

# The Billboard

MAY 31, 1952



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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## Petrillo Surveys Employment; Analyzes Record Production

### Gives Detailed Breakdown on Disk Industry

LP Sales Are 34% Of \$156,391,784 Total 1951 Volume

NEW YORK, May 24.—An analysis of the \$156,391,784 disk industry, and a survey of musician employment throughout the United States and Canada (see separate story), will be presented to the 55th annual convention of the American Federation of Musicians by President James C. Petrillo June 8 at Santa Barbara, Calif.

The president's report on the disk industry is particularly interesting this year inasmuch as it includes a detailed breakdown of production and estimates retail sales in the different speeds, thereby revealing to what extent the new speeds are cutting in on the conventional 78 r.p.m. market. The figures in the survey refer

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### Kaye to Head USO Camp Tour

NEW YORK, May 24.—Danny Kaye embarks on a USO Camp Shows tour of European bases next week (26). Going along in the unit are Sam Prager, Kaye's accompanist, June Bruner, singer, accordionist, and Dolores Gay, tap dancer. The tour, which will run about two weeks, is Kaye's second since USO Camp Shows was reactivated a little more than a year ago. Kaye was in Korea and Japan last October.

USO Camp Shows' budget for 1952 will be approximately \$1,750,000. It currently has about 11 units in the field.

### D. C. Plans 'Constructive' Probe of Air Programs

WASHINGTON, May 24.—Rep. Owen Harris (D., Ark.), chairman

### TALENT BONANZA

#### Novelty, Thrill Acts Reap \$1,250,000 Harvest in TV

NEW YORK, May 24.—Thrill and novelty acts normally associated with outdoor show business exclusively are richer by \$1,250,000 as the result of some 2,000 television engagements during the past 12 months. The earnings figure can be regarded as conservative since the known bookings on major video shows account for approximately that much. In addition, sectional segments elusive when it comes to tabulation, are believed to have used enough of the circus-type talent to add appreciably to the pyramid.

The bonanza promises to grow, rather than dwindle out, as the demand for this kind of talent is increasing. Interest on the part of

producers centers on acts that have not yet been screened, in keeping with the insatiable hunger of the new entertainment media which seeks to devour everything of visual worth. But one appearance—or even a half dozen—is not a major drawback when it comes to selling acts with stand-out talent. As a matter of fact, some acts have made a second appearance on the same show within three months' time when they have won special favor with audiences.

Versatile video has been able to utilize every type of outdoor attraction within the confines of its mammoth studios to date, with

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### Work Still Spotty Outside Radio Field

Other Sources of Employment Represent But a Fraction of Broadcasting Yield

By PAUL ACKERMAN

NEW YORK, May 24.—The paucity of musician employment, particularly in the non-broadcast fields of show business, is highlighted by an over-all employment survey made by the American Federation of Musicians. The figures, included in President James C. Petrillo's report to be submitted to the 55th annual AFM convention, indicate that the combined fields of vaudeville and presentation houses, dramatic and musical productions, films, opera and ballet, and other sources of employment represent but a frac-

tion of the radio work still available to musicians. As yet, TV is strictly a minor source of employment.

The AFM survey covers radio broadcasting and TV for the year 1950. The survey with regard to all other fields, however, covers the period from January 1 to December 31, 1951. This one-year difference between the radio-TV survey and the survey of other theatrical fields does not affect the validity of the comparisons, inasmuch as radio-TV employment has remained stable.

In radio and television, musicians during 1950 earned a total of \$23,058,317.26. Of this, \$20,180,109.05 came from radio, and \$2,878,149.21 from TV. The radio total, covering the United States and Canada, includes \$12,947,779.34 for staff employment in the U. S., with the remainder made up by such categories as single

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### Fall Radio Renewals Lag; May Spell End of Web Hiatus Plan

NEW YORK, May 24.—Network radio developments this week caused industry speculation that the summer hiatus may be a vanishing aspect of the AM web picture. Altho the majority of sponsors this year either will continue their shows on the air, or take their customary hiatus periods, a sufficient number are pulling out and making no fall commitments now to justify this speculation.

Basis for such moves obviously lies in the current status of network radio, with many prime time slots open on all the webs. In these circumstances, a sponsor can afford to permit his contract to lapse until fall, with the knowledge that he likely can secure a good slot then. The hiatus plan was originated in 1937 by the Columbia Broadcasting System and Lever Brothers, and the other webs quickly followed suit. In those years and until the S.R.O.

sign no longer hung outside the web sales doors. It behooved a sponsor to protect his time against those who would snap it up.

Significantly, it is CBS today which has fewest such problems, and which is probably in the best shape of all the radio networks. Coincidentally, it is the original hiatus sponsor, Lever Brothers, which has allowed its current CBS contract to lapse, for the "Big Town" show, and has said nothing to date about a fall return. The show is in the 8 p.m. Wednesday slot. Otherwise, the web is solid except for the Bing Crosby show, which Coca-Cola is expected to pick up on the heels of Chesterfield's cancellation, with the soft drink outfit in turn dropping Edgar Bergen.

At NBC, several accounts are up in the air, altho there is some chance that one or more may yet seal a fall pact before going off for the summer. However, to date, U. S. Steel has not firmed up a return of its "Theater Guild," hour-long dramatic show, and this summer will not bankroll the summer symphony as it has in past years. Steel is considering a

once-monthly TV version of the show, and this may affect its AM plans. Camels likewise has not indicated its fall plans yet for Vaughn Monroe. Mutual Benefit's Bob Considine show winds up on June 8, with no future blueprinted. Chesterfield's Bob Hope stanza winds up June 24, presumably for a 13-week hiatus. However, the comic is planning an hour-long show for the fall, using a new vaude format, with the show to be sold in quarter hour segments. How this will affect the current sponsor is not yet certain.

At the American Broadcasting Company, several sponsors have permitted their contracts to lapse and have not notified the web as to fall intentions. These include Camels ("Richard Diamond"), Kellogg ("Space Cadet"), Heinz ("Ozzie and Harriet") and Sterling Drug ("Mystery Theater").

(Continued on page 2)

### Universal Pix Sued by Lewis

NEW YORK, May 24.—Joe E. Lewis has started suit against Universal Pictures for \$1,000,000, charging the use of the title, "No Room for the Groom," was his property which Universal used without permission.

Lewis said a trade review of the flick disclosed that the story line was also based on the lyrics of his song, thereby compounding the offense. He wired Ted Richmond, producer on the picture, demanding a reply in 10 days. When the time expired with no reply, Lewis started action.

Why a million dollar suit? "I wanna make it big so it'll discourage the bums!"

### Seek Easement of Bill Affecting Aerial Acts

By JIM McHUGH

NEW YORK, May 24.—Officials of the State Board of Standards and Appeals and representatives of various outdoor show business endeavors yesterday jointly sought to make workable a set of rules toward enforcement of the stringent and new aerialist safety law which will govern all appearances of thrill performers in the State after July 4.

In sum, the law places full responsibility for the safety of all performers working 20 feet or more above the ground, on the "manager," or some person designated with supervisory powers. The legislation, regarded as non-controversial and humane, sailed thru the last session of the State

Legislature, where it won almost unanimous approval without a

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### SO, ANYWAY— HE CAN ALWAYS BOOK A STEAK

NEW YORK, May 24.—Agents using the Lincoln Tunnel to get to New Jersey noticed a luncheonette on the corner of 42d Street and 10th Avenue, labeled, "M. C. A. Lunch."

An indie asked a Music Corporation of America rep in the car, "What's that, another one of your branches?" "Nah, that's just a little thing Jules Stein's got going for him in case bookings fall off," was the reply.

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### SNOWBALLS IN JUNE

You can make 'em and sell 'em with the Snowball Company's bargain ice shaver and flowering unit—advertised in this week's Outdoor Market Place classified section.

But this is just a single item among a sample of the hundreds of bargains and opportunities waiting to be picked up in the Billboard's four big classified sections this week and every week!

No matter what you sell, you'll find it moves fast in the classified departments. No matter what you're looking for, you are almost sure to find it at low prices in the same bargain-packed pages!

What Do You Want To Buy or Sell?  
See pages 41, 53, 63, 66

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# Billboard Backstage

By JOE CSIDA

It matters not how beautiful, breath-taking and exciting the things you see and do, the people you meet, on a fairly lengthy trip—there's nothing like getting back home. New York, generally, and our shop here in the Palace Theater Building, especially, always seem to contain an electric quality that I, for one, find nowhere else.

Among the nice things about getting home, of course, is the mail. And some really heart-warming communiques from broadcasters I met on my trip were on my desk when I returned. The one that thrilled me as much as any was this, from A. T. Foulger-Edgington of CKOV, Kelowna, British Columbia:

"First opportunity I've had to drop you a line and thank you for the generous way you received my suggestion regarding section devoted to the Small Market Radio Station.

"Most impressive was the sincere manner in which you treated me as an individual. In all likelihood—unless you are one of the

few who can remember faces even in a crowd and tie the proper name to it—I'm a forgotten incident. That's as it should be. But, so often in our business are we met and left in a frothy manner... surface insincerity. It was a real treat to be met and talked to with such goodness of the heart.

"Strange letter, this! But, did you ever run across something so refreshing in your business that you derived immeasurable good from it in your daily life? You gave me a shot in the arm... one that I needed badly. Of late, have met some robot business men manufactured by fast manipulation during war years. Left their naturalness behind in life... as they gathered a hard sheen of brittleness to which the average account executive's thoughts and plans only bounce off of.

"Generally—after 14 years in this wonderful business—such people affected me not. But, of late it has. Egan to feel that I was off the same assembly line as

well. Your genuineness as a person was keenly appreciated by 'yours truly.' And I thank you.

"Emotional as this letter may seem to you... it is written in good faith... as a testimonial that men can achieve success without losing their individuality and kindness of heart.

"If nothing else, the BMI clinic helped me in more ways than one. Much success to you. Your staff are extremely fortunate having you for a boss."

I realize it's quite immodest to run a letter like that, but I just couldn't resist. My deep thanks to Mr. Foulger-Edgington, and of course to Tiny Elphicke, Harold Moon, Harry McTigue, Chuck Pendleton, Dick Batey, Chuck Rudd, Jo Daniels, Ken Hutcheson, A. E. Jocelyn, John Rivers, Jim Cox, Don Jones, Bob Holm, Carl Downing and all the other nice people who took time out to write me about the BMI Program Clinics.

I hope to see them all again soon.

# Washington Once-Over

By BEN ATLAS

WASHINGTON, May 24.—Look for National Association of Radio and Television Broadcasters to come up with a mass of evidence showing successful operation of the industry's TV and radio programming codes. Data will be ready by the time hearings get under way before a newly created House Interstate and Foreign Commerce Committee probing TV-radio programming. NARTE's testimony will seek to prove that the industry can keep its house in shape without government intervention. The association intends to lay stress on threat of government "intrusion" in delicate area of free speech and creative arts.

## Gargantua Never Made It to the White House . . .

Now it can be told for the first time that Gargantua, the famous gorilla, nearly paid a visit to the White House when Franklin D. Roosevelt was president. Source of this story is Frank Braden, talented press man for Ringling Brothers and Barnum & Bailey Circus.

Braden relates that the late President Roosevelt, a great admirer of the circus, managed to see the R-B show at Madison Square Garden, New York, but was repeatedly frustrated in his attempts to attend the show under canvas at the Benning Road grounds here. Roosevelt's chief aide, Marvin McIntyre, who was also an R-B enthusiast, had many

a pow-pow with Secret Service operative in efforts to dissuade them from their ban on presidential appearances under the Big Tent, but the Secret Service insisted that the president would be exposing himself to unnecessary danger in so crowded an area. Braden relates that the Secret Service one May proposed to let the president attend the show here if arrangements could be made to permit the president to view the spectacle from his armored car under the big top. R-B officials gladly complied, sacrificing a section of seats to make room for the armored car. "The president would have made it too," says Braden, "but a major crisis developed in Congress and FDR had to stick around inside the White House."

Finally the president said he would be willing to settle for "a glimpse" of Gargantua, the late celebrated R-B gorilla. "Mr. Roosevelt was simply fascinated by everything he had read about Gargantua," says Braden, "and he was extremely anxious to get a look at the beast." One of Roosevelt's aides suggested that, inasmuch as the president couldn't go to the circus grounds, why not bring Gargantua to the White House lawn. Mr. Roosevelt gleefully encouraged the idea, so did McIntyre and R-B officials, who carefully laid plans to transport Gargantua in his refrigerated wagon onto the mansion grounds under cover of night so that the

president could secretly come outdoors to witness the famed gorilla. Whether the Secret Service suddenly got cold feet or whether somebody in the Democratic high command turned thumbs down on the idea as risky political strategy nobody knows. Nevertheless the plan was thwarted at the last moment, and the president with great reluctance sent word to R-B to call it off.

## Court TV Allocations

### Plea Vs. FCC Nearly Set . . .

First formal court complaint against Federal Communications TV allocations plan is nearly ready for filing. Paul Segal, D. C. TV-radio lawyer, expects to have the case in the works within a fortnight. Case will involve Pittsburgh channel allocations and is expected to stir a ruckus. . . . Mexico's film industry is in "a critical state," Commerce Department said this week on basis of Mexican press survey. Slump is blamed on poor quality pictures, inadequate financing, and competition from TV in foreign markets. . . . Democratic National Committee brass expect that the bulk of contracts with TV and radio for post-convention campaigning will be "fired up" in about five weeks. "It's a slow process," a spokesman explained, "but we're working on it every day, and we're confident that practically all major speeches by the presidential nominee will be telecast as well as broadcast."

# Outdoor Gross Climbs 258% From '29 to '50

WASHINGTON, May 24.—Outdoor amusements—carnivals, circuses, fairs and parks—showed a gain of 258 per cent in paid admissions from 1929 to 1950, while movie theater admissions gained 73 per cent in that period, admissions to horse and dog race tracks soared 1,675 per cent, and legit theater and opera admissions declined 1 per cent. These figures emerged this week in a rounded-out picture of spectator amusement spending covering the span from 1929 to 1950, compiled by the U. S. Commerce Department and incorporated in a report of a House Judiciary Subcommittee investigating organized baseball.

Altho motion picture theater admissions headed the 1950 list with a total of \$1,235,000,000, revenue from this source has been declining steadily from a 1946 peak of \$1,511,800,000. Commercial outdoor shows, however, have been reaping an almost uninterrupted gain in revenue since 1933, when the total had dropped to \$54 million from a 1929 total of \$90 million and then climbed to \$232 million in 1950. Admissions from legit theaters and opera took a nosedive from a 1929 boom year of \$91,400,000 to \$18,300,000 in 1934, but staged a remarkable comeback, soaring steadily, year

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# Paris Peek

By ANNE MICHAELS

CANNES, May 24.—In retrospect, now that the Fifth International Film Festival has ended, this columnist feels that America's participation was one of the top features of the competition. Doubtly so since this is the first year Hollywood has recognized the international festivals as having a definite bearing on the motion picture industry. We spoke at length with John McCarthy of the Motion Picture Association of America on this. McCarthy was one of the people directly responsible for the empancipation of America on such a full scale at Cannes. As a delegate to last year's Venice Festival, it was his report on the producers' conference and the urging of the U. S. entrance, pointing out that our refusal to enter was creating bad will, that America was prompted to join.

Italy's "Two Souls of Hope" and Orson Welles' "Othello" divided the grand prize. America's "The Medium" took the prize of the best lyric film. The picture was entered without any particular sponsorship, and until the last day MPA people still couldn't answer questions about where and how it became entered. A special prize went to France's "We're All Murderers," an excellent commercial film on capital punishment. Best direction went to France's Christian Jacque for his "Fan Fan the Tulip," and best story to Italy for "Policemen and Thieves" by Piero Tellini. Best actress surprisingly enough went to a supporting player, ex-Broadway actress Lee Grant, for the role she created on the stage and screen of the shoplifter in "Detective Story."

Marion Brazzo took the best male acting award for "Viva Zapata!" Best music went to the Swedish film composer Sven Skold for his score of "She Won't Dance Alone One Summer." Best photography went to Japan's Kohji Sugiyama for the beautiful "Story of Genji." England's Joan and Peter Folds took the prize for their color short subject, "Annotated Genesis."

A special prize was offered, Alexandre Astruc, of France, for his direction of a middle-length drama, Holland carried off honors in the short subject field, and Italy received a special prize for the best selections.

