Sales, New York.
Horse, Midwest Enterprises, Bloomington, Ill.

Distributors, New Offices
Russ-Con Western, Winnipeg, covering Western Canada for Bally ride products.
Lieberman Music Company, Minneapolis, representing Bally in Minnesota, Iowa, Nebraska and North and South Dakota. Also United distributor in Minnesota and the Dakotas and AMI representative in Minnesota, Iowa, Nebraska, the Dakotas, and parts of Wisconsin and Wyoming.
W-B Distributing Company, Kansas City, Mo., representing Genco in Kansas and Northwest Missouri.

Gilbert Music Company, Bloomington, Ill., Rock-Ola distributor for seven counties surrounding Bloomington.
Automatic Coin Machine Company, Peoria, Ill., for eight counties surrounding Peoria.

King & Company, Chicago, representing Coan Manufacturing Company, Madison, Wis., in Illinois.
H. K. Hart Confections, Union City, N. J., Eastern distributor for Champion Vendors Supply Company, Inc., San Antonio.
Northern Distributing Company, Portland, Ore., distributor in Oregon and Southern Idaho for Indevco, New York.
Irwin-Ports Sales Company, Duluth, Minn., Minnesota distributor for Meteor Machine Company, New York.
McDonald Enterprises, Alexandria, Va., Virginia and District of Columbia distributor for Meteor.

J. Rosenfeld Company, St. Louis, distributor for the St. Louis trading area of the Rock-Ola Manufacturing Company, Chicago.
Weidman National Sales Company, Detroit, Michigan distributor for Spacarb, New York.
Carousel Industries, nationwide operators of kiddie rides, moved to 2625 W. Lawrence, Chicago.

The Coin Machine Men of Oregon appointed Charles Ohling field secretary.

The Music Operators' Guild of Michigan elected Anthony Sirocuse, president.
The Associated Amusement Machine Operators of New York re-elected Barnet Tannenbaum president.

New Firms
National Kiddie Rides, Inc., New York, organized as a distributor of B & R Novelty and Lee rides.

Personals
H. J. Foster resigned as Spacarb vice-president.
Fred L. Mills Jr., appointed vice president in charge of engineering by Mills Industries, Chicago.
Walter F. Herrman appointed vice-president in charge of manufacturing by Mills.
Dr. Louis A. Ressonico elected to the Pepsi-Cola board of directors.
Bert B. Davidson appointed Midwest district sales manager by the Rudolph Wurlitzer Company, North Tonawanda, N. Y.
James H. Crosby appointed Southwest district sales manager by Wurlitzer.
Ernest O. Mount named Fidelity Division sales manager by Permo, Inc., Chicago.
Yermie Stern, promoter and manufacturer of juke box title strips, died March 20.

Associations

New Firms

Personals

Associations

New Firms

Personals

Associations

New Firms

Personals

Associations

New Firms

Personals

Associations

New Firms

Personals

Associations

GE Increases Bulb Prices

CLEVELAND, April 4. - General Electric announced Wednesday (1) a price increase of 8.8 per cent on both its incandescent and fluorescent lamps. The bulbs include those in general use on amusement games and coin-operated phonographs.
Fred F. Harroff, GE vice-president, and general manager of the company's lamp division, stated "price increases were made necessary at this time by a substantial rise in labor and material costs during the past two years. Even after the increase, the average price of fluorescent lamps are still 39 per cent less than in 1940 and the price of the incandescent only 9 per cent more than in 1940. In contrast the cost of living is now more than 90 per cent higher than in 1940."

Delta Intros Circuitracer

PASADENA, Calif., April 4. - A new type trouble shooting unit, designed for operators and servicemen, was placed on the market this week by Delta Electrical Specialty Company. It is called the Desco Circuitracer and is usable on both AC and DC.
The Circuitracer can be used to quickly locate grounds, opens or shorts in both dead and live circuits. By a simple conversion it can also be used as a low or high voltage tester.
The new Delta product is small enough to fit in an ordinary size pocket and weighs only 2.5 ounces. It lists for \$4.95.

Spin Table

Continued from page 140
The players deposit coins and push their chosen red button—numbered from 1 to 7. One of them then presses an oversized black button and this starts a spinning light in motion for about 10 seconds. The player in whose numbered box the light stops, registers from 10 to 100 free plays.
Morris stated that Saddle and Turf has been on test location in Illinois, Texas and several other States for the past six weeks.

Runzel PUSHBACK WIRE 18 OR 20 STRANDED NOW AVAILABLE IN 90 COLOR COMBINATIONS

This wide variety of color combinations meets any requirement of wiring harness known to the coin and vending machine industry. Cuts production costs... simplifies wiring diagrams... Facilitates field repairs... Insures positive accuracy... Saves time. Service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

MANUFACTURERS... our facilities for building wiring harness to meet your specifications is unexcelled. Some of the world's largest manufacturers of coin and vending machines are our customers. We also maintain an expert staff of engineers and harness designers for best results in your equipment. Send blueprints and specifications. We specialize in Telephone cords, wire and cable. Inter-Com. cable requirements solicited.

RUNZEL Cord and Wire Co. 4723 W. MONTROSE AVE. CHICAGO 41, ILL

WE EXPORT PIN GAMES MUSIC MACHINES Joe Ash

We are one of the leading exporters of coin-operated equipment. Our reputation was EARNED—by honest effort—by delivering only quality equipment—by virtue of the fact that our experience in the field enables us to pack, route and ship in the most economical and safe methods. Contact us for your needs. We'll give your requirements our very best attention.

We are exclusive WURLITZER DISTRIBUTORS in Delaware—S. Jersey—S. E. Pennsylvania

ACTIVE AMUSEMENT MACHINES CO. 666 N. Broad Street Philadelphia 30, Pa. Phone: FRemont 7-4495 "You can ALWAYS depend on Active ALL WAYS!"

WANT TO BUY FOR CASH BRITE LIGHTS—BRITE SPOTS BROADWAYS—LEADERS—3-4-5's ZINGOS—ATLANTIC CITIES AND PALM BEACHES ADVANCE AUTOMATIC SALES CO. 1350 Howard St. San Francisco 3, Calif. Phone: HEMlock 1-1750

EXPERIENCED COIN MACHINE MECHANIC WANTED Must be able to handle service calls and shopwork. Permanent position in permanent location. State age, experience and salary desired. BOX 114, c/o Billboard Pub. Co., 390 Arcade Bldg. St. Louis 1, Mo. GIVE TO THE RUNYON CANCER FUND

HERE! HERE! ROCK-OLA FIREBALL 120 PHONOGRAPH IN CENTRAL OHIO BINGO GAMES NEW UNITED MUSIC USED SHUFFLES CENTRAL OHIO COIN MACHINE EXCHANGE 525 S. High St. Columbus 15, Ohio Phone: ADams 7254

Exclusive AMI Distributors in Kentucky, Indiana, Southern Ohio "The House that Confidence Built" SOUTHERN AUTOMATIC MUSIC COMPANY, INC. ESTABLISHED 1923 735 S. Brook St., Louisville 3, Ky. 1000 Broadway, Cincinnati, Ohio 240 Jefferson St., Lexington 2, Ky. 3011 E. Maume Ave., Ft. Wayne 4, Ind. 129 W. North St., Indianapolis, Ind.