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# London Dispatch

By LEIGH VANCE

LONDON, May 24.—An unhappy man this week is the British Broadcasting Corporation's director general, Sir William Haley. For eight years he has guided the BBC policy along lines which a government "White Paper" now repudiates. The paper leaves a loophole for commercial TV "sometime in the future," recommends the formation of national broadcasting councils and suggests the BBC borrow \$28,000,000 to pay for new equipment and stations. All these things Haley fought against. He spoke out against the 15 per cent levy from its license revenue the Socialist government wanted the BBC to hand over—nearly \$5,000,000. Now the Conservative government says it too will enforce that tax. He called for a perpetual charter, so the BBC might be spared the periodic Parliamentary investigations which precede each renewal of its license. The government refused him that. Staffmen are wondering now whether Sir Haley will resign.

## Arnold, Gentle to Make Rodeo Gamble . . .

Tom Arnold and F. S. Gentle are planning to put on a rodeo in a forthcoming Harrington Arena show. That particular sport has never gone over well in Britain. The late Sir Charles (C. B. C.) Cochran put one on for the famous 1924 Exhibition at Wembley, lost nearly \$280,000 and was unsuccessfully prosecuted for cruelty to animals. One promoted by Tex Austin at the White City played to empty seats and lost \$84,000 for its chief backer. Another smaller production flopped and left its cowboys stranded. Now the Royal Society for the Prevention of Cruelty to Animals has sent Arnold and Gentle a copy of "The Rodeo Act" and reminded them of its regulations. The Act, passed in 1934, has prevented any bronco-busting and steer-wrestling to which the Society took exception.

## London Angels Keep Backing Shows . . .

An investigation into London's "angels" finds their one common denominator is optimism. With costs soaring all around, it's a lucky man who makes a large enough profit from his theatrical ventures to compensate him for the risk of a heavy loss. But they still keep on putting their money in. Motion picture producer Edward Dryhurst has just had his third theater flop, now losing \$50,000 on productions of "Romeo and Juliet" and "Detective Story." A few weeks ago he put on "The Moonraker," a costume extravaganza.

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# Picture Business

By LEE ZBITO

HOLLYWOOD, May 24.—Jonie Taps, who pioneered production of low-budget musicals for high box-office returns, will be stepping up the ladder for "All Ashore," his next film for Columbia Pictures. Film is budgeted at \$750,000 and will co-star Mickey Rooney and Dick Haymes with cast including Peggy Ryan and Ray McDonald. Film will be shot in Technicolor. The picture contains nine songs written especially for its score by Bob Wells and Fred Karger. Company will go on location at Catalina when Taps starts shooting early next month.

These luxuries Taps couldn't afford during his earlier musicals. When he produced "Make Believe Ballroom" a few years ago, he banked solely on marquee appeal of such recording names as Frankie Laine and Kay Starr, among others, feeling they were pre-sold to the public thru their platter releases and thereby should command a healthy following. With "Ballroom" and the films that followed, Taps proved to the studio his ability as a producer of money-making films and therefore is being given an opportunity to try his hand at costlier productions.

## Hughes Denies Studio Sale to Mayer . . .

RKO bossman Howard Hughes, apparently irked by trade reports that he will sell his studios to Louis B. Mayer, this week firmly denied he's peddling his RKO interests and indicated some suspicions that all this talk may be prompted by malicious motives. "I'm endeavoring to determine the source of these stories and whether they are being offered maliciously, and if I find such to be the case I intend to take action available to me," Hughes warned. The whole trouble, Hughes explained, is that "these rumors cause unrest and confusion at the RKO studio."

## Warner to Concentrate On Color Films . . .

The trend for more color on theater screens which we've indicated from time to time here is still mounting rapidly. Jack Warner this week disclosed that a record breaking 82 per cent (27 out of the next 33 pictures) of Warner's forthcoming releasing schedule will be tinted. According to Warner, nine will be in Technicolor and one each in Natural Color and Supercolor.

And it's all thanks to competition from TV.

"Warner Bros.' confidence in the motion picture screen is such," he stated, "that we have decided to invest the necessary added costs in making more attractive than ever our feature production program. The color we bring to motion picture screens is not available on any other competitive screen and will help to heighten the already unique position we hold as the world's greatest entertainment medium."

"Our short subjects proposition is already virtually 100 per cent color. At the moment our newsreels are in black and white, but experiments with our own Warnercolor process indicate that the time is not too far off when spot news will be shot, processed and distributed in color as quickly as black and white."

"The confidence in our future, which has directed this phenomenal increase in the percentage of color films from Warner Bros., is represented in the completion of our studio laboratory equipment for Warnercolor, both in processing it for dailies and making our release prints. In brief, we believe our future is never been rosier, both literally and figuratively."

## The Billboard

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# Actor Union Boards Study Merger Plan

NEW YORK, May 24.—Meetings of the joint boards of the five actor unions contemplating merger were held Monday and Tuesday (19-20) at the Hotel Astor. The boards considered the outline for the merger presented by Professor Robert Aronson of Cornell University and Professor Michael Komaroff and Dean Warren of the University of California of Los Angeles.

The purpose of the get-together was to clarify points made in the professors' blueprint and to make suggestions for re-shaping some of its proposals. The professors have scheduled meetings with Chicago and Los Angeles locals

and branches within the next few weeks to learn further what must be done for a re-draft. The American Federation of Radio Artists, the American Guild of Musical Artists, the American Guild of Variety Artists and Chorus and Actors Equity are the five unions involved.

It is understood that Newbold Morris, representative for Actors Equity, has some plans of his own. Part of his plan would be the creation of the board for the one-union body by giving five votes to each existing entity, rather than apportioning the board on the basis of membership now in the union.

The meetings here, brought out many objections on points in the university project. AGVA naturally approves of the one-union board's being constituted on the basis of existing membership, since AGVA is the largest body. Actors Equity is concerned over the allotment of money from each union's coffers, since Equity has upwards of \$1,000,000. But primary difference of opinion seems to center on the system offered for locals rather than branches.

# Act Stranded In So. America

NEW YORK, May 24. — The stranding of 47 performers in Montevideo, Uruguay, has the State Department, Pan American air lines and the American Guild of Variety Artists in a three-sided hassle to determine which one will, or can, do anything about bringing them back to the United States.

The situation revolves around charges of "bad faith" and "bouncing checks" and involves a water show, tagged "Water Capers," produced and taken out for a tour of South American countries by Noe Sherman late in 1951.

These major issues will probably get no further joint-airings, however, until the university team meets in the other cities, studies their objections and suggestions, and fills out the framework of the present proposal. AFRA exec Frank Reel expects this to take two or three weeks.

The subject of merger is slated on the agenda for AGVA's coming convention, and will probably come in for extensive discussions within the other unions as well. AGVA voted for the merger at its last convention.

Last October Sherman, a New York producer, put together a package to open in Bogota, Columbia, a month later. Round-trip fares were guaranteed by a group of Colombian promoters, and an order was issued by Pan-American Travel Agency to Pan-American for 47 tickets amounting to \$10,199. A bond for a week's salary \$3,500 was deposited in AGVA, and the group left the U. S. via air for Colombia. After doing some shows there, it moved via trains and busses to neighboring countries, finally arriving in Montevideo. Bad weather and other hard luck hit the unit, and finally the show was attacked by creditors.

# US Stars Set For Glasgow

GLASGOW, May 24. — Sophie Tucker will open at the Empire, Glasgow, for two weeks beginning June 2; Lena Horne will follow opening for two weeks starting June 16. Jack Benny will come in the week of July 14, and Frankie Laine, for the week of September 8.

Cast Wanted N. Y.

The cast wanted to get back to New York, and Sherman turned over his Panvion credit to Pan American for the flight tickets. The latter informed him that the authorization was no good.

Lena Horne, already known to Glasgow, was a previous smash here. The Jack Benny is new here, it is expected he will also be big. Laine is a big record seller in Scotland.

AGVA, notified in New York, contacted Pan American which informed Mort Rosenthal of Silver and Rosenthal, AGVA national counsel, that a mechanical error voided the order. Later, Rosenthal learned thru the State Department that the checks issued in Bogota for the return flights had bounced. Rosenthal asked the State Department to enter the picture, but it said at first it was powerless. Hurdled phone calls were made to transportation companies by AGVA in an effort to make a deal to get the cast back; all were fruitless.

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# GET DONALDSON AWARD BALLOT VIA COUPON

The Billboard will distribute ballots for the Ninth Annual Donaldson Awards to all those working in the Broadway theater during the month of May.

Those not working on Broadway during May may obtain ballots by sending their names and addresses to the Donaldson Award Committee at The Billboard's New York office. The coupon below may be used for that purpose.

The Donaldson Awards enables all those professionally engaged in the legitimate theater to cast their votes for their choices of the most outstanding achievements of the season in 27 different categories. Insure your vote by sending in the coupon below.

The Billboard  
Donaldson Awards Committee  
1564 Broadway  
New York 36, N. Y.

Gentlemen: I do not expect to be working in the Broadway theater during the month of May. Please send me a ballot and eligibility list for the Ninth Annual Donaldson Awards.

Name .....

Address .....

City ..... State .....

Occupation or trade affiliation.....

# Highlight Reviews

## VAUDEVILLE

# Mindy Carson Flashes New Singing Personality, Now Belting 'Em Over

By BILL SMITH

Last vaude bill of the Warner Theater showed a completely changed Mindy Carson. The gal who made gentle dignity almost a trademark, a demeanor that later seemed stereotyped, has switched around almost completely and is now a genuine song seller, with a projection that was altogether surprising. Gowned in an expensive-looking gold lame job, gal came on with a special "Once in a Lifetime" and had them!

From then on she introed each succeeding number with a bit of appropriate chatter that added to a voice-selling job. Her "I'm

Yours" was well sold. Her next, "What Good's a Gal Without a Guy" was a fine pace changer. She came back for a novelty, "Holes in the Roof," using a prop parasol and was in by a country mile. A closing ballad that was intended to be a major production was a mistake. The music went all ways, drowning her out to such an extent that at times she couldn't be heard; a faulty p.a. system didn't help either. Based on her performance here, it's a new Mindy Carson who could repeat the big job she did on her first trip around the circuit.

Show opened with Eugene Baxter (that's Gene Wesson with a

new handle) emceeing in a pleasant manner. First on were the Asia Boys, three slightly-built lads in their always-satisfying hand-to-hand act. They ended sensationally, with one understander carrying two toppers for tremendous applause.

The Beachcombers (three boys and a gal) did a fine four-part singing chore on highly arranged standards and novelties. Group packed a hefty wallop, moving

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Mindy Carson, reviewed at Warner Theater, New York, Friday, May 23.

## TELEVISION

# Bertrand Russell, a Thinking Man Before a Lens, Could Spark Series

By PAUL ACKERMAN

One of the most fascinating of programs was presented over television Sunday (18) when NBC's London representative, Romney Wheeler, interviewed Bertrand Russell, noted philosopher and mathematician. The occasion was the 80th birthday of Russell, a controversial figure for several decades. The program was presented via a specially-made film, produced by Wheeler. The latter appeared in the film very briefly—merely to introduce Lord Russell and ask a few leading questions.

The opinions uttered by Russell fell into several categories—social, political, historical—all covered

by the general title of his talk "Eighty Years of Changing Beliefs and Unchanging Hopes." Russell proved marvelously photogenic, and this, coupled with his wit and charm, resulted in a program of great appeal.

Once in awhile a program is produced which seems to combine to a high degree good basic material, good production and direction. It was so with this program. Russell himself radiated dignity and a sharp, kindly intelligence. Wheeler, the producer and interviewer, had the good taste to keep himself presently in the background, giving every possible minute of time to Russell. The

cameraman had the great technical sense to maintain a close-up of Russell's face for virtually the duration of the program. The face was mobile, sensitive, intensely alive.

The simplicity of it all was most amazing. No tricks of camera, no tricks of presentation—just consummate good taste in presenting an arresting personality with utter simplicity and effectiveness.

Russell's talk touched upon

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Bertrand Russell, reviewed Sunday, May 18, 5:30-6 p.m., EDT, via NBC-TV.

## TELEVISION

# WOR's "Nightcap" Has Little Kick But Horton's Stint Wins Bravos

By SAM CHASE

The current "Broadway TV Theater" production is "The Nightcap," a comedy drama which first hit Broadway in 1921. The video version, although flimsy of plot, flashed good performance by Edward Everett Horton, who wrung the most out of his comedy lines mainly thru superb timing.

Producer Warren Wade has a tremendous backlog of ancient and even recent Stern productions of lesser brilliance to choose from, similar to this opus and some of those which have preceded it. So long as the plays are buttressed by at least one solid performer, the series should be able to build and retain a sizable audience.

Horton, playing an eccentric bank executive, enabled this production to stand up despite the meanderings of a plot which seemed dated and lacking in suspense. The premise of a man who suddenly marries his ward because there is gossip about their status seems creaky these days. Other aspects of the complicated plot also would seem to be outdated by contemporary attitudes.

William Post Jr., in the lead role of Robert Andrews, offered a resonant voice and a somewhat wooden performance as the banker who had used over a half-million dollars of bank money for private investments of the board

members. Melville Cooper, as a dim-witted board member, was a fine and funny foil to Horton's playing. Gavin Gordon, as the board member who was murdered by mistake, was suitably stiff and appropriately enraged by the activities of Andrews and Mrs. Knowlton, as played by Lola Montez, who is certainly becoming a regular on the WOR-TV productions. She has missed very few to date. Wendy Drew, as the

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"Broadway TV Theater," reviewed Tuesday, May 20, 7:30-9 p.m., EDT, via WOR-TV, New York.

## TELEVISION

# Ritz Bros. Bow In Auspiciously, With Old-Time Antics Scoring High

By JOE MARTIN

The Ritz Brothers made an auspicious bow on video by simply sticking to their proved antics routines and timing. Except for the satirical pantomime on "Dragnet," the show was just typical Ritz Brothers, but typical Ritz Brothers has time and again meant first-rate entertainment. The show was replete with tumult bits and raucous carryings-on which night club and theater audiences have grown to expect from the trio. The show even opened with some wacked-up screen credits for producers, directors, etc., including a film clip

of Jack Benny following the credit line "music by." The trio came on from the front lobby of the theater, down the aisle to the stage and back thru the house into the control room. The show pretty much kept up its pace via timing of segments and the timing within the individual routines.

The boys used some of the special song material they've done in clubs, added some fairly new stuff, elownded, mugged, hoofed and worked in almost every set. Guest Evelyn Knight sang "Just One of Those Things" capably in a quick routine, and the Harold

Stern gypsy fiddle group ran thru a fast violin number which served to bring on the Ritz Brothers for a funny, gypsy routine.

The "Dragnet" satire used Jack Webb as narrator, while the boys pantomimed the story line. The surprise gimmick of having the dead man turn out to be film actor John Payne didn't quit

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"All-Star Revue" (Ritz Brothers), reviewed Saturday, May 17, 8-9 p.m., EDT, via NBC-TV, Hollywood.

## AM-TV Broadcast No Bane To Pro Sports Attendance

### Baseball Holds Its Own; Football, Other Sports' Popularity Increased

WASHINGTON, May 24.—Latest proof that professional sports attendance has not been seriously hurt by TV-radio broadcasts came this week in a report by a House Judiciary Subcommittee. (For details on commercial amusement

revenue see separate story.) Organized baseball was reported to be "holding its own" in the entertainment field, with figures showing it "increased steadily" in popularity from 1929 to 1948 and only showing a slight decline since then with most other spectator amusements. Figures showed that professional and college football, hockey, horse and dog racing also increased in popularity.

Gate receipts from professional baseball went from \$17 million in 1929 to \$51,700,000 in 1948 and to \$68,100,000 in 1948, with the intake falling off to \$55,400,000 in 1950, still higher than the 1946 revenue. Professional football took in \$2,900,000 in 1940, the highest previous yearly revenue, but by 1947 was up to \$10,600,000, which fell off only to \$8 million in 1950. Gate receipts from college football also climbed steadily from \$22,500,000 in 1929 to \$105,900,000 in 1949 and \$102,700,000 in 1950, all of which reveals that gate receipts, far from declining drastically in the years of heavy TV-radio broadcasting, have shown a remarkable increase.

The report pointed out, however, that organized baseball is "well aware of increasing competition from other fields." It quoted an

interclub memorandum prepared by P. K. Wrigley, president of the Chicago Cubs, during the consideration of candidates for the office of commissioner. Wrigley wrote: "Competition from other forms of recreation has become a factor of great importance over the last 32 years." He went on to say that at the time the commissioner's office was started "radio consisted of one experimental broadcasting station, and television was, of course, unheard of. In short, baseball had almost no competition to speak of and the club owners tended to feel that inasmuch as baseball was the national game, attendance would come to the parks automatically and without effort except to have a winning team."