FIVE BALL PIN GAMES SPECIAL WILLIAMS Sportsman \$45.00 Shoot The Moon 145.00 Eight Ball 150.00 Pinky 75.00 MISCELLANEOUS Paradise Moon Glow Ramona Aquacade Show Boat El Paso Major League Maryland Pinch Hitter Catalina Summertime Sally Just Twenty-One Bowlette \$20.00 Each New Exhibit Space Gun Write Big Broncho Write Trigger Write Space Patrol Write Rock-Ola Fire Ball Phonographs Write Garden 85.00 H. Z. VENDING & SALES CO. 1205 Douglas Street Omaha, Nebraska

Cliffy Clef says: You Can't Buy a Better Reconditioned Phonograph Anywhere! MONEY BACK GUARANTEE WURLITZER SEEBURG ROCK-OLA 1015 \$149.50 147 \$124.50 1426 \$114.50 1100 294.50 148 139.50 1428 199.50 1250 394.50 M100A 574.50 1434 449.50 M100B 774.50 AMI A \$294.50 B 394.50 C 394.50 BALLY Spot Life \$284.50 WMS. HAY-BURNER \$124.50 GOVEN distributing company 3181 Elston Chicago 18, Ill. Independence 3-2210 Exclusive Wurlitzer Distributors in No. Illinois and Indiana

SHAFFER SPECIALS in Reconditioned SEEBURG PHONOGRAPHS

M-100-A



**78 r.p.m.
100 Selections**

Looks like a new phonograph—and guaranteed fully reconditioned. Mechanism cleaned, rebuilt, checked. Cabinet refinished. Electric Selector cleaned and adjusted. New Pick-Up Cartridge. Solenoid Assembly cleaned and rebuilt. A sound investment in a proven money-maker at Shaffer's low price.

**Only
\$595.00**

147-M



**with New Modern
Light Blond Finish**

Smart, attractive new finish in light blond pearlite—a new looking phonograph at low cost. Guaranteed completely reconditioned from top to bottom and in excellent working order. Ready for years of profitable service. Ideal for summer locations.

**Only
\$159.50**

Terms: 25% Deposit, Balance C.O.D.

Why Buy in the Dark! Send for Illustrated Catalog of the Late Model Phonographs.

Shaffer Music Co.

Columbus, Ohio
606 S. High Street
MAin 5563

Cincinnati, Ohio
1200 Walnut Street
MAin 6310

Indianapolis, Ind.
1327 Capitol Ave.
Lincoln 3571

EXCLUSIVE SEEBURG DISTRIBUTORS

Williams Reps

Continued from page 140

presses a button to release a pitch and then with his right hand operates a lever, which swings a miniature bat. When hit the ball passes thru the simulated baseball diamond and drops in one of several holes in the outfield area. These are labeled single, double, triple, home run or out. Play continues until three outs have been made.

Deluxe Baseball has a hinged backglass section for easy servicing. It is in general use on dime play, three games for a quarter. By a simple adjustment it can be used for nickel play, two games for a dime or five games for a quarter. It is equipped with a single anti-slug coin chute.

Auto Photo

Continued from page 140

tive floor space is made profitable. Auto Photo, it was added, offers a complete photo studio in one unit only 70 inches long by 29 inches wide. Its portability allows it to be moved easily to any suitable location at any time.

Auto Photo Studio has been inspected, tested and approved for use by the Armed Forces and government agencies by Squire Laboratory at Fort Monmouth, N. J., and many units are working around the clock in Army and Air Force PX's as well as Navy ship stores. The units are also widely used in industry and police bureaus for personnel identification.

United School

Continued from page 140

duct classes on the Clover, Cascade and Cabana games. In addition, two of the firm's officials, Herb Oettinger and Billy DeSelm, will be on hand Tuesday (7).

Lieberman also reported that many operators and servicemen from Minnesota, Wisconsin and North and South Dakota had phoned they would be on hand for the entire three days of the school.

FIRST Signs of Spring!

ALL EQUIPMENT GUARANTEED

SHUFFLE GAMES

"First-Conditioned" and Resurfaced

KEENEY
SUPER DELUXE
LEAGUE BOWLER \$275
DE LUXE LEAGUE
BOWLER 255
SIX PLAYER 265
LEAGUE BOWLER 125

UNITED
STAR 6 PLAYER \$375
SUPER 6 PLAYER 335
OFFICIAL S.A. 335
DELUXE SIX
PLAYER 295
SIX PLAYER 225
FIVE PLAYER 205
FOUR PLAYER 175
SKEE ALLEY 79
SHUFFLE SLUGGER 65

CHICAGO COIN
SHUFFLE HORSE-
SHOES \$ 95

UNIVERSAL
TWIN BOWLER \$ 69
TWIN BOWLER 49

GENCO
8 PLAYER \$125
SHUFFLE TARGET 95
BOWLING LEAGUE 25

WILLIAMS
DOUBLE HEADER \$ 45
DE LUXE BOWLER 39

BINGO 5 BALLS

Bally BEACH CLUB
United SHOWBOAT
GENCO GOLDEN
NUGGET

"First-Conditioned"
BALLY
PALM BEACH \$465
FROLICS 415
ATLANTIC CITY 410
SPOT LIGHT 325
BRIGHT SPOT 315
CONEY ISLAND 315
BRIGHT LIGHTS 315

UNITED
BOLERO \$215
A.B.C. 145

GENCO
JUMPING JACKS \$295
"400" 225

WILLIAMS
LONGBEACH \$195

CHICAGO COIN
King Pin, New \$165
Thing 45
Majors of '49 45
Grand Award 35
Trinidad 35
Catalina 35
Thrill 35

GOTTIEB
Globe Trotter \$145
Triplets 95
Watch My Line 85

3 Musketeers \$ 85
Knockout 79
Double Shuffle 75
College Daze 75
Sharpshooter 65
Bowling Champ 59
Buttons & Bows 59
Select-a-Card 55
Telecard 49

EXHIBIT
Shantytown \$ 85
Tumbleweed 75

Bebop \$ 69
Playtime 45

WILLIAMS
Sweepstakes \$225
Disc Jockey 195
Four Corners 195
Jalopy 175
Hayburner 155
Boston 55
Maryland 55
Gizmo 35
Rainbow 35
Phoenix 35

GENCO
Springtime \$ 95
Double Action 95
Stop & Go 75
South Pacific 69
Tri-Score 69
Harvest Time 65
1-2-3 45
Puddinhead 39
Screwball 35

UNITED
Utah \$ 59
Aquacade 39
Baby Face 39
Moonglow 39
Ramona 35
Star Dust 35
Wisconsin 35

VENDING

KEENEY
NEW
DE LUXE
ELECTRIC
CIGARETTE
VENDOR

Easy to
Service.
Quicker
Loading.
Greater
Profits.

Reconditioned
Uneda Electric
Cigarette Machine,
9 Col. \$125

Pop Corn Sez,
Like New 69

NEW
EXHIBIT SPACE GUN
ABT RIFLE SPORT

"First-Conditioned"
Seeburg SHOOT THE
BEAR \$235
JET GUN 195
GUN PATROL 175
SIX SHOOTER 165
Chi. Coin 4 PLAYER
DERBY 155
KeeneY AIR RAIDER 119
CHICKEN SAM 105
RIFLE RANGE 105
RAY GUN 105
Wms. QUARTERBACK 85
Chi. Coin GOALEE 85
Ex. FOOT EASE 85
ATHLETIC SCALE 79
DALE GUN 75
Chi. Coin HOCKEY 65

ONE BALLS

BALLY
TURF KING,
AB Serial \$150
CHAMPION 75
CITATION 65
GOLD CUP 55
JOCKEY SPECIAL 45
SPECIAL ENTRY 35

5 BALLS

CHICAGO COIN
3 Musketeers \$ 85
Knockout 79
Double Shuffle 75
College Daze 75
Sharpshooter 65
Bowling Champ 59
Buttons & Bows 59
Select-a-Card 55
Telecard 49

EXHIBIT
Shantytown \$ 85
Tumbleweed 75

Bebop \$ 69
Playtime 45

WILLIAMS
Sweepstakes \$225
Disc Jockey 195
Four Corners 195
Jalopy 175
Hayburner 155
Boston 55
Maryland 55
Gizmo 35
Rainbow 35
Phoenix 35

GENCO
Springtime \$ 95
Double Action 95
Stop & Go 75
South Pacific 69
Tri-Score 69
Harvest Time 65
1-2-3 45
Puddinhead 39
Screwball 35

UNITED
Utah \$ 59
Aquacade 39
Baby Face 39
Moonglow 39
Ramona 35
Star Dust 35
Wisconsin 35

CONVERSIONS

SPECIAL
CLOSEOUT!
MATCH-A-SCORE
CONVERSIONS

Modernize your
shuffle alleys into
match score games!

TRY 'N' TIE with
Huge Flashy
Numbers \$37.50

King's MATCH
THE WHEEL \$37.50

United LITE-A-
SCORE \$42.50

IT PAYS TO BUY
THE BEST!
GENUINE
FORMICA
TOPS

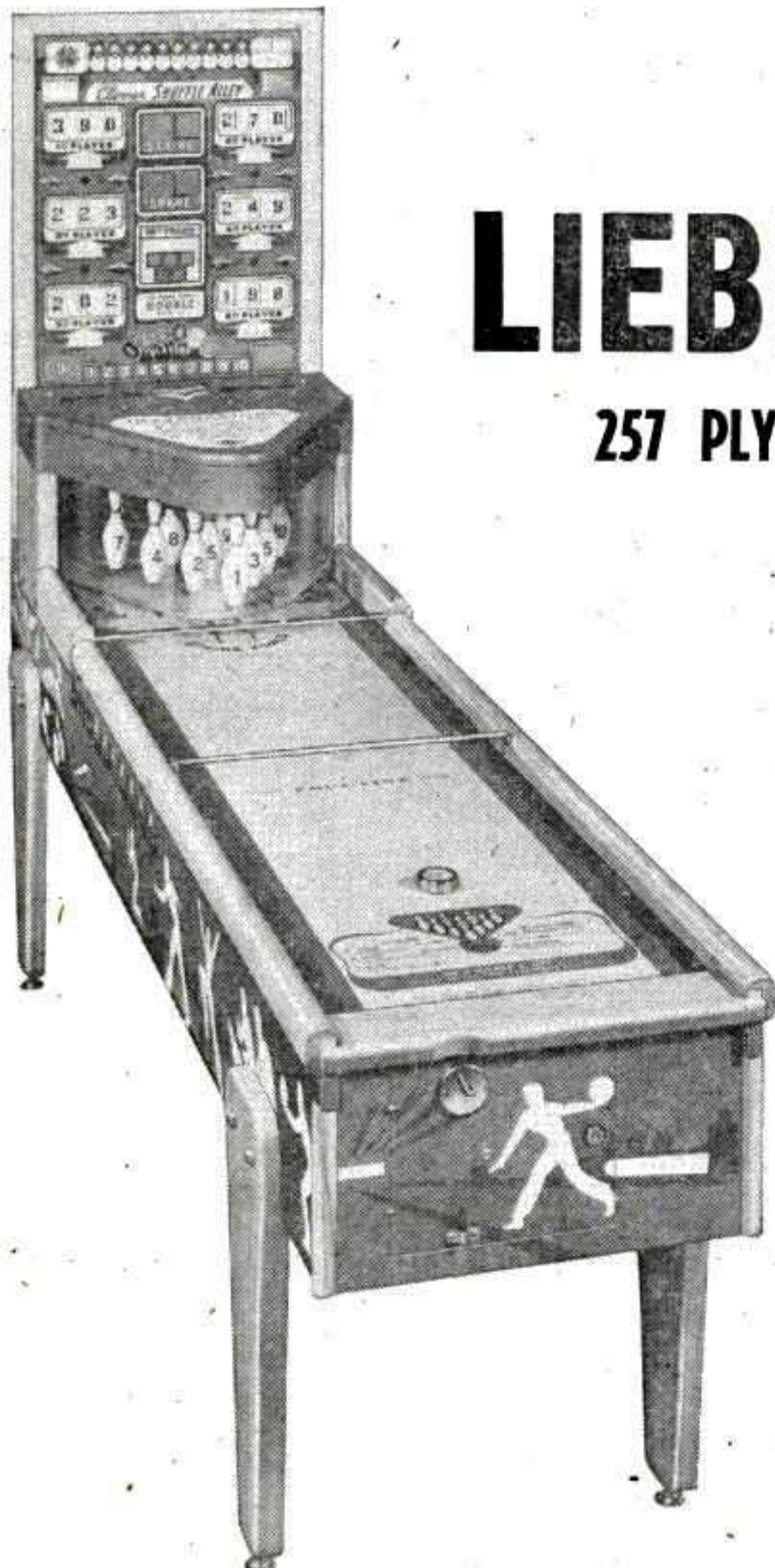
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quality! Instructions,
gutter and strike
zones silk screened
during manufacturing
process. Available for
United 2, 4, 5, & Play-
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Coin and Universal
games. Complete with
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'8' & '9' sizes.