### NEW METHOD

## Kling Studios Develop Novel Jingle Spots

CHICAGO, May 24.—Kling Studios has developed a new production method for filmed syndicated spot announcements, according to Fred Miles, vice-president.

The spots present original jingles, with special music and lyrics which allow for the sponsor's name to be integrated into the songs, yet retain the rhyme. A series of optical effects, making for smooth transition between the syndicated portions and the special footage, later custom photographed for each sponsor, also is used. Previous spots have used a "strip-in" method of sponsor identification, which is more costly.

Another innovation is a group of lip-syne testimonials which have been made by Kling. These feature name dramatic talent who, thru the use of a new recording process, do the testimonials in lip-syne, with the finished product being able to plug any given type advertiser (such as beer companies) who may use the series.

Firm has filmed a total of 15 20-second spots, which are designed to be used singly or in combination of 20, 40 or 60-second periods.

## Sarra Produces Safety Films

CHICAGO, May 24.—A new series of safety training films, for use on TV throughout the country, are now in production at Sarra, Inc., studios here. Films are being made for the National Safety Council and will be produced in both 16 and 35-mm. slidefilm versions.

Covered in the new series are "An Accident Happens to Sam," story of a nurse in an industrial plant; "A Gray Day for O'Grady," dramatizing the high cost of plant accidents, and "Pick Your Safety Target," a cartoon treatment of accident causes. Helen A. Krupka, scripted the first two shows, while Wayne A. Langston wrote the third and will direct all three.

National Safety Films are now being seen on TV in New York, Chicago, Washington and Detroit with other cities being added. A safety-shoe film, seen here, is also being shown in Sweden at present.

## Shepard Gets NBC Berth

NEW YORK, May 24.—The National Broadcasting Company this week upped radio network sales promotion chief Harold W. Shepard into the post of manager of sales development, advertising and promotion for NBC spot sales. The switch enabled H. Norman Neubert to re-assume full time duties as merchandising manager of the network's owned and operated stations division.

## Rexall Renews 'Amos 'n' Andy' For Fall Sked

NEW YORK, May 24.—Rexall this week renewed "Amos 'n' Andy" on the Columbia Broadcasting System's radio network next fall. The drug firm has already bought Doris Day to replace the situation comedy during the summer.

The sponsor of "Amos 'n' Andy" on TV, Blatz Beer, meanwhile, has decided to program them on alternate weeks. The first show under the new schedule will be Thursday, July 10, 8:30-9 p.m., on the CBS-TV web. The change is being made to keep the quality of the series at its present level, and to save dough. CBS-TV as yet hasn't sold the open alternate time slot.

## 2 to Sponsor Grid Games

PHILADELPHIA, May 24.—Atlantic Refining Company and Miller Brewing Company will split sponsorship of the away-from-home professional football games of the Philadelphia Eagles and the Pittsburgh Steelers over a regional web of five stations. There will be no telecasts of games played by the Eagles here and the Steelers in Pittsburgh.

The six away-games of the Eagles will be carried by WFIL-TV here; WDEL-TV, Wilmington, Del., and WGAL-TV, Lancaster, Pa. Away games of the Steelers will be telecast by WDTV, Pittsburgh and WJAS-TV, Johnstown, Pa. The same sponsors also are arranging full radio coverage of the pro football games.

## "People" Pix Made Available for TV

HOLLYWOOD, May 24.—"People and Places," series of 26 one-reel travelog subjects, was made available this week for TV use by the Louis Weiss & Company distributing firm. Subjects are available in seven and 10-minute running time versions.

Weiss company also distributes "Craig Kennedy, Criminologist," produced by Adrian Weiss, and "The Thrill of Your Life Time" series of half-hour films.

## Radio Blankets Denver Area, Survey Says

NEW YORK, May 24.—Colorado-Wyoming families spend 438 per cent more time listening to radio than reading magazines and 303 per cent more time with AM than reading newspapers, according to Radio Diary Study No. 2, conducted by Research Services, Inc. The survey was made for the National Broadcasting Company's spot sales division to point up KOA, Denver's, dominance of the market.

The study also reveals that radio ownership is up 37 per cent from 1950, that the average number of sets per household is 2.8 compared to 1.9 two years ago, and that there is a 10 per cent increase in the number of radio homes in the last four years. Among market characteristics, the report states that families in the Colorado-Wyoming area purchase more than the average in several major categories; 10.8 per cent more in retail sales, 16.6 per cent more in general merchandise, 28.9 per cent more in automotive sales and 38.1 per cent more in drug sales.

The major conclusion of the survey is that only radio covers an area larger than the New England and Middle Atlantic States combined, a total of 202,000 square miles. KOA reached 1,615,000 people with a net effective buying income of more than \$2,500,000 in 1951. The diary study covered all listening. Denver, currently without TV, will be the first city to get a video station now that the freeze has been lifted.

## Frigidaire Out On "Sat. Party"

NEW YORK, May 24.—Frigidaire this week canceled its participation in one half-hour segment of the "Saturday Night Dance Party," summer replacement show on the National Broadcasting Company TV web, and found itself without a TV property of any kind. Just a few weeks ago the firm canceled out on "Pulitzer Prize Playhouse" in order to buy in on the NBC-TV program.

Latest cancellation occurred even before the show went on the air. Prime reason for the cancellation was NBC's inability to deliver WLW-D, Dayton, O., for the "Saturday Night Dance Party." The home offices and main factory of Frigidaire are in Dayton. Meanwhile NBC is reported set with another sponsor on the show, Genrus and S.O.S. already have agreed to stay put with their participations on the replacement show for "Show of Shows." Frigidaire now is shopping for a situation comedy.

## BOX SCORE OF RADIO-TV REVENUE FOR BALL CLUBS

WASHINGTON, May 24.—Box score of TV-radio revenue as compared with other sources of revenue for major league baseball clubs, was listed by a House Judiciary Subcommittee in its report on monopoly power (see separate story).

Source of Revenue	1929	1939	1950
Home games	\$ 6,559,100	\$ 6,768,600	\$18,334,800
Road games	2,221,400	2,320,200	4,517,800
Exhibition games	422,800	315,700	811,500
Radio and television	582,800	884,500	3,368,500
Concessions (net)	733,400	150,300	2,936,300
Other		776,000	1,969,600

Gross receipts ..... \$10,519,500 \$12,113,300 \$32,035,500

In the above table the subcommittee pointed out receipts from Chicago and Pittsburgh clubs were omitted from the 1929 compilation. The report also listed the following percentages of revenue from each primary source:

Source of Revenue	1929	1939	1950
Home games	64.4%	55.9%	57.2%
Road games	21.1%	9.2%	14.1%
Exhibition games	4.1%	4.6%	2.8%
Radio and television	8.9%	7.3%	10.5%
Concessions	5.5%	7.0%	9.2%
Other	6.9%	6.0%	6.2%

## Radio, TV Baseball's Big Revenue Source

WASHINGTON, May 24.—Radio and television were labeled "the fastest-growing source of revenue" for major league baseball clubs in yesterday's (23) House Judiciary Subcommittee report on monopoly power in America's national pastime. The subcommittee refused to approve three bills which would have exempted from anti-trust laws baseball's sale of TV and radio rights, the purchase and sale of advertising, the concession industry and business activities involving any other aspect of baseball. At the same time the House group decided to recommend no other legislation while the courts are faced with number of trials cases on the legality of big league baseball procedures.

The subcommittee disclosed that the 16 major league clubs last year received a "minimum" of \$4,581,312 from radio and TV sponsors or stations, according to copies of contracts submitted by the clubs to the subcommittee. This represented a sharp increase from 1950 when the revenue from this source was \$3,365,500 or 10.3 per cent of the clubs' total revenue. Even as far back as 1939, major league income from broadcast sources topped \$684,000 or 7.3 per cent of the clubs' total revenue. The subcommittee said that reported income from primary radio and television contracts for last year indicates that the sharp rise is continuing. American League clubs in 1951 reported \$1,778,412; National League clubs, \$1,598,900. Added to

this was \$110,000 for the sale of radio and TV rights to the 1951 All-Star game and \$1,075,000 for the sale of similar rights to the 1951 World Series. These receipts are divided equally among the clubs for application toward the players' pension fund. While television was seen as creating new income sources for major league baseball clubs, the report said TV effects "are all detrimental to the lower leagues," which it claimed face "another crisis." It said attendance in the minors has fallen off 33 per cent in the past two years.

The subcommittee report pointed out that one of the leading major league club owners frankly stated he would not favor the exemption of baseball from the anti-trust laws, while other representatives of baseball management, as well as players and sports writers expressed similar opinions. Even the sponsors of the carte blanche legislation conceded, under questioning, that Congress would be unwise to enact their bills without amendment, the subcommittee said, adding that the proposed broad exemption "could not be granted without substantially repealing the anti-trust laws."

The three major sources of revenue of professional baseball clubs—gate receipts, radio-television and concessions—the subcommittee said, were all keyed to the maintenance of competition on the ball field. "Radio and television receipts depend in large part upon public interest in the ball games and the equality of competition in those ball games," the report declared. At the same time the subcommittee quoted Lee Allen, sports director of KYW, Philadelphia, whom it called "a student of the history of baseball," as saying the rule reserving players is necessary to the sound operation of baseball because "it protects the player from unjust accusations of dishonesty." The House group agreed with Allen, declaring that "professional baseball could not operate successfully and profitably without some form of a reserve clause." It ruled out, however, suggestions that it set up a government bureau to control baseball or draft a governmental baseball code.

## Set Marks at Canadian BMI

TORONTO, May 24.—Attendance at the Broadcast Music, Inc., clinics in Canada topped any of those held in the U.S., with the exception of one clinic, according to Harold Moon, Canadian head. The clinics, held in Vancouver, Calgary, Regina, Toronto and St. John, were held during the same period as those in the United States. Only exception to the attendance record was at St. John.

Attendance figures were: Vancouver, 159; Calgary, 128; Regina, 130; Toronto, 143; St. John, 88. The series wound up in Toronto with the following speakers: William Stovin, CJBQ, Belleville, Ont.; E. R. Vadeboncoeur, WSYR, Syracuse; Dave Baylor, WJMO, Cleveland; George Gingell, WRBL, Columbus, Ga.; Dick Lewis, Bob Burton, general manager, BMI, Canada; Van Dittmer, CKNX, Wingham, Ont., and Jack Knabc, Rochester, N. Y.

In St. John, Bob Bowman, manager of CFBC, St. John, spelled off his staff, in order to make sure all of them attended sessions. The staff consisted of an engineer, an announcer and a receptionist. Bowman filled all those jobs at one time or another during the day. For the Calgary sessions, Art Balfour and John Wilson, of CFBG, Grande Prairie, drove 600 miles to attend.

## Dems to Use Radio, TV Nets

NEW YORK, May 24.—The Democratic National Committee this week decided to purchase 18½ hours of network TV time and 18½ hours of network radio time after its convention and before the election. Some of the time will be programed on a simulcast basis.

Both political parties are expected to make impressive use of broadcasting this year to sell their candidates. The Joseph Katz agency of New York and Baltimore will handle the billings for the Democrats.

## Newell, Lennen Ties Point Big Agency Trend

Execs Unite Force, See \$25-Mil Year; Accounts in Flux

NEW YORK, May 24.—Latest indication of the trend toward bigness among advertising agencies for the sake of economy and higher-powered servicing of clients is the new agency being formed by Philip W. Lennen and H. W. Newell. The latter, former exec veepee of Geyer, Newell & Ganger, brought out the interest of Ray Vir Den, proxy of Lennen & Mitchell, and moves into the new operation June 2.

Negotiations for purchase of Lennen & Mitchell were being conducted by Geyer, Newell & Ganger until B. B. Geyer walked out of the deal because he was not satisfied with the terms he was being offered. Newell then continued dickering and purchased continuing interest in Lennen & Mitchell for himself.

### Accounts Soft

His decision to leave Geyer, Newell & Ganger is expected to influence several accounts in that agency to give him their business. In fact, trade sources see all the accounts in the house, with the exception of the \$6,000,000 Nash-Kelvinator Corporation, as being soft. Such lush accounts as Continental Oil, United Aircraft, Zipco Lighters, Calvert Distillers and Sloan-Babson Corporation have not decided whether to stay with Geyer, Newell & Ganger or to shift to the new agency. The important Embassy Cigarette account would be a cinch to move except that Lennen & Mitchell already has the bulk of P. Lorillard's business. Embassy is its king-sized cigarette.

Several top executives in the Geyer, Newell & Ganger outfit already have tendered their resignations and will move with Newell. The new advertising agency is expected to bill around \$25,000,000 the first year in business and may go higher. Lennen & Mitchell bills nearly \$18,000,000 per year.

## Oklahoma Net Maps Plan for Merchandising

OKLAHOMA CITY, May 24.—In anticipation of a big swing to regional networks by national advertisers for the next few years, managers of all Oklahoma network stations met here early this month (9) to map out a unified merchandising plan for the web's future and present advertisers. The thinking behind the move, according to network pixey Bill Hoover, is that while "the major advertisers will continue to convert much of their radio budget to TV in metropolitan areas, they have already realized that the good secondary markets in Oklahoma cannot be covered by their TV expenditure."

In line with this, explains Hoover, the Oklahoma Network hopes to get in on the ground floor via the new merchandising program. The web bases its theory upon its study of the first network composite co-incidental telephone survey, which they claim "shows that no power station or combination of power stations can deliver the secondary markets and rural areas in Oklahoma. The meet was also attended by Lloyd George Venard, president of the O. L. Taylor Co., the network's national representative.

## Lauten Named To CBS Post

NEW YORK, May 24.—The National Broadcasting Company this week named William A. J. Lauten, former trade news editor, as radio manager of the press department. At the same time, press director Frank Young announced that Ernest Otto will serve as assistant to both Lauten and Allan Kalmus, television manager.

## OH! JENNY, RING THEM THAR BELLS

WASHINGTON, May 24.—WADC Disk Jockey Art Brown was nursing a flock of blisters on both hands this week as a result of practicing up for a Carillon concert in Meridian Hill Park Decoration Day and at 5 p.m. every Sunday thereafter. The Carillon has stood silent since Queen Juliana, of the Netherlands, presented it as a gift from her people April 4. Brown, who was taught to play the belled instrument by the Dutch virtuoso Anton Breese, picked up the blisters when he tried to play the Carillon without bringing along a plumber and a helper to get the bells going.

## House Planning Un-American Probe in H'w'd

WASHINGTON, May 24.—House Un-American Activities Committee is planning to send a subcommittee to Hollywood for another round of hearings, it was learned this week. Focus will continue to center on film, TV and radio figures there, a committee spokesman told The Billboard. Exactly when the Hollywood phase will be resumed has been undecided and it is likely that forthcoming public hearings here will turn to other phases of subversive examination. The committee recessed this week subject to call of the chairman after taking testimony from several more entertainment industry figures, including playwright Lillian Hellman, who told the group that she is not a member of the Communist Party and has not been for two years. On the witness stand, Miss Hellman referred the committee to a letter she had written to the group earlier in the week stating that she has "nothing to hide" and that "there is nothing in my life of which I am ashamed." The playwright continued, however, that she was unwilling "to bring trouble upon people who, in my past association with them, were completely innocent of any talk or any action that was disloyal or subversive." "I do not like subversion or disloyalty in any form and if I had ever seen any I would have considered it my duty to have reported it to the proper authorities," she stated. "But to hurt innocent people whom I knew many years ago in order to save myself is to me, inhuman and indecent and dishonorable."

## ALCOA Buys "News to Me"

NEW YORK, May 24.—The Aluminum Corporation of America this week bought "It's News to Me" to replace "See It Now" this summer on the Columbia Broadcasting System's TV web. The advertiser had previously contracted for "Draw to Win" as a sub for its regular program, but cancelled out because of fear of possible suits. The program's format is alleged to resemble others. "It's News to Me," now sponsored by General Foods on CBS-TV, is being dropped at the expiration of its cycle.

## Fall Radio Renewals Lag; May Spell End of Web Hiatus Plan

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Other bankrollers whose notification date is almost at hand, and who have made no moves as yet, are the Electric Companies ("Corlis Archer"), Bristol-Meyers ("Mr. D. A.") and half of "Break the Bank" and Philip Morris, with the other half of the latter show. At Mutual, the number of such bankrollers is not so great because of that web's stress on news

## STATION REPS THREATEN NBC WITH FCC COMPLAINT

Hit Plan to Sign Rep Stations For National Spot Sales Dept.