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Board deals expertly
made up to your
specifications, or order
from our stock boards.
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Satisfaction Guar-
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FOR
MINNESOTA, NORTH DAKOTA, SOUTH DAKOTA

★
Now Delivering

CLOVER Shuffle Alley
CASCADE Shuffle Alley
SHOWBOAT and CABANA

★
United Manufacturing Company

3401 N. CALIFORNIA AVENUE

CHICAGO 18, ILLINOIS



COLORFUL CABINET OCCUPIES LESS SPACE THAN ORDINARY PIN TABLE

You Can't Miss with This!

HERE'S THE TIP-OFF...

EVANS'

Saddle & Turf

Exciting... Entirely Different

SEVEN PLAYER SPIN TABLE

- ★ Sensationally new Replay AMUSEMENT MACHINE. Fast—colorful! Flashing lights and high speed action attract and hold players as well as spectators.
- ★ High scores possible with single coin for top play incentive!
- ★ As many as 7 players can deposit coins.
- ★ LOCATION TESTED and OK'D for mechanical perfection and top earnings.
- ★ Single coin drop with slug rejector, for 5c or 10c play. Available without coin drop.

H. C. EVANS & CO.

1556 W. CARROLL AVE.

CHICAGO 7, ILLINOIS

SEE YOUR DISTRIBUTOR QUICK!
OR CONTACT FACTORY DIRECT...

BUY RIGHT! LONDON ASSURES TOP QUALITY AT ROCK BOTTOM PRICES! NEW SELECTION FIVE BALLS NEW PRICES!

Double Shuffle \$49.50	Sharpshooter \$49.50	Trade Winds \$29.50
Carnival 49.50	Buccaneer 34.50	Mardi Gras 29.50
Hit Parade 29.50	Cinderella 29.50	Merry Widow 29.50
One-Two-Three 34.50	All Baba 34.50	Pudding Head 39.50
Aquacade 39.50	Barnacle Bill 34.50	Three Feathers 64.50
Tampico 64.50	St. Louis 44.50	Big Top 64.50
Playland 89.50	El Paso 39.50	Wisconsin 34.50
Floating Power 44.50	Dallas 44.50	Summer Time 34.50
Serenade 34.50	Maryland 49.50	Oklahoma 64.50
Tennessee 29.50	Screwball 34.50	Dew-Wa-Ditty 34.50
Super Hockey 59.50	Black Gold 59.50	Saratoga 39.50
Thrill 29.50		Tucson 44.50

EXCLUSIVE DISTRIBUTORS for

SEEBURG	in Wisconsin, Minnesota, North and South Dakota, Upper Michigan.
GOTTLIEB	in the State of Wisconsin.
CHICAGO COIN	in Wisconsin and Upper Michigan.
KEENEY	in Wisconsin, Minnesota, North and South Dakota and Upper Michigan.
WILLIAMS	in Wisconsin and Upper Michigan.

WALL BOX SPECIALS!
Seeburg Postwar 5c Wire-Wireless **\$9.95**
Packard Boxes **\$7.50**

USED SPECIALS CHICAGO COIN
Trophy Bowl \$59.50
Bowling Classic 59.50
KEENEY
League Bowler ... \$129.50
Double Bowler ... 79.50

PHONOGRAPH SPECIAL! PACKARD MANHATTAN \$79.50

BETTER BUY from BANNER

Where you get... The Best

NEW and RENEWED MECHANICAL HORSES ROCKETS and SPACE SHIPS at

Market's Lowest Prices

Used KEENEY CIGARETTE MACHINES MIGHTY Attractive Prices

Write—Wire—Phone

BANNER SPECIALTY COMPANY

Endorsing Only the Best
Home Office
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1508 Fifth Ave., Pittsburgh 19, Pa.

BREAK ALL PROFIT RECORDS with WILLIAMS DELUXE BASEBALL

- ★ Players run bases
- ★ New electric pitcher
- ★ New modern design
- ★ Test location show "this is the game of the year"

Now on Display at TRIMOUNT

Exclusive Gottlieb, Williams, Seeburg and Chicago Coin Distributors



Remember IN NEW ENGLAND IT'S TRIMOUNT!

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MUSIC—ONE BALLS—PINBALLS—ARCADE

100% Guaranteed—We ship all over the world

ONE BALLS	SHUFFLE ALLEYS
SUNSHINE PARKS \$295	UNITED SUPER 6 PLAYER \$335
FUTURITY \$265	UNITED DE LUXE 6 PLAYER 295
TURF KINGS 95	

WANTED: Will Pay Cash for Bally Bright Lights—Bright Spots—Bally Champion Horse. (See Special Kiddie Ride Ad Page 154.)

REDD DISTRIBUTING CO., INC.

298 LINCOLN STREET ALLSTON 34, MASS. AL 4-4040

Exclusive distributor for **AMI** BALLY—UNITED

PURVEYOR...

Always the First with the Best in Used Equipment of All Types

Let us know what you need and we will be glad to quote you our low prices.

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Brand New! Buckley CRISS-CROSS JACKPOT BELLS

5c-10c-25c-50c-\$1.00

Also made for many foreign coins.

BUCKLEY WALL AND BAR MUSIC BOXES 20-24-32 Record Selections 5c or 10c Play

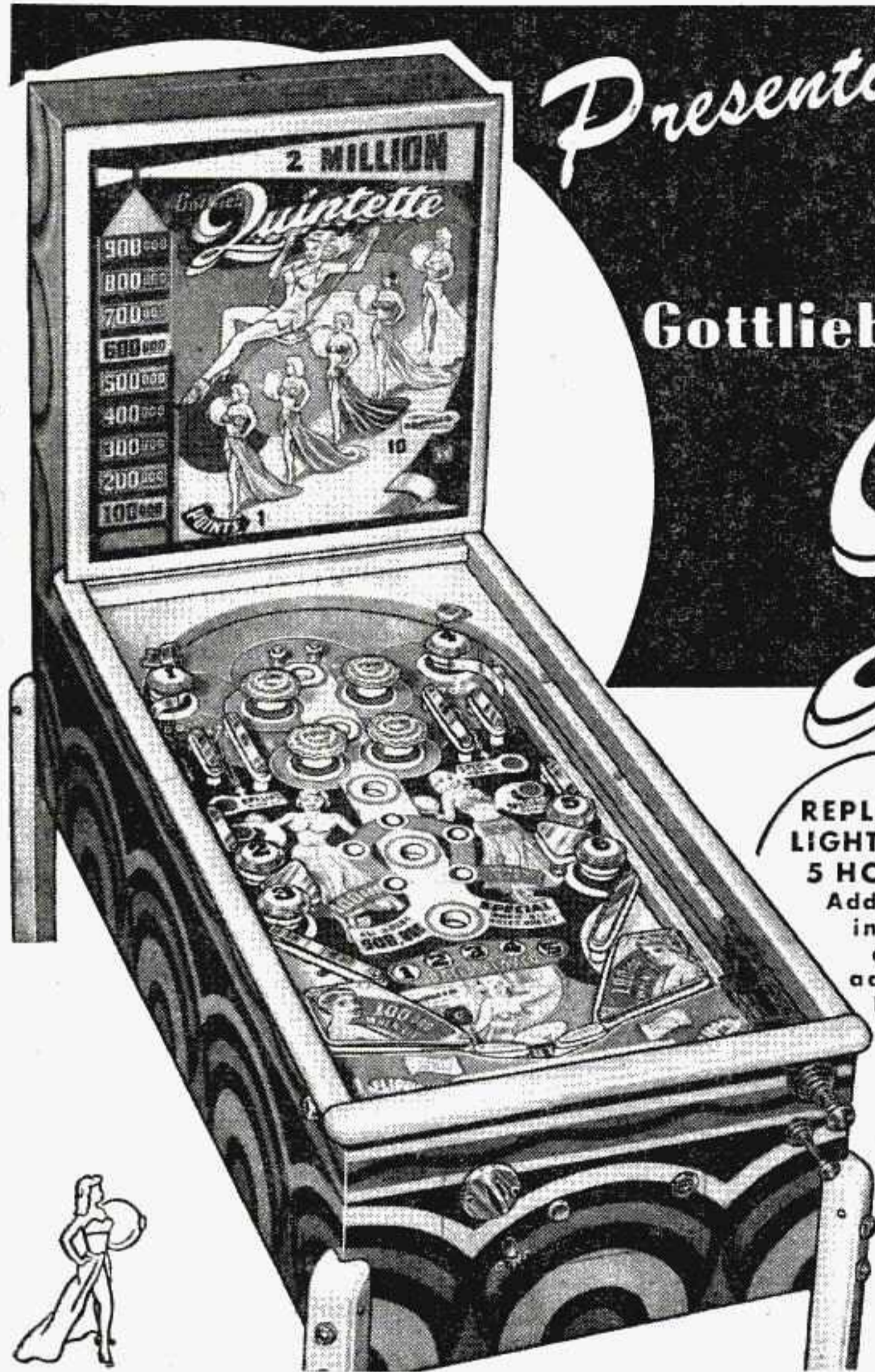
Buckley Manufacturing Co. 4223 W. Lake St. Chicago 24, Ill.

SAM SOLOMON'S BUYS

All Games Reconditioned

Atlantic City	\$395.00
Bright Lights	215.00
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Spot Lights	335.00
Seeburg Bear Guns	225.00
Dale Guns	49.50
Exhibit Jet Gun	175.00

University Coin Machine Exchange 854 N. High St., Columbus 8, Ohio Tel.: UNIVERSITY, 6900



Presenting... An Extravaganza of IN-LINE Play with Explosive ACTION!

Gottlieb's

Quintette

5 IN-LINE DROP-THRU BALL TRAP HOLES

"SPOT-'EM"
... spots players 1 to 3 holes in various combinations

REPLAY FOR LIGHTING ALL 5 HOLES...
Additional ball in lit hole awards additional Replay

1 TO 6 ROTATION SEQUENCE
lights Side Contacts alternately for Replay

A-B-C-D NON-ROTATION SEQUENCE
lights 2 Roll-Overs for Replays

ROLL-OVER BUTTONS
light for HIGH SCORE
Illuminated "BALLS PLAYED" Recorder

REPLAYS FOR: HIGH SCORE... POINTS SCORCHING BALL SPEED! 4 "POP" BUMPERS... 2 FLIPPERS... 3 CYCLONIC KICKERS!

D. Gottlieb & Co.

1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

ORDER FROM YOUR DISTRIBUTOR NOW!

"There is no substitute for Quality!"

SHUFFLE BOWLERS	
United 4 Player Rebound	\$100.00
United 5 Player	160.00
United 6 Player with Formica & Big Pins	185.00
United 6 Player	190.00
United 6 Player with Formica & Big Pins	215.00
United 6 Player	250.00
Deluxe	250.00
Supers	325.00
Chi. Coin 6 Player	425.00
8th Frame	425.00
BINGOS	
Bolero	\$230.00
Brite Life	245.00
3-4-5	135.00
Frolics	425.00
Spot Lites	295.00
Brite Spots	325.00
A.B.C.	150.00
Five Stars	95.00
Leader	295.00
Stars	335.00
MUSIC	
Wurlitzer 1100	\$295.00
Wurlitzer 1015	150.00
Wurlitzer 1060	150.00
12 Wurl. 48 Selection	39.50
5-10-25c Wall Boxes	375.00
A.M.I. B	375.00
A.M.I. A	395.00

All merchandise factory reconditioned.

Terms: 1/3 deposit with all orders, balance C. O. D.

AMI Distributors for Northern Ohio
NOW DELIVERING MODEL D

Cleveland Coin MACHINE EXCHANGE, INC.

2021-2025 Prospect Ave., Cleveland 15, Ohio
All Phones: Tower 1-6715



M. S. GISSER
Sales Manager

**WHAT'S NEW IN COIN MACHINES?
WHAT ARE THEY GETTING FOR USED EQUIPMENT?
WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING!**

Find out every week in

The Billboard

Order NOW at LOW Subscription Rates
Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$10.
Foreign rate, one year, \$20.

Name..... 765
Address.....
City..... Zone..... State.....
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Wms. 2 Player DOUBLE HEADER
Shuffle Baseball Game
Beautifully reconditioned only \$49.50

5-BALLS

UNITED SHOW BOAT
BALLY BEACH CLUB
GENCO GOLDEN NUGGET
CHI. BIG HIT
GOTT. QUINTETTE

BINGO

Palm Beach \$465
Frolics 425
Atlantic City 425
Stars 295
Spot Life 315
Coney Island 325
Bright Spot 325
Leader 295
Bolero 250
Bright Lights 225
A-B-C 175
5 Star 140

UNITED

Touchdown \$145.00
Arizona 99.50
Utah 84.50
Tampico 79.50
Carolina 49.50
Moon Glow 49.50

WILLIAMS

Horseshoes \$159.50
Hayburners 145.00
Shoot 'n' Moon 159.50
Shoo Shoo 119.50
Control Twr. 119.50
Dreamy 89.50
Georgia 99.50
Sweetheart 99.50
De-Icer 99.50
Boston 89.50
Lucky Inning 84.50
Maryland 84.50
Dolls 74.50
Gizmo 49.50

CIGARETTE VENDERS

FACTORY REBUILT, 25c. KING SIZE COLS.