NEW YORK, May 24.—Immediate filing of a complaint with the Federal Communications Commission was threatened this week by the station representatives' organization, should the National Broadcasting Company seek to recruit independent affiliated stations for representation by its National Spot Sales Department (The Billboard, May 24).

Tom Flanagan, head of the National Association of Radio and Television Station Representatives, said that the reps will not take any competitive moves by NBC in this direction lying down. He threatened that should such a drive materialize, NARTSR quickly will proceed to ask the FCC to come to a decision on the matter.

The FCC received a complaint on this subject from the station rep group some four years ago, with the Columbia Broadcasting System's Spot Sales division the main target at that time. Two weeks of hearings were held before the entire FCC, but no definitive conclusion ever was issued. Since that time, the issue has lain dormant, mainly because the

web's spot sales division confined their activities mainly to over outlets. NBC, as reported in The Billboard last week, now intends to hypo its division, and is planning to line up pacts with additional outlets. The web's legal department has opined that such a procedure is perfectly within FCC and anti-trust regulations.

### To Move Swiftly

Flanagan said that "if any network goes after spot representation with independent affiliated stations, you may be sure the move will be promptly and aggressively opposed before the FCC by NARTSR. Nothing could be more damaging to the independence of an affiliated station not owned by a network than to have such a station dependent for spot as well as network business upon the same giant organization."

He added that it is not likely that any such network move would meet with much success, because the trend has been for stations to seek greater independence from the webs, as shown by the actions of the All Affiliates

Committee and the NBC Affiliates Committee. Independent affiliated outlets, he said, are determined to get better deals from the webs than they have been getting, and "they are hardly likely to fall into any association which would increase network domination over their livelihood, earnings and independence."

## Sass Charges Pix Squeeze Before FCC

WASHINGTON, May 24.—Arthur Sass, Chicago theater owner and operator in Federal Communications Commission hearings on the United Paramount Theaters, Inc.-American Broadcasting Company merger, this week told how he gave a 25 per cent interest in eight theaters back in 1925 to a branch of the Balaban & Katz Corporation, a Paramount Pictures Corporation subsidiary. Sass said he turned over the 25 per cent interest to Balaban & Katz without compensations because he felt he couldn't get enough first-run films to make money without the big firm's co-operation. Earlier, he testified, Katz had told him to stop building theaters because there were "too many" in the area.

Despite the fact that he had hoped Balaban & Katz would help his theaters make modern improvements, Sass testified that the firm advised against the installation of cooling systems in the summer. When Balaban & Katz stepped out of the picture in 1934, Sass said his theaters immediately installed cooling systems and increased their summer business by 50 per cent. Sass was not questioned on a \$1,900,000 anti-trust suit pending against the five major film companies, including Paramount Pictures and Balaban & Katz.

Additional movie exhibitors are scheduled to testify next week. FCC Examiner Leo Resnick is considering a possible recess during June, to give Paramount attorneys time to study the thousands of documents which have been submitted as evidence by FCC broadcast hearing bureau attorneys.

## ABC Hears Three New Radio Pkgs.

NEW YORK, May 24.—The American Broadcasting Company this week auditioned three new radio packages, including panel, documentary-news and audience participation shows.

The audience participation stanza would come from the observation tower of the Empire State building, with Tom Reddy as emcee. The package is aimed at the daytime audience on an across-the-board basis. "Time Capsule," a semi-documentary news show developed by Bill Berns and Art Van Horen, would be a flashback from 1902. Van Horen would be emcee. The panel show is titled "Comedy Writers' Round Table" and would analyze jokes. The panel on audition consisted of Joey Adams, Bill Smith, Coleman Jacoby and Arne Rosin.

## Lever Weighs Buying Faye

NEW YORK, May 24.—Lever Brothers this week was considering the purchase of Faye Emerson. She would be featured in a female chatter show, 7:45-8 p.m. Tuesdays and Thursdays on the Columbia Broadcasting System's TV web.

McCann-Erickson is the agency for the Pepsodent division of Lever Brothers.

## MORENCY NAMED AIAC CHAIRMAN

Swezey, Brown Vice-Chairmen; To Discuss Alleged CBS Rate-Cuts

NEW YORK, May 24.—The All Industry Affiliates' Committee met here Tuesday and Wednesday (21, 22) to establish a constitution and by-laws, and elect a chairman and vice-chairmen for this year. The group also listened to research presentations from C. E. Hooper and A. C. Nielsen and Ken Baker of Standard Audience Measurement.

Paul W. (Fritz) Morency was unanimously drafted to continue as chairman at least until the next National Association of Radio and Television Broadcasters Convention. Elected vice-chairmen were Bob Swezey and Ken Brown. Present at the session was attorney Edgar Barton of White and Case, to guide the affiliates group in the matter of areas in which they may effectively and legally operate.

## CBS Resumes Jessel Talks

NEW YORK, May 24.—The Columbia Broadcasting System this week resumed negotiations with George Jessel to acquire his services as a TV performer. Jessel is still under contract to 20th Century-Fox as a producer, and would have to get a release before he could sign with CBS-TV.

Hubbell Robinson, CBS-TV program topper, hasn't decided whether Jessel will headline a half-hour or hour show, when and if he works for the network. Jessel's comprehensive experience would make him a natural as an emcee for a variety program, perhaps in a Saturday night slot.

A sub-committee was formed and instructed as to procedure for setting up a constitution and by-laws for the group. Bob Swezey also heads this sub-committee.

### Rumor Discussed

Discussed informally and unofficially by the group were the recent, recurring rumors concerning special rate reductions alleged to have been offered to certain advertisers by the Columbia Broadcasting System. The all-industry group, however, is in no position to, nor will it take any definite action on, the CBS situation.

It was learned, however, that several CBS affiliates, are mulling organizing a meeting of CBS affiliates discuss CBS's alleged recent offers to certain advertisers.

At press time, considerable confusion existed as to whether CBS had or had not made any rate reduction pitches to advertisers. CBS, itself, continued to deny that such offers had been made.

## WABD Snags 104G in Spots

NEW YORK, May 24.—The Du Mont New York outlet, WABD, this week closed a \$104,000 spot deal with B-C Remedies, marking the drug manufacturer's first venture into the New York TV market.

The straight 52-week contract, which calls for about seven weekly B-C spots, was negotiated by N. W. Ayer agency, New York.

shows and co-op stanzas. Nevertheless, Seabrook terms is low. There is trade speculation that some of these moves may be used as levers by the bankrollers to keep up the pressure on the webs for additional slashes in time charges. This plus the availability of good time slots has made sponsors less anxious about firm fall commitments now.

The Antell shows will be off by June 23.

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## Denver Tops FCC's Preliminary TV Allocations Priority List

WASHINGTON, May 24.—No. 1 city in the land on the Federal Communications Commission's preliminary priority list for processing TV applications under the new allocations plan is Denver. Rated next are: Portland, Ore.; Tampa, Fla.; Peabody, Mass.; Springfield, Holyoke, Mass.; Youngstown, O.; Wichita, Kan.; Flint, Mich.; Spo-

kane, Wash.; Beaumont-Port Arthur, Tex.; Duluth, Minn.; Superior, Wis., and Sacramento. The commission issued its preliminary list this week, based on the communities' populations and distances from TV stations. Not included on the list are locations without available channels.

Coincidence of the list being topped by the capital of Colorado, home State of Sen. Edwin C. Johnson (D., Colo.), of the Senate Interstate and Foreign Commerce Committee is explained by FCC'ers as "pure chance." The Denver-based "Priority A" group includes 590 communities while an additional 235 communities are on the "Priority B" list. Last to get attention on FCC's Priority B list will be areas with the greatest available TV coverage including: Providence, R. I.; Minneapolis-St. Paul, Boston, San Antonio, Omaha, Salt Lake City and San Francisco.

The High Point Enterprise, Inc.

of High Point, N. C., became the most recent organization this week to request a change in the Federal Communications Commission TV allocation plan. The High Point company asked the FCC to reassign TV Channel 6 from Beckley, W. Va., to High Point, which it said has a much greater population and economic importance. It claimed a population of over 60,000 for High Point and its satellite city of Thomasville, while quoting Beckley's population as only 19,397.

Declaring that the law requires "a fair, efficient and equitable disposition of radio services," the High Point Enterprise charged the allocation system around High Point has created "a monopoly in favor of those who have been allocated VHF channels."

"It would have been far better," the High Point company said, "to have put everyone in the UHF band that to have tried to work out this allocational dichotomy."

## Senate Yields To Hyped FCC Budget Plea

WASHINGTON, May 24.—A Senate appropriations subcommittee is expected to yield to a plea from the Senate Interstate and Foreign Commerce Committee to recommend an increase of at least \$800,000 in the Federal Communications Commission's budget to prevent threat of continued TV freeze (The Billboard, May 24).

The Senate Appropriations Subcommittee, headed by Sen. Burnet R. Maybank (D., S. C.), took into immediate consideration a letter signed by Chairman Edwin C. Johnson (D., Colo.) noting that the freeze on new station applications was being lifted after 42 months and that processing and approval of applications may require "years and years" unless Congress acts to expedite funds for FCC. The Johnson letter stemmed from a motion approved by the entire Johnson committee last week after recommending Commissioner Rosel K. Hyde's renomination to the FCC.

The senator said that with its present staff, FCC can handle something under 100 contested applications per year. He emphasized that the Commission now has only seven examiner teams for all applications. The Interstate Commerce Commission, he contended, he continued, that FCC needs an additional 20 teams whose total salaries and expenses would amount to \$800,000 per year.

## Hoge Lens for Goodyear Seg

HOLLYWOOD, May 24.—First commercial use of the Hoge Universal Focus lens will be made Sunday (25) on the Coast "Goodyear Television Playhouse" program. Lens is claimed to be a revolutionary development which provides a third dimensional effect by retaining in sharp and constant focus simultaneously foreground, middleground and background.

Lens will be used in the commercial following the program's first act. Lens, said to be the only one of its kind in the world, was developed by Ralph Hoge, for 21 years Samuel Goldwyn's chief technician. It took Hoge five years to develop the lens.

## KNBC LEADS 'FRISCO RATINGS TUES. THRU FRI.

NEW YORK, May 24.—In the introduction to the listing of "Top 5 Radio Shows Each Day of the Week in San Francisco" according to "Pulse," which appeared in last week's issue of The Billboard, it appeared from the wording that KNBC and KCBS had equal share of audience Tuesday thru Friday evening, 6 p.m. to midnight, during March and April in that city.

Actually, KNBC had the greater share Tuesday thru Friday evening. The passage was intended to refer to Monday-Friday evening, when, according to Pulse, both stations had the same relative popularity, 19 per cent.

"Relative popularity" of a station in a given period is equal to the total quarter-hour mentions for all stations divided into the total mentions of the particular station.

## LAWSUITS UNLIMITED

# Insurance Firms Balk at TV, Radio

NEW YORK, May 24.—Domestic insurance companies have raised rates twice in the last six months on policies which cover radio and TV producers against suit for infringement, libel, slander or invasion of privacy and other rights. Liability coverage of \$100,000 now costs over \$300 dollars, an increase of 50 per cent over the \$200 rate charged six months ago. At the moment, only two firms, Massachusetts Bonding and Seaboard Surety, actively seek this type of insurance business, and even these companies are unwilling to gamble on old films.

Basic reason for the increased rate is the increasing number of lawsuits being filed against producers, stations, networks and/or sponsors. The most of the suits filed are thrown out of court. The insurance companies claim they have been running up heavy bills in defending the actions.

## FCC Nixes ACLU Plea

WASHINGTON, May 24.—The Federal Communications Commission refused this week to grant the American Civil Liberties Union request to overrule its decision of June 2, 1949, and reinstate the Mayflower decision of 1940, which the union interpreted as denying a broadcaster the right to editorialize.

The FCC's 1949 decision was issued as "further clarification" of its position on the obligations of broadcasters in the field of news and commentary. It held that editorialization could be considered "operation in the public interest" only if the broadcaster considered "the paramount right of the public to hear a reasonably balanced presentation of all responsible viewpoints."

## Bill Proposes AM, TV Gallery

WASHINGTON, May 24.—A bill proposing for the first time that a television studio be added to the Senate radio-television gallery was introduced this week by Senators Homer Ferguson (R., Mich.) and Burnet R. Maybank (D., N. C.). The latter is chairman of a Senate Appropriations Subcommittee. The bill was referred to the Senate Committee on Rules and Administration. The proposal authorizes the architect of the capitol to make structural changes to provide a fully-equipped TV gallery. The bill also directs the sergeant at arms and doorkeeper of the Senate to "procure and install in such television studio such furniture and other furnishings as may be necessary for the operation of such television studio."

## SMALL TV-ERS GO FOR WEBS

CHICAGO, May 24.—Small-city TV stations devote less than one-eighth of their time to local programming, according to a Scott Radio Laboratories survey. Scott studied 12 cities, found that two originated no local shows in the week studied, and two others had fewer than 10. One of the 12 stations had as much as one-fifth local. Most local shows were in the daytime.

## LIVE AUDITIONS

# Du Mont Net Tests Shows In New Way

NEW YORK, May 24.—The Du Mont network this week used its facilities and one of its top personalities to put on live auditions of two proposed network shows. The web is scheduled to audition two more shows in the same manner. The auditions were telecast on the regular Kathi Norris Monday thru Friday show, from 11 a.m. to noon.

A quarter-hour children's story, "Chirkendoose" was auditioned for the Leo Burnett Agency Tuesday, while a second 15-minute package was auditioned yesterday (23) for Lever Brothers' Lifebuoy soap thru the Sullivan, Stauffer, Colwell & Bayles agency. The latter was based on the ditty "My Funny Valentine" and included special lyrics, comedy vocal and interview. Two shows yet to be auditioned on the Kathi Norris series are an audience participation show and a low-cost dramatic feature.

## Goodrich Buys Out Hickman

NEW YORK, May 24.—Goodrich Tires this week bought up the contract of Herman Hickman, the last of its panel members on its "Celebrity Time" show, for about \$3,500. The reason that the pudgy football coach of Yale University will no longer be on the program is that its format has changed.

Whereas it formerly was an all-out quiz show, the emphasis has shifted to a name entertainment policy which makes use of at least four guest stars each week. Only Conrad Nagel, the emcee, remains of the group that originally was featured on the stanza. The program on the Columbia Broadcasting System's TV web.

# Battle On to Head Off Gov't AM-TV Blackout

WASHINGTON, May 24.—A titanic battle to head off a legislative effort to curtail coverage of TV and radio in congressional coverage was in the making here this week-end as an aftermath of a proposal by Sen. Patrick A. McCarran (D., Nev.) to keep the media out of Senate committee hearings. The House already is operating under a similar blackout imposed by Speaker Rayburn (D., Tex.). McCarran's resolution through the Senate Rules and Administration Committee into a quandary.

The resolution was committed to that committee, which later in the week got a petition from the National Association of Radio and Television Broadcasters for a full public hearing on the proposal.

The McCarran resolution, itself a grave threat to TV-radio's future role in Capitol Hill committee coverage, is figured by broadcast industry representatives as having served one useful purpose—getting the issue out into the open and compelling Congress to reach a showdown. A setback to the McCarran proposal could possibly lead to a reversal of the House action, it is figured. NARTB President Harold J. Fellows in a letter to Sen. Carl Hayden (D., Ariz.), chairman of the Senate Committee on Rules and Administration, declared that the association is "unalterably opposed" to

the measure, "believing it to be a clear invasion of the rights of public media. We believe its adoption as a standing rule of the Senate would deprive the public—and the Senate as well—of a great service essential to maintaining our democratic processes," stated Fellows. The NARTB president in petitioning for a public hearing asked to have a chance to appear.

## D. C. Plans Constructive Probe of Air Programs

Continued from page 1

Colorado and Harmar D. Denny Jr. (R., Pa.). The subcommittee intends to make a thorough study of TV film, Harris said, but there is no intention to broaden the study generally to cover the movie industry. "We will confine ourselves only to things pertaining to television and radio," he said. He declared that because the study is so "far-reaching," his subcommittee intends to let the full Interstate and Foreign Commerce Committee determine the scope of the subcommittee's activities, altho the sub-

## NEWS FILMS

# TV Stock-Shot Library Will Aid Stations

NEW YORK, May 24.—In a move to help local TV stations extend their news coverage on a scale comparable to that of the networks, Sterling Television Company here is readying a group of news film packages for distribution next month.

Packages, which will be a service of Sterling's new stock-shot library, are capsule film chronicles designed to supplement a station's spot news coverage, via the use of special film background material relative to important stories. For example, Sterling has some footage on a locust plague which could have been incorporated in local news telecasts when the insect hordes descended on Central Africa this month.