Rowe President, 10 Col. \$155
Rowe Royal, 8 Col. 130
Rowe Royal, 10 Col. 145
National Model 950 9 Col. 145
National 930, 9 Col. 130
Unedapak Model 500, 9 Col. 135

Mills 20 rec., 40 selec.
CONSTELLATION
\$160.00

ARCADE

AUTO-PHOTO
WMS. DELUXE BASEBALL EXH. SPACE GUN
ABT RIFLE SPORT
ABT CHALLENGER
EVANS BATTLE-A-SCORE
EV. SUPER BOMBER, New \$295.00
Cupid's Wheel 149.50
Exh. Hi-Ball, Striker 89.50
Scientific Field Goal 149.50
5c Elec. & Grip Test 79.50
Exh. Hitters 125.00
2c Scientific Baseball 79.50
2c Electricity In Life 99.50
Evans Tommy Gun 99.50
Wico Major Leaguer 1295.00
4 Player Derby 195.00
Photomatic, Late 450.00
Photomatic, Pre-War 250.00
Voice-o-Graph, 35c 525.00
Ch. Basketball Champ 250.00
Exh. Pony Express 245.00
Shoot the Bear 269.50
Ch. Midget Skee Ball 199.50
Photic Scale, New 139.50
Pokerino J. New 39.50
Telequiz & Film 169.50
Goalee 119.50
Wall, Fortune Scale 119.50
Mercury 13-Way Ath-letic Scale, New 99.50
Chicken Sam, Rebuilt 150.00
Pokerino 99.50
Life League 99.50
Exh. Dale Gun 94.50
Batting Practice 89.50
Marion Scale 89.50
Quarterback 89.50
Flash Hockey 75.00
Kiddie Rides Write

GOTTIEB

Minstrel Man \$159.50
4 Horsemen 139.50
K.C. Jones 129.50
Old Faithful 129.50
Buffalo Bill 74.50
Stop and Go 89.50
So. Pacific 79.50
Trade Winds 49.50

COUNTER GAMES

Zoom, 1c 524.50
Kicker & Catcher 29.50
Piker's Peak 29.50
View-a-Scope, New 39.50
Art Show & Film 49.50
Mercury Counter Grip 34.50
ABT Challenger 29.50
Acme Shocker 24.50
ABT Skill Gun 39.50
Ex. Love Meter 39.50
Heavy Hitter, 5c 69.50
Flip Skill and Stand 69.50
Groetchen Skill Test 99.50
Texas Leaguer 69.50

BINGOS WANTED!

Beach Clubs, Palm Beaches, Bright Spots, Beautys, Atlantic Citys, Coney Islands, Frolics, Spot Lites, Bright Lights.

SHUFFLE GAMES

UNITED CLOVER S. A.
UNITED CASCADE S. A.
UNITED STAR REGULATION S. A.
CHI. 10th FR. DOUBLE SCORE BOWLER, 6 PL.

Keeney 10 Player Team Bowler Write
Star Bowler, 10', 2 Player, Wood Balls \$350.00
United Star 6-Player, S.A. 375.00
United Super 6-Player, S.A. 350.00
United De Luxe S.A., 6 Player 345.00
United 4-Player 220.00
United 5-Player 245.00
United Twin Rebound 165.00
United Twin Shufflecade 150.00
Un. Single S.A. Rebound 89.50
Un. Double S.A. Express Rebound, 8' 139.50
Un. 2-Player S.A., Express 139.50
Univ. Twin Bowler 49.50

Exclusive National Distributors!
COINWAY CHANGEMAKER
Unconditionally guaranteed. Takes dimes and quarters. Dispenses nickels. \$69.50
Distributor Inquiries Invited

VENDERS

ACORN VENDOR, 1c or 5c... \$14.95

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Candy 89.50
Mills Tab Gum 27.50
Mills Tab Gum, Rebuilt 16.50
Silver Kings 13.75
N.W. 49, 1c, 5c 17.25
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S.K. Hot Nut 29.95
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N.W. Tab Gum 25.95
32 Ball Gum 7.50
N.W. Stamp 69.00
U-Pop-It 195.00
Kleenex, 5 or 10c 49.50
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Turf King \$149.50
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Citation 79.50
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Minimum Order 5 Tops

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All For Chicago Coin's

10th FRAME DOUBLE-SCORE BOWLER

More Action! More Excitement! More Suspense!

No matter what score players have... the game is never over till the last puck!

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A Player in the 10th Frame has the opportunity to Add up to 180 POINTS to his Total Score.

- New hinged front door with protected jumbo cash box!
- Easy to read individual score dials!
- Jumbo "Fly-Away" pins! ● 7 - 10 split pick-up!

5th Frame Score DOUBLES!

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72 Units—PANTAGES-MAESTRO Music
Complete with Studio Equipment—Like New
WRITE for Details and Price

<p>SEEBURG</p> <p>148 ML \$225 147 M or S 140 146 M or S 125 H 147 HIDEAWAY 115 H 146 HIDEAWAY 89 1941 HIDEAWAY 49</p> <p>WURLITZER</p> <p>1080 \$125 1017 HIDEAWAY 115</p>	<p>AMI \$390</p> <p>ROCK-OLA</p> <p>1426 \$119 1422 94</p> <p>14 Station Solotone Unit with 12 Boxes Write</p>
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Wurlitzer 4820, 5c, 10c, 25c, Converted	\$39.50
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Wurlitzer 3031, Reconditioned	9.95
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Phonographs listed are complete, in working order. They may also be purchased reconditioned and refinished with Davis 6 Point Guarantee for \$35 additional per machine.

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Six Player	Write	United Five Player	189.00
United Manhattan, Six Player	\$325.00	United Four Player	169.00
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UNITED 10th FRAME AND MATCH-A-SCORE!

ONE UNIT \$49.50
Comp.

Easily and Simply Installed on All United Shuffle Alleys

DOUBLE 5th FRAME FEATURE \$9.95

It's Now! It Works! It's Guaranteed!

Add \$59.50 to prices of above machines for delivery with 10th Frame Match-A-Score unit installed, and, \$14.95 for delivery of any of above machines with Double 5th Frame added.

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ALL GAMES GUARANTEED TO BE MECHANICALLY PERFECT WITH GOOD, CLEAN RAILS AND CABINETS.