Sterling proxy Saul Turell says his staff will work "ahead of the news," putting together documentary-type news capsules pertaining to current events, holidays, or personalities in the news. Most of the film packages will be culled from Sterling's stock library.

Capsules will also include all kinds of political coverage for election stories; biographical material; geographical footage, and a variety of catastrophe (fires, floods, etc.) films. Sterling will alert stations about up-coming news stories in advance whenever possible, and probably will set up some kind of moderately priced regular service contract on the series with broadcasters.

Series will be of particular value to the small TV station, which can't afford to set up its own stock-shot library and is denied ready access to those of the networks and the big news services.

## CONTEST SPARKS DETROIT RADIO MEDIA DRIVE

DETROIT, May 24.—Seven local radio stations, winners of the recent Billboard Promotional Awards, as the United Detroit Radio Committee, are going right to the public with an elaborate prize contest to find out what the public thinks of the medium. Taking a leaf from the recent successful motion picture campaign, "New Faces," sponsored by The Detroit Free Press, the committee is asking for statements, limited to 25 words, on "I Like Radio because..."

Prize list is topped by a Packard sedan plus two weeks at the Hotel Statler, two weeks' all-expense vacation at a Miami hotel, a deep-freeze filled with food, a seven-day Great Lakes cruise, and sixteen radio sets.

Idea is being widely plugged via the seven participating stations.

committee plans to determine for itself the criteria under which decent and indecent programming will be judged. He conceded that the inquiry will be "a difficult undertaking" but promised "a fair investigation."

The National Association of Radio and Television Broadcasters will carry the ball for the broadcast industry in hearing appearances. The subcommittee will set up a schedule of hearings "almost immediately" after next week's closed-door session on policy and procedure, Harris said.

NBC's MEN IN THE NEWS: *Hicks*

*"Something burning is  
falling through the sky..."*

That something was a hit German plane. The time was D-Day, 1944. Speaking from a warship in the heat of the battle, George Hicks was making his masterful recordings of the greatest military action in history.

First to broadcast from a dirigible and from a submarine, Hicks is uniquely a broadcast reporter. He joined NBC in 1928, a year after network radio began.

From an eclipse of the sun seen in the Pacific to the funeral of George VI, George Hicks's dispassionate reporting has brought America to the scene of many of the historic events of our time.

Now in this vital election year Hicks and 100 other NBC men of news are assigned to cover the conventions and the elections as they've never been covered before.

The NBC News Center is pre-eminent in the field because of men like Hicks, Dreier, Warner, Godwin... because of its thousand-man news-gathering force... because regularly on radio and television, NBC broadcasts more hours of news than any other network.

Virtually everyone in America hears the news first on radio and television. They hear it while it is news. And the fact that the highest rated news shows on radio and television are NBC's means most people hear the news first and hear more of it from NBC.

### NBC radio and television

a service of Radio Corporation of America



This One



QWXX-A2D-TWGS

## Petrillo Would Bar AFM Musicians From Recording for Love of Video

NEW YORK, May 24.—When the American Federation of Musicians meets in Santa Barbara, Calif., on June 9 for its 53th annual convention, AFM proxy James C. Petrillo will introduce a proposed amendment to the union's by-laws which may spell

## NARTB Exec Urges Full AM Reporting

WASHINGTON, May 24.—The importance of keeping radio communication free by full and impartial reporting of all challenging issues, was stressed by Robert Richards, National Association of Radio and Television Broadcasters public affairs director, in a speech yesterday (23) before the Pennsylvania Delaware Radio Association. Richards said all radio newsmen have "the vital responsibility" of educating the public on issues involved in the coming presidential election. He described NARTB's campaign to get Americans to "register and vote," declaring: "We have used soap and cereal, automobiles, household appliances, insurance services, good causes. Certainly we can sell citizenship."

In today's complex world society, Richards told newscasters, "all that you do has a direct effect upon someone you don't know who lives in some place you've never seen." Each radio frequency, he said, "can be used as a path to global friendship, just as surely as it can serve as a guiding beacon to an atomic missile."

## "Quiz Kids" to Rubber Firm

NEW YORK, May 24.—The Cat's Paw Rubber Company this week purchased its first network video show, "Quiz Kids." The program will be slotted alternating Sundays 4-4:30 p.m. on the Columbia Broadcasting System's TV web. The network's programming brass haven't decided whether to sustain "Quiz Kids" on alternate weeks or to insert a different show to alternate with it.

Interestingly enough "Quiz Kids" will be on the National Broadcasting Company's TV network Monday 8-8:30 p.m. this summer as a replacement for "What's My Name?" The program is owned by Lou Cowan, but had been leased to the CBS network.

## WOL Discusses Co-Op Program

WASHINGTON, May 24.—A number of radio stations formerly affiliated with the Liberty Network have inquired about D. C. station WOL's meeting June 5-6 to discuss the possible co-operative origination of news and other program services, Herbert Evans, general manager of WOL's affiliate, the Peoples' Broadcasting Corporation, announced this week. Peoples reported encouraging response from stations contacted last week in mid-Atlantic and Southeastern States.

udden death for several forms of disk jockey shows on TV.

Petrillo's anti-deejay time bomb is in the form of an amendment which would forbid musician members from making "transcriptions to be used with television film" and from making "recordings or transcriptions to be used for live television programs."

The amendment does, however, permit musicians to engage in the above activities "by clearance with the president's (AFM) office." Coupled with Petrillo's already established 5 per cent royalty levy for sound-on-film music, the proposed amendment is certain to cause consternation.

**Effect on Live Shows**  
Typical of the video programming which would be seriously affected if the AFM enforces the amendment, are live shows using disks like the Art Ford and Paul Dixon video programs, and the

## Skelton Time Slot Changed

NEW YORK, May 24.—The Red Skelton's TV show is slated to move in the 7-7:30 time period Sunday nights on the National Broadcasting Company web beginning next September 28. Procter & Gamble is retaining the 10-10:30 p.m. period Sundays which Skelton held down this season. Into the latter slot, P.&G. is putting a dramatic film series, "The Doctor," for Camay soap. The latter was bought thru Pedlar & Ryan, but will be billed thru Beaton & Bowles.

Skelton's radio show will move from the Columbia Broadcasting System net to NBC next October. No sponsorship has been set yet.

## Ken Murray Balk May Throw CBS Into Tizzy

NEW YORK, May 24.—The reluctance of Ken Murray to accept the terms of the Columbia Broadcasting System for a new pact has thrown Saturday night fall on CBS-TV wide open. Should Murray not appear on the web this autumn and should "Songs for Sale" fail to come up with a sponsor, only the new hour-long Jackie Gleason show will be set for scheduling next fall on Saturday evenings. The future of "Songs for Sale" as a sustainer is dubious, especially on Saturday nights, so there is a belief in CBS-TV programming circles that weekday slotting would result in its commercial success.

Behind CBS-TV's abrupt handling of the Murray negotiations, the trade feels, is a desire to put Gleason into Murray's 8-9 p.m. time period instead of in the hour following Murray. The high-priced Gleason, at \$60 weekly, so far has failed to stimulate advertiser interest. CBS believes he would produce a higher rating against a program of lesser stature than "Your Show of Shows."

The network broke off talks with Murray after months of contract discussions. There were two points which weren't resolved. CBS-TV wants Murray to sign a

TV films produced by Screen Gems and United Artists which are meant for use with phonograph records.

From the very moment when films coupled with disks were suggested as possible TV material, many AFM execs considered the move as a dodge to avoid payment of the established 5 per cent.

(Continued on page 20)

## Bremer to Air From Empire

NEW YORK, May 24.—The Federal Communications Commission this week granted permission for the Bremer Broadcasting Corporation to move the transmitter of its TV station WATV from West Orange, N.J., to the Empire State Building here. The move will make WATV the sixth video station to transmit from atop the Empire State. Long hold-out in the New York area is WOR-TV.

## Du Mont's \$\$ Below 1951

NEW YORK, May 24.—Both sales and net profit of the Allen B. Du Mont Laboratories, Inc., fell off from the 1951 figures during the first three months of 1952. Sales of \$15,960,000 were about \$3,000,000 below the first quarter last year while net profit of \$114,000 compares with a \$1,022,000 profit during the same period in 1951.

Directors of the corporation declared a regular quarterly dividend of 25 cents per share on preferred stock.

10-year pact and the performer wishes to sign for only five years. The web's contract would pay for five years of his services as a performer and five years of services as a production consultant at a much lesser, but still hefty, stipend.

Murray's advisers have told him that the government may not recognize his services as a production consultant as being legitimate and may lower the tax boom on him. Should this result, Murray fears his CBS-TV contract would stop him from working on other video webs as it hedged with prohibitive work clauses.

Budweiser is now facing a strike and is in no position to decide whether or not to renew Murray next season. The advertiser's decision, however, does not have to be made until the Murray-CBS hassle is settled. But the feeling is that Murray has done a solid job for Budweiser and that if the beer company remains on TV it will be with him as its standard bearer.

## Embassy Fights to Maintain Time Slot

NEW YORK, May 24.—Embassy cigarettes this week hired the law firm of Marshall, Bratter & Klein to prevent the Columbia Broadcasting System from preempting its 9:30-10 p.m. Wednesday night slot on the video web for another client. The advertiser has been given notice to move its program, "The Web" so that R. J. Reynolds' "Man Against Crime" can move into the time period.

The legal talent for the sponsor has already put CBS-TV on notice with a warning that if the web proceeds to go thru with its plan, Embassy will institute a suit to stop it. Should Embassy win its point, either the American Tobacco Company or R. J. Reynolds will be left holding the bag. The

## AM-TV Tie-Up SELLS SPORTS

WASHINGTON, May 24.—Tie-up involving a radio station, television station, agency and sportscaster has resulted in the promotion of programs on WTOP-TV over WWDC baseball broadcasts.

Phillips Radio & Television sponsors half of the Washington Senator baseball games broadcast on WWDC. In each game, Phillips commercials sell television sets and mention WTOP-TV shows exclusively, while WTOP's Sports Director Arch McDonald broadcast the games on WWDC.

## RKO Uses AM, TV to Plug Pic

CINCINNATI, May 24.—Radio and television will be used exclusively this month by RKO Pictures in a five-figure promotion to sell the reissue of its film, "King Kong," in Dayton, O.; Columbus, O., and Cincinnati. WKRC-AM and TV will handle the promotion in Cincinnati, with WHIO and WBNS-AM and TV handling in Dayton and Columbus respectively. This marks the first major use of radio and television by RKO to promote a film. "King Kong" has been on the studio shelf since 1933, after netting one of the biggest returns ever realized from a film.

RKO promotion man Terry Turner, in town here last week to set the deal with WKRC, said that similar campaigns will take place in Detroit, Chicago and Pittsburgh.

Known as the Ohio Valley group, WKRC, WHIO and WBNS television stations will use top programs and personalities in each city to promote the film, a WKRC spokesman said. RKO has put 75 per cent of its five-figure expenditure to television and 25 per cent into radio, with 70 per cent of the total expenditure to be used in the Cincinnati market.

The two-week promotion over the WKRC stations will include spot announcements on video and radio, sponsorship of Western and feature films, and afternoon and evening newscasts.

## Coast to Get Video Service

WASHINGTON, May 24.—More than 585 miles of the Pacific Northwest will have TV service for the first time by July 7, when the Republican party convention begins, as the result of Federal Communications Commission action granting Pacific Telephone & Telegraph permission to provide emergency service by supplementing existing facilities between Sacramento and Portland, Ore. TV transmitting terminals will be installed at Sacramento and Portland, and KING-TV in Seattle will be connected with a coast-to-coast TV network by microwave relays in time for the conventions.

## WJZ Asks FCC To Deny KOB, KOB-TV Switch

WASHINGTON, May 24.—New York station WJZ, an affiliate of the American Broadcasting Company, asked the Federal Communications Commission this week to deny the transfer of Albuquerque, N. M., station KOB and KOB-TV to former FCC Chairman Wayne Coy and Time, Inc., on its present operating basis. WJZ cited a 1951 U. S. Appeals Court decision that KOB had been operating illegally on WJZ's frequency for 10 years and calling upon the commission to find a "prompt" solution to the problem. The FCC has twice extended KOB's right to operate on 770 kcs., rather than on its licensed frequency of 1,030 kcs.

In a sharply worded answer, KOB replied that commission compliance with WJZ's request "would be an arbitrary and capricious exercise of its power." It said the return to KOB to 1,030 kcs. would enable it to serve fewer people and a much smaller area. KOB saw WJZ's plea that it return to 1,030 kcs. was "feasible" as a position that "defied understanding." KOB urged the FCC to deny WJZ's petition, act on the transfer and then upon the technical issue as soon as possible.

## World Outlet Is Appointed

NEW YORK, May 24.—In a move to establish a closer relationship with Canadian broadcasters, the World Broadcasting System, Inc. here has appointed the All-Canada Radio Facilities Ltd. as programming and distribution associates for World in Canada. The transcription firm plans to back up the new pact by utilizing Canadian talent in shows specifically tailored to meet Canadian radio needs.

All-Canada, which has represented Ziv in Canada for several years, is the largest single supplier of radio program material in the Dominion. The company represents many Canadian broadcasters who own and operate several stations outright. The new deal was set between Robert W. Friedheim, World general manager and Stuart MacKay, assistant general manager of All-Canada.

## Radio Sales Top \$7 Mil

WASHINGTON, May 24.—Radio set sales thruout the nation in 1951 totaled 7,913,985, the Radio-Television Manufacturers' Association announced this week. The figure included 325,175 radio sets exported to other countries. RTMA's new statistical service showed New York leading the list of States with 837,927 radios sold to dealers during the year.

Pennsylvania followed with 856,780; California with 520,948; Illinois with 448,572; Ohio, 408,449; Texas, 404,180; Michigan, 299,940; and New Jersey, 223,146.

## 'WORLD' RECORD SET BY WLCM

LANCASTER, S. C., May 24.—Local radio station WLCM set some kind of a "World" record this month, when its sales department sold three World Library transcription shows within four hours of their delivery at the station.

In a telegram received by Bob Fiedheim, general manager of World Broadcasting System, Inc., WLCM co-owner and general manager Milton Scarborough noted: "May 18, 1952. World Library delivered, 11:30 a.m.; Library installed, 11:50 a.m.; Dick Haymes show sold to D & M Pontiac Co. 1:15 p.m.; "Chapel by Side of Road" with Raymond Massey sold to J. C. Morris Furniture Co. 3:30 p.m.; "Homemaker Harmonies" sold to Robinson Cloud Department Store. 5 p.m.; Went home."

Profitable TV Audience exclusive with

# WGAL-TV

LANCASTER, PENNA.

Only TV station in—only TV station seen—in this large, rich Pennsylvania market area.

Clair R. McCollough, Pres.

Represented by

ROBERT MEEKER ASSOCIATES

Chicago San Francisco New York Los Angeles

# TV Feature Film Market Exhausted

CHICAGO, May 24.—The feature film market for television is exhausted, packages are overpriced and not highly desirable, and distributors are pricing themselves out of the local market, Jay Faraghan, director of WGN-TV, here, told the BMI clinic at the Palmer House Friday (23). A total of 134 radio and TV executives from the Midwest attended the two-day session. Faraghan said his station has 20 to 23 sponsored feature films a week. He said they are a logical source for program and ratings with a station such as WGN-TV, which is essentially independent and unable to put on live shows to compete with network productions.

Typical prices in the Chicago market are: 15-minute travelogs, \$50 to \$100; 15-minute program, \$150 to \$300; 30-minute fill, \$100 to \$150; 30-minute program, \$250 to \$1,200; features, \$300 to \$2,250; Westerns, \$100 to \$150.

### Stresses Simplicity

George Heinemann, program director at WNBQ, Chicago, telling of production techniques, said every local show should be so simple that it could be explained in one sentence. He cited the example, "Save Your Labor. Plan Your Leisure" as giving the writers, director and cast an objective on one program.

He said the stations should be programmed during the day to give women a release from the problem of viewing. Some shows should be audio, not visual, to give women time to cook, clean, make the beds. Heinemann emphatically denied this was negative programming, and said it had been put into effect at WNBQ only after hard experience.