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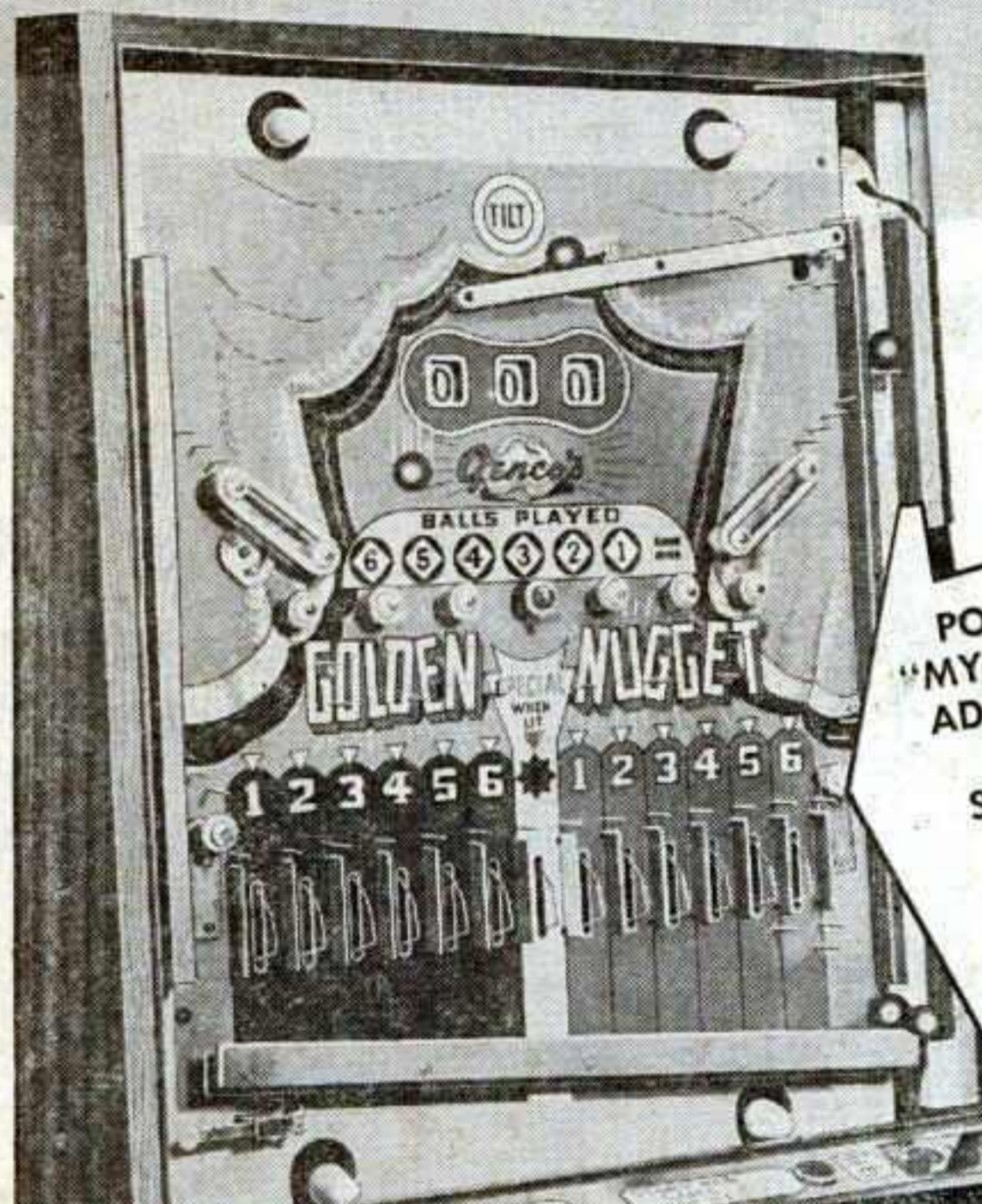
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- 100—200—400 Replay Combinations
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- Extra Ball Feature—6 extra balls for 6 extra coins

AVAILABLE IN CHOICE OF 3 COIN CHUTES

5c • 10c • 25c



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SPECIAL "SKILL SHOT" GIVES PLAYER FREE GAME

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UPRIGHT BALL GAME with EXCITING "EYE-LEVEL" ACTION!

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Our new Selenium Rectifier will perform satisfactorily for 20 years or more under normal operating conditions. No effective drop in voltage output during this period.

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Ultra-Modern Design—only 24" by 17" by 64" high. Crated wt. Only 190 lbs. Fits Every Location—Perfect for Export.

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SEEBURG WOM (W4-L56)	35
WURLITZER 1015	150
WURLITZER 1080	140
WURLITZER 1250	375
WURLITZER 1100	295

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A.M.I. MODEL B	400
A.M.I. MODEL C	450
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**NEW
7-CHOICE
SELECT-A-SPOT
FEATURE**

Player turns knob to select choice of 10, 16, 19, 20, 21, 22, 25 (when lit)

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new exclusive DIVE-DIP-ROLL-SWING action captures biggest play, insures biggest profit

See the Bally SPACE-SHIP in action... surging forward, gliding backward... dipping and rising... rolling from side to side... swinging and banking like a jet-fighter... and you will see why junior space-pilots prefer the Bally SPACE-SHIP... why kids coax their parents to patronize the store with the Bally SPACE-SHIP. And remember... you can build a big-profit route of Bally Kiddy-Rides with a small cash investment.