Walter Damm, vice-president and general manager of WTMJ, Milwaukee, addressed those planning to go into TV. Citing conclusions his station had reached as a result of experience, he stressed the following points as steps to saving money and set-

ting operations up on a profitable basis:

- (1) Start training TV staff early.
- (2) Keep studios away from downtown areas and save money in land cost, taxes, economies resulting from tower and studios being together.
- (3) Stay on one floor.
- (4) Build twice as much—or at least as much—storage as studio space.
- (5) Have only one network and one spot rate and charge for rehearsal time, props, news service and other extras.
- (6) Own and build your own shows.
- (7) Have separate TV and radio sales staffs.
- (8) Negotiate with unions carefully. You don't have

(Continued on page 10)

## 140 Attend BMI Clinic At Waldorf

NEW YORK, May 24.—The 140 broadcasters from all sections of the country who attended the first Broadcast Music, Inc. TV clinic at the Waldorf-Astoria Hotel here this week (19 and 20), heard 11 speakers deliver talks on such diverse topics as film buying, production, newsreel operation, promotion, programming for sales, public service, plant planning and low-cost local programming versus film. The two-day clinic included a three-hour bull session during which the execs swapped ideas.

Speakers included Bennett Larson, vice-president and general manager of WPIX; Robert D. Swezey, executive vice-president of WDSU-TV, New Orleans; Charles F. Holden, assistant national director of TV for the American Broadcasting Company; Roger Klipp, manager of WFIL-TV, Philadelphia; Ted Cott, vice-president of WNBQ, New York; Ralph L. Burgin, program manager of WNBW, Washington; Joel Chaseman, director of public service and publicity for WYAB, Baltimore; Philip G. Lasky, general manager, KPIX, San Francisco; A. Donovan Faust, assistant general manager, WITV, Pittsburgh; Paul Adanti, vice-president and general manager of WHEN, Syracuse; and A. A. Schechter, general executive of the NBC-TV network.

Chairmen of the various sessions were Theodore Streibert, president of WOT-TV; BMI prexy, Carl Haverlin; Lasky; Swezey, and Craig Lawrence, vice-president of the CBS-TV network.

## Warren Tops List at BMI

HOLLYWOOD, May 24.—Top guests at the Broadcast Music, Inc. TV Clinic, which opens here Monday (26) at the Beverly Wilshire Hotel, will be Gov. Earl Warren and Los Angeles Mayor Fletcher Bowron. It is believed that this is the first time that the governor of California has addressed a group of broadcasters.

Both the governor and the mayor will deliver short talks on TV's role, present and future, in the interest of government.

## L. A. and Gotham TV Stations Plan to Cut Summer Rates

NEW YORK, May 24.—Three local TV stations, two here and one in Los Angeles, came up

with summer saturation plans for bulk buyers of spot time this week. WPIX, here, beginning June 15, is offering advertisers a reduction of almost 50 per cent on several programs and eight-second identification spots.

KNXT, Los Angeles, and WCBS-TV, here, both owned and operated by the Columbia Broadcasting System, are giving 45 per cent discounts to clients beginning June 1. Purchasers of nine or more daytime spots on the latter outlet will receive the bonus. The new discount at both stations is designed to lure advertisers on the basis of larger audiences and better cumulative repetition by frequency use of spots. KNXT is also tagging its time before 12 noon, Class D time, at \$300 per hour. Formerly it was considered Class C time at \$600 per hour. Class C time Monday to Friday will be 12 p.m. to 6 p.m.

The discount at WPIX applies to virtually all of the station's time that hasn't been sold. A package of 25 station identifications per week will cost \$500, a half-hour news show, \$800, and an hour film show, \$800. These cuts are being offered at a time when the station is achieving its peak viewing because of its baseball telecasts. The deal will last until September 15.

## KELLEY LAUDS BMI TV CLINIC IN GREENSBORO

NEW YORK, May 24.—Broadcast Music, Inc. was heavily lauded for the TV clinic held here this week in a motion made before the assembled telecasters by Gaines Kelly of WMFY-TV, Greensboro, N. C. Kelley's motion read:

"I make a motion that all of us gathered here thank BMI for this constructive and informative clinic. To my mind there has been nothing to equal these days. The attentiveness shown by all is proof that there was not one dull moment throughout the session and the speakers gave us invaluable information and answers to the problems facing those entering television today as well as those of us who have been in the grass roots of our field. May those BMI television clinics to be held in Chicago and Los Angeles be equally as valuable."



**13,900 LETTERS  
in 48 HOURS**

... "Playschool" is a WWJ-TV originated show 9 to 10 A.M. designed for pre-school children with songs, stories, sketches and cartoons by WWJ-TV's own staff.

... One day recently WWJ-TV asked a few questions: Do you want "Playschool" to continue? Do you want "Playschool" every day?

... The answers flooded in — 13,900 in 48 HOURS and these pre-school age children can't write so it's 13,900 mamas and even a few papas that wrote!

... Result? "Playschool" will be on the air all summer, 5 days weekly.

... "Playschool" is just one more WWJ-TV program achievement which makes it the station you should choose to sell the rich Detroit Market—the market with the nation's highest family incomes.

**WWJ  
TV**

NBC Television Network

FIRST IN MICHIGAN • Owned and Operated by THE DETROIT NEWS  
National Representatives: THE GEORGE P. HOLLINGBERRY COMPANY  
ASSOCIATE AM-PM STATION WWJ



**COMING!****COMING!****COMING!**

in the  
**JUNE 14th ISSUE**  
**The**  
**Billboard**  
**FIRST**  
**TV FILM**  
**Quarterly**

Featuring Articles By These Leading TV Film Authorities

**JULES BRICKEN**  
*The Play's the Thing*

**KLAUS LANDSBERG**  
*The Feature Film "Quo Vadis"*

**JESS OPPENHEIMER**  
*The Story of "I Love Lucy"*

**BERNARD GIRARD**  
*One-Man Production Team*

**BASIL GRILLO**  
*Money Isn't Everything*

**GEORGE W. BRETT**  
*The Case for Spot TV in the Film Field*

**COMDR. EUGENE McDONALD JR.**  
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**PHIL WILLIAMS**  
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*Get More for Your Money*



**SAVE MONEY—ENTER YOUR SUBSCRIPTION TODAY!**

Act now! Enter your introductory subscription for 52 issues at only \$10. This saves you the cost of 12 big issues at single copy rates—and you will receive the **FIRST TV FILM QUARTERLY—FREE**. Fill in and mail coupon at once!

**T**O FILL an urgent industry need, The Billboard is proud to announce publication of its **FIRST TV FILM QUARTERLY**.

The Billboard First TV Film Quarterly will feature 15 specially written articles by prominent figures in the industry. In addition, more than a score of valuable reference lists, charts and reports are being compiled and assembled to make this the outstanding marketing guide available anywhere for every phase of the TV Film Industry.

The First TV Film Quarterly will contain invaluable reference data and lists covering . . .

- ★ TV Film Availabilities and Cities Where Sold
- ★ Theatrical Films Recommended by TV Film Directors
- ★ The Market Place for the TV Film Industry (A Classified Buying Guide to All Types of Films)
- ★ TV Station Personnel
- ★ TV Station Audio and Video Requirements
- ★ Top TV Feature and Commercial Film Producers (and the types of film they produce)
- ★ Today's TV Film Bests—including theatrical, religious, educational and documentary films.

***But this is just the start...***

The Big TV Film Quarterly is the kick-off for greatly expanded week-to-week Billboard coverage of the entire TV Film Field. The first three items listed above will appear weekly, combined with these useful, "bread and butter" features . . .

**Complete News Coverage**—Reviews of New TV Films and Reports of Markets where they are sold—**New TV Film Production Starts**—Theatrical Films Available—**Distributor Appointments**—Personnel Changes—**New TV Film Packages Available for Syndication**—Sales to Local, Regional, National Sponsors—**Sponsor and Agency Plans, etc.**

The First Billboard TV Film Quarterly and each issue of The Billboard to follow will fill a vital need in the industry. If you are now, or ever expect to be concerned with the use of TV films, you will find this special number and every succeeding issue invaluable as a practical working tool in your business . . . as a guide to bigger profits from TV films.

THE BILLBOARD

2160 PATTERSON ST.

CINCINNATI 22, OHIO

996

Gentlemen:

Okay, I accept your offer. Send me a **FREE** copy of the **FIRST TV FILM QUARTERLY** and enter my subscription for . . .

52 weekly issues \$10 (low subscription rate saves \$3 over the single copy rate).

My payment is enclosed.  Bill me.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_

Occupation \_\_\_\_\_

THE BILLBOARD

Radio-TV Show Charts

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

Top 10 TV Shows Each Day of the Week in DAYTON

(785,500 TV Sets)\* Panel Size 350)

According to Videodex Reports

Table with columns: Station, Program, Time, Rating, Audience, etc.

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

"I LOVE LUCY" had the top rating in Dayton, O., the first week in April, according to the Videodex Report.

SIGN-ON TO SIGN-OFF SUNDAY

Table listing sign-on and sign-off times for various TV shows on Sunday.

MONDAY

Table listing TV show ratings for Monday.

TUESDAY

Table listing TV show ratings for Tuesday.

WEDNESDAY

Table listing TV show ratings for Wednesday.

THURSDAY

Table listing TV show ratings for Thursday.

FRIDAY

Table listing TV show ratings for Friday.

SATURDAY

Table listing TV show ratings for Saturday.

\*NBC estimate for April, 1952.

Share of Total Audience Radio vs. TV in SEATTLE

According to Pulse Reports

March-April, 1952

Table showing share of total audience for radio vs. TV in Seattle by day of the week.

Table showing 7 P.M. to Midnight and 6 A.M. to 6 P.M. audience shares.

NEXT WEEK

Top 10 TV Shows Each Day in COLUMBUS, O.

According to Videodex

Top 5 Radio Shows Each Day in MINNEAPOLIS

According to Pulse

Share of Total Audience Radio Vs. TV in MINNEAPOLIS

According to Pulse

Top 25 TV Shows Nationally

According to Am. Research Bureau

FOR FULL INFORMATION

about all radio and television shows... For full details of the Videodex service write to JAY & GRAHAM RESEARCH, INC.

WJBK Names Peter Storer

DETROIT, May 24. — Peter Storer, son of George B. Storer, president of Storer Broadcasting Company...

Top 5 Radio Shows Each Day of the Week in SEATTLE

(256,400 Families\*)

According to Pulse Reports

Table showing top 5 radio shows in Seattle.

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

"LUX RADIO THEATER" was up to a rating of 20.0 in Seattle during March and April, according to The Pulse.

National Broadcasting Company and Columbia Broadcasting System each have the same number of shows in the Monday-Friday evening part of the chart below.

Seattle has one TV station.

6 P.M. TO MIDNIGHT

Table showing highest or lowest ratings for radio shows from 6 P.M. to midnight.

MONDAY

Table listing top 5 radio shows for Monday.

TUESDAY

Table listing top 5 radio shows for Tuesday.

WEDNESDAY

Table listing top 5 radio shows for Wednesday.

THURSDAY

Table listing top 5 radio shows for Thursday.

FRIDAY

Table listing top 5 radio shows for Friday.

SATURDAY

Table listing top 5 radio shows for Saturday.

6 AM. TO 6 P.M.

MONDAY-FRIDAY

Table listing top 5 radio shows from 6 AM. to 6 P.M. Monday-Friday.

SATURDAY

Table listing top 5 radio shows for Saturday.

SUNDAY

Table listing top 5 radio shows for Sunday.

\*Sales Management estimate for 1951.

Cerebral Palsy Telethon

TELEVISION - RADIO - Reviewed Saturday (10), 8:30 p.m. thru 6 p.m. (Sun., 11). Sustaining via WBKB and WCFL, Chicago. Director, John Alexander. Cast: Irv Kucpincet and guests.

This was the third annual telethon conducted by columnist Irv Kucpincet, and the first in which a local TV outlet and a radio station combined to give the greatest possible coverage to the drive for funds for cerebral palsy. It was by far the best effort to date, with the 2 1/2 hours of TV time and the approximately 13 1/2 hours of radio coverage pulling the pledges well over the \$250,000 mark.

At their best, programs of this type are a hassle from start to finish—and the fact that this one ran as smoothly as it did is a credit to the WBKB staff, including John Mitchell and Red Quinlan, the Balaban & Katz execs, headed by John Balaban and Nate Platt, and the hundreds of professionals who did their part.

While Kup is the driving force behind these annual affairs, there are many others who do much to make them a success. Linn Burton, TV and radio figure, worked thru the entire night, handling the portion of the program which came from a West Side store, while Les Lear worked in front of the Garrick Theater. The getting donations thru the entire program. Practically every professional in town appeared at one time or another during the show, did their specialty, then helped handle the more than 40,000 phone calls which were received during the video program.

Best Feature

One of the best features of the show was the pitch-ups which featured the cp. kids. These interviews were handled by pros, including Jim Lounsberry, WIND disk jockey; Lucky North, John Dunham and others, and the interviewers did an excellent job of working with the moppets.

One other important improvement this year over other shows was the cutting down of telephone conversations on the air. There was still enough to make the program drag at times, but by just reading off the pledges, instead of continuously keeping on the phone, the tempo was stepped up much faster than it had been in previous attempts. Complete elimination of these phone conversations with operators handling all calls, and the guests occasionally calling off the names of those who give would help considerably in future programs of this type.

Norman Weiser.

Here's Your Navy

TELEVISION - Reviewed Thursday (15) 8-8:30 p.m. CDT. Sponsored by Illinois Bell Telephone Company thru M. Glen Miller Agency via WGN-TV, Chicago. Producer-Director, Don Cook. Announcer, Walt Newton.

"Here's Your Navy" was one of the most ably handled service programs ever seen here. It was a one-shot deal sponsored by Illinois Bell, with a good chance the utility will pick up the show regularly if the premier clicked. The remote came from the Naval Training Center at Great Lakes, which has 23,000 sailors as a reservoir of talent, and a big auditorium which allowed Director Don Cook to give a studio polish to the production.

The line-up featured the 60-voice Navy choir, and 18-piece dance band, and sailor and Wave talent. Most unusual aspect of the half-hour was the fast transition to new numbers. Instead of the hackneyed GI emcee or name entertainer, new acts were introduced merely by superimposing the name of the performer on the screen. The announcements weren't missed, and the pace was clean and fast.

The talent was well above the amateur level, but a cut short of professional polish. The audience wouldn't expect a network caliber of talent, however, and the enthusiasm of the Navy personnel and the pacing of the show more than made up for any other shortcomings. Well-integrated commercial showed the Great Lakes phone center in operation.

Jack Mabley.

TV IS ALL Only THE BILLBOARD covers ALL of SHOWBUSINESS

Television-Radio Reviews

The Johns Hopkins Science Review

TELEVISION - Reviewed Monday (19), 8:30-9 p.m. EDT. Sustaining via Du Mont TV network. Produced by Andrew Jones. Director, Michael Henderson. Moderator, Lynn Poole.

"The Johns Hopkins Science Review" is giving an international flavor to its educational TV series with three filmed programs which deal with scientific affairs in Great Britain. The second of the series caught by this reviewer dealt mainly with the history of the Royal Society, "the hub of science in England."

With Lynn Poole acting as moderator, viewers were shown some of the treasures of the Royal Society. They saw the charter signed by King Charles II; the society's mace, its symbol of authority; the charter book which contained the signatures of many of the top scientists in the world—Sir Isaac Newton, Robert Hook, Christopher Wren. They saw the first telescope ever designed, another Newton project, and the grandfather's clock which was used to help create the Mason-Dixon line.

Top Scientists

Later, viewers met top English scientific personalities, among them Sir Alexander Fleming, discoverer of penicillin, Sir Charles Darwin II and Professor Andrade. The last-named demonstrated several mechanical laws first discovered by Robert Hook in the 18th century.

The quality of the film was far from good. So, too, the production of the show and the camera work were hardly adequate. The fact is, however, that considering the program's budget and the problems faced by the project, the Johns Hopkins Science Review is to be commended for its effort to bring an international scope to public service TV programming.

The films were shown previously over the British Broadcasting Corporation TV outlets.

Leon Morse.

Lux Video Theater

TELEVISION - Reviewed Monday (19), 8-8:30 p.m. EDT. Sponsored by Lux Soap and Flakes, thru J. Walter Thompson, via Columbia Broadcasting System-TV. Producer, Calvin Kuhl, Director, Fielder Cook. Writer, John Gay. Musical background, Vladimir Selinsky. Senior Designer, William Craig Smith. Cast: Frederic March, Florence Eldridge, Henry Jones, Catherine Bard.

Using actors of the stature of Frederic March and his wife, Florence Eldridge, in a Lux Video Theater series undoubtedly brought a lot of viewers to Channel 2. It may have even brought a flock of new applicants to enter Lux's slogan writing contest which was plugged via a film at the half-time. But as far as a show commensurate with the abilities of the performers was concerned, the program left much to be desired.

The story revolved around March, for 36 years the skipper of the ferryboat "Hyacinth," who was forcibly being retired because a new bridge would make the old boat obsolete. The conflict was between the skipper and his son-in-law, head of the town council who tried to force the retirement. But instead of waiting for Christmas when the retirement was to go into effect, March went into an immediate sitdown strike, repelling boarders with a shotgun. The whole thing was resolved when the old "Hyacinth" was turned into an excursion boat, with the old skipper remaining in charge.

March gave a fair performance but neither the plot nor the lines gave him or the story much credibility. Miss Eldridge, as the understanding wife, had little to do except make comforting noises. The villain of the piece seemed as villainous as a plate of Jello. In fact the whole 30 minutes seemed a waste of talent. The excellent photography and the sets might have been put to better use. Bill Smith.

CAPSULE COMMENT

Bob Considine (TV), NBC-TV, Tuesday (20), 10:45-11 p.m. EDT.

Because of the method and type of questioning used by Bob Considine, Sen. Robert A. Taft was presented in what may have been his best light. The direct questions which required direct answers and Considine's ability to set a mood of informality all added up to a fine appearance for the senator, who has not always appeared to his best advantage before the video cameras. (See full review this issue.)

Hats in the Ring (TV), NBC-TV, Sunday (18), 2:23-3 p.m. EDT.

Citizens for Eisenhower mounted an impressive contribution to his presidential campaign when they presented a half-hour program telling the story, to date, of that campaign. Mainly on film, much of the show told of his recent primary successes and gave the impression that he had won the acclaim of the average voter without any effort. Where the program failed was in not tackling issues and in not informing viewers of his position on domestic and foreign questions. (See full review this issue.)

Crossfire (Radio), ABC, Wednesday (21), 9:30-10 p.m. EDT.

Gael Sullivan, campaign manager for Sen. Estes Kefauver, showed himself to be as astute a politician when subjected to the crossfire of the four panelists. He offended no one, and evaded most issues. This may have been frustrating to intelligent voters, but his answers were smart from a political standpoint. (See full review this issue.)

American Forum of the Air (Simulcast), NBC, Sunday (18), 10:30-11 p.m. EDT.

Sen. Robert Taft made one of his better TV campaign showings on this stanza, taking the affirmative side in a debate on "Has Our European Policy Been Unwise?" Sen. Richard Russell, a Democratic hopeful, pulled a prize boner, as far as the average taxpayer is concerned, when he said that sacrifices made thus far were a long way from what might be required. Taft showed that in the event Russell should turn out to be his ultimate opponent for the presidency, that he can make a highly effective showing. (See full review this issue.)

Cerebral Palsy Telethon (TV and Radio), WBKB-WCFL, Chicago, Saturday - Sunday (10-11), 8:30 p.m. thru 6 p.m. CDT.

Third annual telethon in behalf of cerebral palsy sufferers was the best show to date and, for the first time, had a radio tie-in which blanketed the Windy City for 2 1/2 hours. Elimination of top-heavy phone conversations, plus good production, helped make show entertaining TV and radio fare. (See full review this issue.)

Here's Your Navy (TV) WGN-TV Thursday (15) 8-8:30 p.m. CDT.

Sponsored by Illinois Bell and using Navy Talent, this show displayed studio production on a remote from Great Lakes Naval Training Center. A fresh approach of the show minimized talk and emphasized Navy entertainers featuring a 60-voice choir and a Navy dance band. (See full review this issue.)

The Johns Hopkins Science Review (TV), Du Mont, Monday (19), 8:30-9 p.m. EDT.

This program has taken on an international flavor with its three filmed programs of scientific life in Great Britain.

Reporters' Round-Up

RADIO - Reviewed Thursday (22), 8:30-10 p.m. EDT. Sustaining via Mutual Broadcasting System, Producer, Hollis Seavey, Moderator, Everett Hollis. Reporters: Arthur Sylvester, Newark Evening News; Alfred Friendly, Washington Post; Edwin A. Lahey, Miami Daily News, Guest: Sen. Richard Russell (D., Ga.).

Continued from page 10

proponents of the civil rights platform in the Democratic party were always ready to live up to their program, and he doubted that the people would support the plank in a plebiscite. He said that he had continually tried to work out a compromise on this point, but that northern Democrats would never budge.

Early in the proceedings, Russell denied that he was strictly a sectional candidate. He declared that voters are not particularly interested in where the candidate comes from, and that he had supporters from all over the country.

In the same frank but tactful manner, Russell re-stated his views on the campaign and on the major issues. He carefully avoided getting into personalities.

To voters who want a lot of hoopla in their vote chasers, Russell did not offer too much in this interview. But among those in search of a calm but sure hand, he could have won friends.

With Lynn Poole acting as moderator, viewers of the second film were shown some of the treasures of the Royal Society of Science and also were introduced to some of the top figures in British scientific life. The quality of the film was far from good, but the program deserves commendation for the ambitious attempt to enlarge the scope of TV. (See full review this issue.)

What's My Line? (Radio), NBC, Tuesday (2), 10:10-30 p.m. EDT.

Columbia Broadcasting System's top-ranking TV panel show switched networks for its radio debut. On the whole, the transition was a successful one. The series' format and cast remain intact, with John Daly as moderator and a plentiful supply of the program's controversial output of supposedly innocent double entendres. In view of its highly visual format, the show is surprisingly entertaining audio-wise. (See full review this issue.)

Lux Video Theater (TV), CBS-TV, Monday (19), 8-8:30 p.m. EDT.

Packing a story that has dramatic value into a 27-minute seg. "Crisis at Friday Point" presented more problems than the producers and writers could cope with. Even such able performers as Frederic March and Florence Eldridge couldn't put life into this yarn about a ferry captain who is forced into retirement. The fact that it was his son-in-law, head of the town council, who was forcing the retirement was intended to add impact to a struggle. Unfortunately, nothing came of it. The trite ending was simply a dramatic cliché that became obvious long before the climax. (See full review this issue.)

What's My Line

RADIO - Reviewed Tuesday (20), 10-10:30 p.m. EDT. Sponsored by Philip Morris via NBC. Producers, Mark Goodson and Bill Todman. Production co-ordinator, Bob Bach. Assistant co-ordinator, Frances Trocaine. Moderator, John Daly. Panelists: Arlene Francis, Dorothy Kilgallen, Hal Block and Bennett Cerf. Guest, Marlene Dietrich.

"What's My Line?" Columbia Broadcasting System's top-ranking TV panel show, switched networks for its radio debut, and on the whole the transition was a successful one.

The series' TV format and cast remain intact, with John Daly as moderator; panelists Arlene Francis, Dorothy Kilgallen, Hal Block and Bennett Cerf, and a plentiful supply of the foursome's controversial output of supposedly innocent double entendres.

Guessing Game

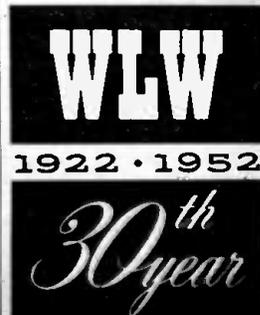
In view of its highly visual format (panelists try to guess occupations of guests whose appearances belie their vocations) "What's My Line?" is surprisingly entertaining audio-wise. In place of the camera, panelists take turns describing each contestant. This gimmick, of course, has obvious drawbacks since the panel hasn't been noted for its charitable observations about contestants' looks in the past.

However, the first show went off well due to a hand-picked group of attractive occupation-holders, including a young fem stork detective (erroneously tagged as a model or beauty contestant); a handsome garbage collector, and a man who made false teeth. All four panelists performed in their usual divergent ways, with Miss Kilgallen (who has a lovely speaking voice) making like a human Geiger counter on the occupations trail, Miss Francis playing for laughs in a sexy way; the gentlemanly Cerf for balance, and court jester Hal Block in charge of the double-entendre department.

Block tries to be coy in the manner of Groucho Marx, but there's not enough pixy in his delivery to score in that direction. Instead, he conveys all the jovial desperation of some mystery comics—the type that tell every bum joke with a laugh-you-peasants-or-ill-throttle-you-kind of approach. Gag writer Block might get away with it, if his material was better, but such was not the case.

Marlene Dietrich (disguised with a high-pitched squeak for a voice) was the mystery guest, but her contracts evidently prohibited any remarks in her own throaty tones afterwards. Moderator John Daly was at his best, setting a smooth, fast-moving pace with his air of brisk (but never brusque) authority.

June Bundy.



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VOTE CHASERS—18

Senators Russell, Taft In Hot Europe Debate

By SAM CHASE

Sen. Robert Taft made one of his better TV campaign showings on this stanza, taking the affirmative in a debate on "Has Our European Policy Been Unwise?"

In this case, his criticism of our European policy is that it has served not at all to contain the Russians, whom Taft said could have over-run Europe at any time if they so desired.

Taft's Stand

Taft's point is that the major emphasis should have been on building a tremendous Air Force, capable of carrying atomic bombs.

Russell, knowing he could not very well argue directly against building air power, really put his foot in it at one time, with a statement which could hurt his chances severely.

A long, wordy argument on what percentage of the budget is being devoted to the air arm wasted much time and accomplished nothing.

selves have not agreed to participate formally in the plans.

The difference between the two candidates was strikingly shown in their summaries. Russell made a wordy and meaningless spiel of generalities on "continuing efforts to unify us against Godless communism."

American Forum of the Air

SIMULCAST—Reviewed Sunday (18), 10:30-11 p.m., EDT. Sponsored by Bohn Aluminum and Brass Company, via National Broadcasting Company Radio-TV thru Zimmer-Keller & Calvert agency.

VOTE CHASERS-20

Sullivan Impressive For Political Savvy

By BOB ROLONTZ

Gael Sullivan, former Assistant Postmaster General, former Chairman of the Democratic National Committee, showed that he has lost none of his political acumen in his present position as campaign manager for Estes Kefauver.

The questions raised by the panelists concerned chiefly the odd fact that the Democratic party VIP's, from President Truman on down, seem to have no love for the Tennessee Senator, even tho he has won about a dozen primaries.

The key question at issue was why the big-city Democratic bosses do not favor the Senator. At first Sullivan replied to the question with a question: "Who says they don't?"

CAPSULE COMMENT

Broadway TV Theater (TV), WOR-TV, New York, Tuesday (20), 7:30-9 p.m., EDT. Current production of "The Nightcap" seems dated and lacking in suspense.

All-Star Revue (TV), NBC-TV, Saturday (17), 8-9 p.m., EDT. The Ritz Brothers' television debut was strong enough to suggest that the trio could take a regular turn in the NBC-TV comedy hours.

Bertrand Russell (TV), NBC-TV, Sunday (18), 5:30-6 p.m., EDT.

Lord Russell, noted philosopher, talking about the changing world and touching upon history, economics, politics and the vague future.

VOTE CHASERS—17

Considine Presents Taft in Fine Light

By JOE MARTIN

Sen. Robert A. Taft, who hasn't been overly impressive on many of his TV appearances, came off as a particularly likeable candidate on the Bob Considine quarter hour.

Considine has the knack of selecting pointed questions which do not easily permit a politician to expound with campaign hogwash. The questions and Considine's awareness also make it a little difficult for the candidate to avoid pointed answers.

Good Atmosphere

It must also be mentioned that Considine's set-up of interview from a sofa gives the impression of a relaxed chat with a candidate.

possibility to be nominated at the Democratic primary. He did say that Stevenson, in spite of his refusal to run, was the most favored candidate of party chiefs.

Toward the end of the show, things perked up when Sullivan was asked what Kefauver promised him in return for his services as campaign manager.

After this, the rest of the program was rather dull. Sullivan would not say whether Kefauver would take second place on a ticket with Russell.

VOTE CHASERS—19

People's Mandate Is Ike Boosters' Claim

By LEON MORSE

Citizens for Eisenhower mounted an impressive contribution to his presidential campaign when they presented a half-hour program telling the story, to date, of that campaign on "Hats in the Ring," the National Broadcasting Company's TV soap box for candidates.

Much of the filmed portion of the stanza was an excellently pieced together story of Eisenhower's impact in those States in which his primary showing was noteworthy.

shown reviewing his troops, but did not make any political comments.

Peace Angle

After the film, Walter Williams, chairman of the Citizens for Eisenhower, gave some reasons for voting for Eisenhower. It was his opinion that the General will bring peace because the people want it and because the Russians respect his war record.

The program successfully gave the impression that Eisenhower was truly a people's choice. Where the program failed, however, was in not offering anything new to viewers who have followed the General's presidential progress and are still undecided.

Hats in the Ring

TELEVISION—Reviewed Sunday (18), 2-2:30 p.m., EDT. Sustaining via the National Broadcasting Company TV network. Produced by the Citizens for Eisenhower. Written by Donald Higgins. Featured, Walter Williams.

this viewer, the feeling was one of an average man asking a candidate to explain his program and getting short, to-the-point replies.

Taft, incidentally, thought it was possible that Truman may yet be a candidate. He explained that the President was probably sincere in not wanting to run again, but that inability to find a strong Democratic candidate may force a change of mind.

Since Considine tosses the same basic questions at each presidential possibility, a viewer who watches regularly is offered a fine digest of each candidates program on which a voting decision may be based.

Bob Considine

TELEVISION—Reviewed Tuesday (20), 10:45-11 p.m., EDT. Sponsored by Mutual of Omaha thru Bozell & Jacobs via National Broadcasting Company TV network.

SHOW PIX

Cost Less



TOP QUALITY GLOSSY PHOTOS FROM ONE POSE

5" x 7"

100 for \$4.95 50 for \$2.95

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2 1/2" x 3 1/2" 100 for \$2.95 50 for \$1.85

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24-hour service. Photo or negative returned unharmed. Send payment with order. Your money back if you're not delighted.

SHOW PIX

Established 1916

BOX 1-A QUINCY 69, MASS.

PHOTOS in MILLIONS

★ 1,000 POSTCARDS—\$10.00 ★ 100 8 x 10—\$6.50 ★ 100 5x7—\$2.00 up

Write for FREE sample & list 88 MOSS PHOTO SERVICE 350 W. 50. N. Y. 19

MULSON STUDIO advertisement for 8x10 photos, including contact info: BOX 1941 BRIDGEPORT-1, CONN.

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COMEDY MATERIAL for All Branches of Theatricals, featuring Billy Glason's Fun-Master and various gag files.

### Empire Room, Schroeder Hotel, Milwaukee (Friday, May 2)

Capacity, 450. Price policy, \$1 cover. Two shows nightly at 8:30 and 11. Owner-operator, Schroeder Hotels. Booking, non-exclusive. Manager, Louis Linceocoly. Publicity, Paul E. Lefson. Talent budget this show, \$2,350.

#### "WHAT'S NEW!"

An intimate revue. Music and lyrics by Wilson Stone. Choreography by Gene Bayliss. Members of cast (Hal Hackett, Richard Goitra, Billie Hayes, Jack Marlin, Elise Rhodes and Doris Schmitt. Directed by Wilson Stone. Gowns by Ciel Chapman. Booking via Music Corporation of America.

"What's New!" miniature musical tab show, the first of this new type of night spot entertainment to invade the Milwaukee territory, is making a heavy impression in the Empire Room. The capsule package is playing to growing audiences in the town's class room each night as word of mouth spreads. Lack of name power and weak flackery hampered early attendance, but good local reviews and TV guest shots by members of the cast helped and is continuing to help in building to a profitable date for the house.

The company consists of six vibrant youngsters, displaying good voices, looks, fine handling of the clever, catchy, original tunes and lyrics penned by Wilson Stone, plus top drawer terps. It all adds up to a first-rate showcase for the three fems and three lads in the cast. Wilson Stone's able clefing and show-wise split-second direction is noteworthy, in view of the fact that he is only 24 years old and barely out of Northwestern University, where he did some outstanding campus show work.

#### Strict Revue

The revue is unburdened by any semblance of plot threading thru the zippy 45 minutes it holds forth. Six numbers are on the agenda, opening with a rousing full company business called "We Do Everything," which intro the cast and sets the pace for the stuff that follows.

The intimacy of the revue was affected slightly by the movable raised stage which is hauled out from beneath the bandstand for each show. Jumping up and down from the podium to make cues, was, however, no actual hindrance to the lightning pace set by the group.

Lovely blonde Elise Rhodes, showed plenty of appeal and an ultra-listenable set of pipes in her tender ballad duet with handsome Hal Hackett. The "Giddy Over Video" number was a sharply satirical version of four types of TV characters, handled in fine style by Billie Hayes, Jack Marlin, Elise Rhodes and Richard Goitra.