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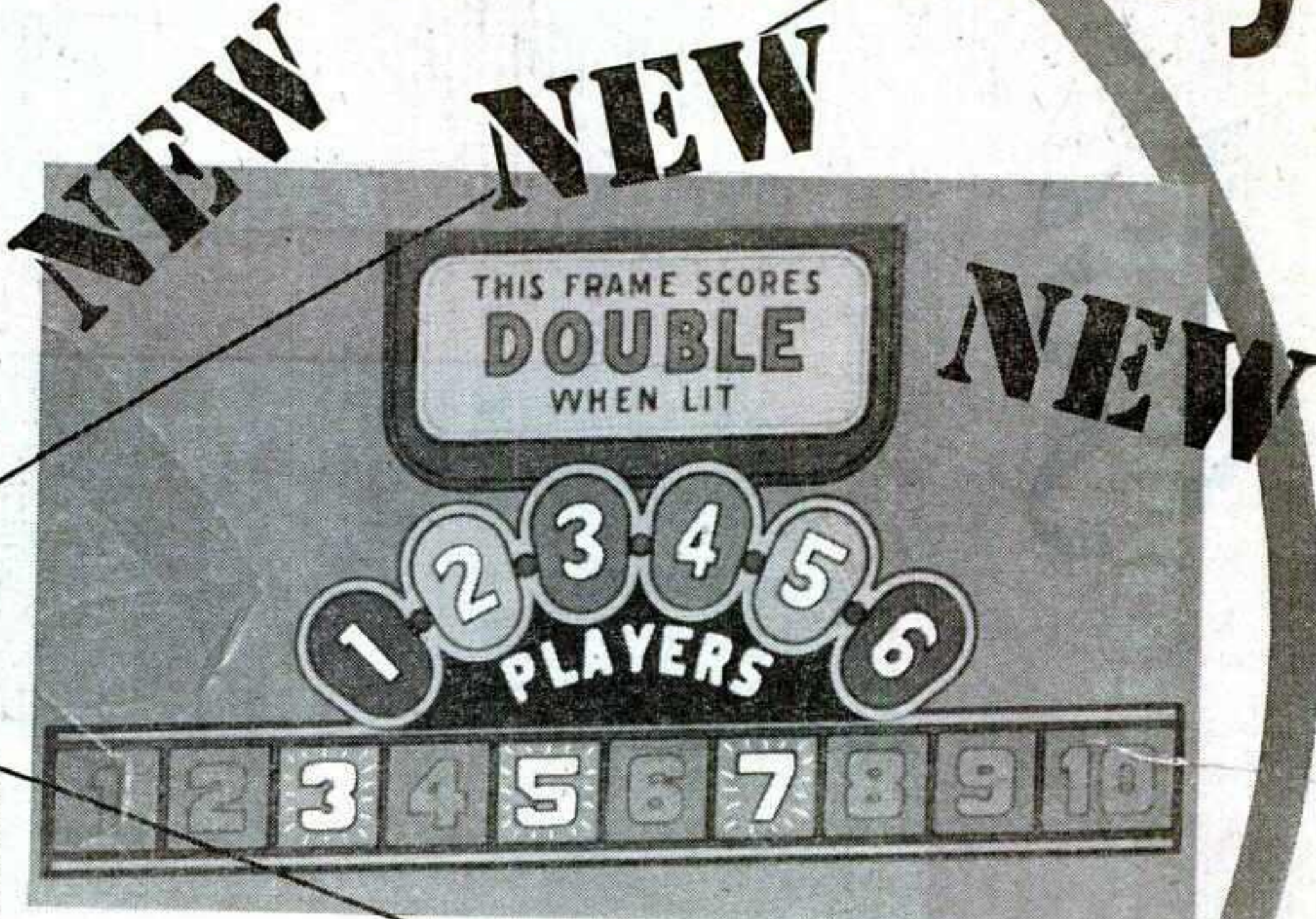
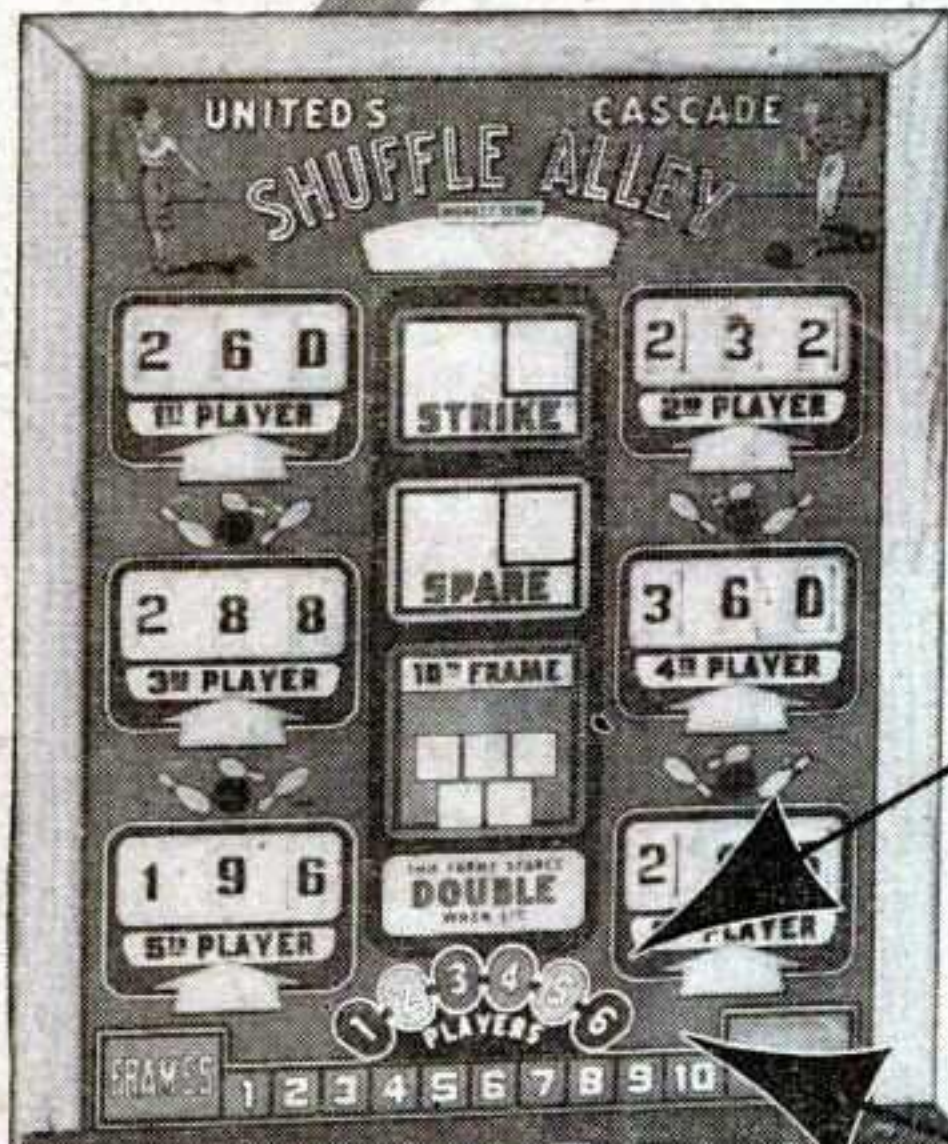


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UNITED'S Cascade Shuffle-Alley



**10TH
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**FAST ACTION!
FAST PLAY!**

**HIGHEST
SCORE FEATURE**
PLAYER WRITES NAME
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**STRIKE
OR SPARE
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LIGHTS**

**CAN PICK-UP
7-10 SPLIT**
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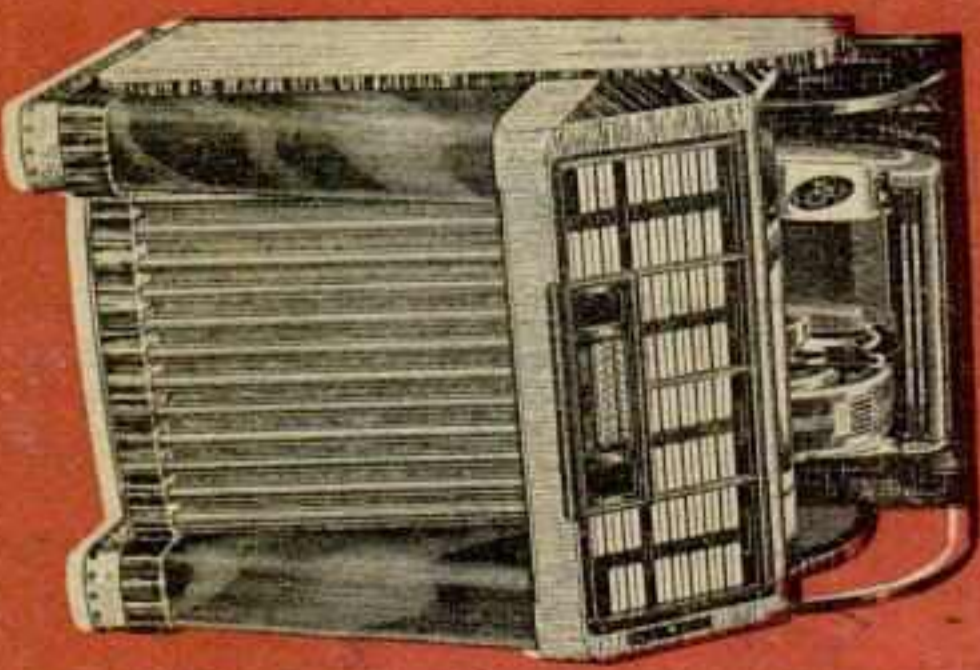
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