#### Marlin's Act

Comic Jack Marlin's solo spotlighting showed a pleasing performance. (Continued on page 42)



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# Night Club-Vaude Reviews

### Towne Room, Milwaukee (Tuesday, May 13)

Seating capacity, 140. Price policy, \$1.50 cover. Shows at 8, 11, and 1. Non-exclusive booking. Owner-operator, Jerry Grossman. Estimated talent budget, \$1,000.

For his second appearance here within recent months, Bobby Wayne indicated he was a draw by doing turnaway business for his first two shows on opening night. Reservations already in, according to the owner, Jerry Grossman, point to possibility the Mercury chanter's two-weeker may break previous records for the room.

Bowing in on the heels of his biggest selling platter, "Wheel of Fortune," and his currently breaking "I'm Sorry," Wayne displayed a vast amount of confidence and a pleasing mike delivery in all of his offerings. Voice-wise, the lad seems a good deal smoother. He is employing smarter phrasing, and is more listenable than ever.

Disk spinner Robb Thomas opened by identifying celebs in the audience before bringing on Wayne, the sole act on the bill. Working on a tiny, bare platform, within arms' length of the tables, Wayne sang a half-dozen numbers, all selling to peak mites. Opened with a bouncy version of "Anytime," and followed with "Be Anything, But Be Mine"; "Cry," embellished by a clever, brief Ray-esque takeoff; "I'm Sorry"; "If I Had My Life to Live Over," and then begged off with "Wheel of Fortune."

Carl Jannette Trio, rested after a month's vacation, did a great backing job. The trio, piano, bass and tricky guitar, have been held over longer than any other group in the Towne Room's history. Benn Ollman.

### Coconut Grove, Ambassador Hotel, Los Angeles (Thursday, May 15)

Capacity, 900. Price policy, \$1.50 cover. Shows at 8:45. Owner, Schine chain. Publicity, Tom Jones. Booking policy, non-exclusive. Estimated budget this show, \$5,000. Estimated budget last show, \$5,000.

After a successful run by the Andrews Sisters, which netted the third highest number of covers in this hostelry's history, the management is following with another powerhouse in Frank Sinatra, who is making his first nitery date locally with this two-week stop. Sinatra was never in better voice and he tried harder to please. In fact, at the start, and at times when he was doing chatter, Sinatra appeared nervous, and it made his work more entertaining. During his CBS TV series, Sinatra's throwaways were so rapid and seemingly well rehearsed that they lost that impromptu charm.

Sinatra's been challenged thru the years for his crown as rhythm king, but off his performance here he has little to worry about. He let out the stops, getting bass overtone in his work, which seems to be missing from his Columbia platters of recent years. His phrasing, as usual, was spectacular, and Axel Stordahl, his conductor, deserves a mitt for his fine backing.

His selection of tunes generally was excellent, but he needs new comedy material. He is still doing the "Wild Goose-Mule Train" parody, little changed except for an insertion of a Johnnie Ray passage in each chorus. His tea cup interludes, which he established on TV, could become a standard classic, but he should drop the old material. He did the nostalgic bit about his Huboken buddies of his school days, which he did on TV. He's too accomplished and versatile to drag a bit out of TV for a nitery stint. Sinatra was called back twice with big hands. Guitarist Allen Reuss, working with Sinatra, pulled the Eddie Bergman band together and gave it a fine new sound. Johnny Sippel.

### Bill Miller's Riviera, Fort Lee, N. J. (Thursday, May 23)

Capacity, 1,025. Price policy, \$4.55 minimum. Shows at 8:30 and 12:30. Operator, Bill Miller. Booking, non-exclusive. Publicity, Seth Babits. Estimated budget current show, \$15,000.

The Ritz Brothers, the current headliners, were genuinely funny when they ad libbed or threw inside gags. But when it came to material, their stater was about the same they did when they worked here last year. Their standard French singers routine, three part talking into and gypsy fortune teller bit was as good as ever. The Ritz lads, however, aren't Johnny-come-lateles and don't work for peanuts. They should know better than to come into a top New York spot with little more than a rep.

Maureen Cannon, girl singer on the show, has completely changed her style. She's no longer the shrill ingenue; she's now an accomplished soubrette. She did a commendable job on "Wheel of Fortune," a la Kaye Starr, and an equally good one on "Gal From Little Rock," a la Carol Channing, and almost as well on a Beatrice Kaye styling of "Sheboygan." The fact that they sounded like genuine carbons didn't detract any. She was way ahead when she went into a ballad which went right into the ground. Dropping the ballad, sticking to the routine ahead of it and perhaps adding a couple of pieces of business, could give the gal another start.

The show opened with the Scholler Brothers in their standard trampoline act. Usually a theater act doesn't do too well in a cafe. But the two boys bounced so feverishly and the comedy was so broad they walked off to solid hand.

Bill Smith.

### Havana Madrid, New York (Tuesday, May 13)

Capacity, 320. Price policy, \$2.50 minimum. Shows at 9:12 and 2:30 a.m. General manager, Gene Lowy. Bookings, Lenny Dilson. Publicity, Jim McGraw. Estimated budget this show, \$2,000.

Aside from Carlos Ramirez, the new show here is not very strong. However, the singer might draw well enough to make up for it. At least the way the crowd applauded and called him back for encores indicated that Ramirez was bringing them in.

The singer ran thru his large repertoire of Latin tunes in fine style, giving out in a big-voiced, virtuosic fashion, at times walking away from the mike to show that his pipes were as powerful and as polished as ever. Biggest hands were for "Granada" and "Bala," both requests, plus a cute South American ditty, "Hypocrita." The singer's charm and style, whether singing or talking, added to his salability.

The Spanish dancers Juan Luis and Leonar substituted for Rita Lupino and Luis Urbina, out because of illness. Team turned in some flashy Latin terpsing that held attention. The man's solo was weak, the duo's finale, a sort of South American adagio, built to a wild climax and created some excitement.

Frank Whitehouse, low comedy terpsing, did a slick professional job with a dance and drunk routine. He didn't get the yocks he should have, since his act seemed out of place in this Latin show. Spotted in different surroundings, he could do better.

The five-girl line, the Guy Martin Senoritas, started the show, and did another routine at the half way point. Routines were not very precise, which may have been due to opening night difficulties. However the choreography was dull, as evidenced by the "Mexican Hat Dance" routine; stroblight effects are not new any longer. The gals are pretty, and fresher dances would have helped.

Rene Touzel's ork played the show, and did a good job with the acts. The ork leader contributed some chuckles with his pleasant enacting. Bob Rolontz.

### Palace, New York (Saturday, May 24)

Capacity, 1,700. Price range, \$5 cents, \$1.20. Four shows daily; five week-ends. RKO chain booker. Dan Friendly. Producer, Dave Bines. Show played by Jo Lombardi's house ork.

If booker Dan Friendly and producer Dave Bines can hold to the pace set by the current bill, the Palace management should have scant summer b-o. worries. There isn't a letdown anywhere in the current program, and at a \$1.20 top, plus a picture, it's a real Stem buy.

Comie Lee Davis is back for a fourth stint in the house to hold down the top slot. This reporter clocked him for better than 18 minutes of gagery, and while his act probably ran overtime, there wasn't a dull moment while he was on. Davis has a fine flair for snagging laughs via sheer understatement. His material is continuously punchy with chuckles and has timing of it excellent. The comic has had legit song-and-dancer experience and he could easily be just what the doctor ordered for a producer with an upcoming revue on his hands.

For this reporter's book, operators George and Ann Oliver are the best of the best roller dices in the business. Their act is again fast, furious and enormously skillful. Their bit, wherein Ann sips a cocktail while being whirled head down at some 30 miles an hour, has never been topped. They get the bill off to an excellent start. Follows Jimmy Jimae with his excellent card and cigarette sleight-of-hand routines. His novel projection in using a recorded lesson in magic for a background is a decided click. The third slot sets a good change of pace, featuring Burton and Janet in quick change impersonations of screen stars. The act is somewhat uneven, but Burton does a really fine job with Chaplin panto and a solid Groucho Marx wind-up. Sylvia and Christian, dance stylists, complete the first half of the bill. The pair are not more than average on ballroom routines, but Christian points the act up with really terrific acro lifts and spins, more than sufficient to sell it handsomely.

Sharing top honors with Davis is Jackie Bright, who panics the pew-buyers again with his zany, audience-participation, auctioneer stunt. Bright's semi-insulting patter is rib-tickling and an audience eats it up. To break up two comedy routines from stepping on one another's heels, Bines has (Continued on page 45)

### Chase Club, St. Louis (Saturday, May 17)

Capacity, 650. Price policy, \$1.50-\$2.50 minimum. Shows, 9 p.m. and 11:45 p.m. Manager, Harold Koplar. Publicity, Joanne Dunaway. Musical director, Bobby Swain. Booking, non-exclusive. Estimated budget this show, \$10,000.

The current show, closer for the season, is packed with solid entertainment plus marquee power. The bill has Frankie Laine and various band vocalists. Hal McIntyre's band stacks up as a top dance ork and, with a couple of record clicks, could zoom to the top of the heap. The leader is an affable and personable fronter.

Frankie Laine continued to generate his own particular brand of dynamic entertainment. He did nine tunes on the show caught and could have stayed on longer but was forced to beg off. Numbers included all his record smashes, winding up with a rousing "Gandy Dancers Ball," in which he received assistance from a local vocal group consisting of Micky Staley, Keith Carver, Harry Weber, Helen Cataldi and Fred Steiner. Laine might do well to keep a group like this with him all the time, as it certainly adds plenty of flash, depth and color to his act. Carl Fischer did his usual superb job of backing Laine at the keyboard.

In the McIntyre section, Bernie Bernhardt impressed on 4 vocals of "Old Black Magic," while Joanne McManus, pretty brunette, did a solid canarying on "St. Louis Blues." Abiel Morris.

### Warner Theater, New York (Friday, May 23)

Capacity, 2,765 seats. Price range, 55 cents-\$2. Four shows daily. Warner chain booker. Harry Mayer. Show played by house ork.

Continued from page 3

around in precise figures and belting out in solid style.

Alan Carney got some terrific yocks in his spot. He started off working with Baxter with latter doing voice to Carney's pantomime for effective results. Aping of standard movie names was very well handled. For his own bits, Carney did his standard soap box orator for resounding laughter.

Elaine Dunn, in her first Stem theater date, showed some of the flash that excited at the Cops. But limited stage space cut down the leaps and intricate tapping that helped make her such a cafe standout. On looks alone gal was able to pull juicy mitting. Pic, "About Face."

### St. Regis Maisonette, New York (Tuesday, May 13)

Capacity, 170. Shows at 9:30 and 12:30. Price policy, \$1.50-\$2 cover. Owner, St. Regis Hotel. Manager and talent buyer, Pierre Bullinick. Booking, non-exclusive. Publicity, Timmie Rogers. Estimated talent budget, \$750.

Roger Dann has become a seasoned class room performer since last caught. The husky French lad works with ease and confidence, and projects a personality that could easily make him ideal fem (older generation) bait. His songs are a mixture of the Gallic, stressing the more familiar, plus some English lyrics and a smattering of hit show tunes that theoretically appeal to a class audience that goes to theaters.

Dann sets up a song in a highly skillful manner. Each number is part of a story that is acted out, making the segue smooth and completely believable. The fact that Dann knows how to use his hands, face and smile and does it all extremely well makes that much more of a potential bet.

Milt Shaw's band cut the show in solid style. His dance music featuring the jazzmen's beat, kept the floor jammed.

Bill Smith.



Mike Monroe

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## Water Troupe Stranded in Uruguay; Can't Swim Home

Continued from page 3

One stenship line offered to bring them back at \$200 each but could not pick them up until some time in June.

In the meantime, various cast members had written AGVA complaining they hadn't been paid. Late Wednesday (21) AGVA's National Executive Board authorized Jack Irving, AGVA topper, to deposit the necessary funds in the Montevideo

branch of an American bank sufficient to pay the return passage of the performers. It was specifically ordered that these funds would cover only the actors. Sheridan, the producer; wardrobe mistresses if any, or other staff members would not be covered. Early Thursday (23), the American consul at Montevideo, notified Irving by phone that the State Department would pay all return fares, collecting L.O.U.'s. AGVA, in turn, would use its offices to collect from the actors.

### AGVA CRITICISM IS NOW TABOO

NEW YORK, May 24.—Disk jockeys were given notice by the American Guild of Variety Artists that it would not tolerate chatter by deejays on their shows that would reflect on either the union or its officials. The first step was taken against Sam Gyson, doing a nightly deejay platter spinning and confab show over a Miami Beach station.

The complaint was made by Georgie Price, AGVA president, who charged that Gyson had called him and Phil Foster (AGVA Board member) "frauds and phonies."

The talent union notified its Miami branch to call in Gyson and charge him with "conduct unbecoming a member." Gyson is a member of AGVA.

AGVA attorneys were studying the documents to see what legal action could be taken against Pan American.

AGVA attorneys were studying the documents to see what legal action could be taken against Pan American.

### Smorgasbord Okay Again—Under Cover

HARTFORD, May 24.—Smorgasbord, banned by the Connecticut State Health Department, is back again, but this time under cover.

The State agency has approved a plastic covering which encloses the smorgasbord tables on top, front and sides. The covering is transparent and will not hide the displayed food, but waiters will do the serving.

## COPA TIFF WITH COMICS DELAYED

### AGVA Warns Martin and Lewis They Must Appear Before Board

NEW YORK, May 24.—The battle between Martin and Lewis and the Copacabana was postponed for 30 days until June 20 when the comedians are to appear before the New York Board of American Guild of Variety Artists. Failure to appear, or be represented, may lead to the union putting the boys on the national unfair list.

Martin and Lewis were first ordered to appear here May 19. Their attorneys, Pacht, Tannenbaum & Ross of Los Angeles, requested a postponement because of picture commitments. Lawyers asked that the hearing be held in Los Angeles. They questioned the validity of the Copa contract.

AGVA turned down the request that hearing be moved to the Coast; it disregarded the questioning of the validity of the contract, but granted the postponement.

#### Willing to Pay Off

The two boys were originally booked into the Copa for a May date. They asked that the date be pushed back. The Copa offered December 25 but got no reply. Subsequently, Martin and Lewis indicated they were willing to pay off the salaries \$24,000, at \$6,000 a week, for four weeks; they would have collected from the Copa if they were let out. The Copa filed a complaint, with

AGVA and the action followed. Based on precedent, the union can do one of two things. It can demand that the boys observe the "pay or play" clause, thus satisfying their obligation to the club or it can then make another charge against them for "conduct unbecoming a member," which has broad definitions. This action would thereby declare them unfair.

Under the rules of the Associated Actors and Artists of America, "unfair" action taken by one

(Continued on page 45)

## Stem Combo Grosses Dip

NEW YORK, May 24.—Stem combo grosses continue in the doldrums, with one theater, the Warner (see separate story) knocked out of the box. Poor products and good weather are blamed, but no one has any answers, except that they don't come in.

Radio City Music Hall (5,945 seats; average \$150,000) held up okay with \$116,000 for its second week with "Scaramouche" plus a stage show, after a preem of \$120,000.

Roxy (5,880 seats; average \$90,000) reported a dismal \$60,000 for its opening week, with "Kangaroo" plus Georgia Gibbs and Jimmy Nelson.

Paramount (3,654 seats; average \$66,000) racked up a poor \$57,000 for its opener with "Ranchero Notorious" and Nat (King) Cole and Alan King.

Warner (2,756 seats) skidded down to \$18,000 for its second and final week with "San Francisco Story," Carmen Cavallaro and the Continental. The new bill has Mindy Carson, Alan Carney and "About Face."

The Palace (1,850 seats) fell off to \$15,000 for its second week of its eight-act plus fleek policy. The first week's take was \$18,000.

### Gypsy Rose Lee Disappoints Norse

STOCKHOLM, May 24.—Gypsy Rose Lee, topping the opening bill at the China Theater, sole vaude house in town, works in a production number with a bevy of scanty-garbed gals billed as the Royal American Beauties. Peeling by Miss Lee apparently doesn't meet expectations of local critics who looked for a real Garden of Eden display.

The supporting bill is a bit weak; the principal features being the Betty Sisters, a trio of excellent English acro dancers, and Charles Norman, who offers good piano and vocals.

Night Club-Vaude Reviews appear on preceding page. More Night Club-Vaude News, as well as Hocus-Focus and Burlesque Notes, appear on page 45. Radio-Television Reviews on pages 13 and 14.

## JOEL GREY IS INKED BY COPA

NEW YORK, May 24.—Joel Grey got himself his first big-time cafe break when he auditioned at the Copacabana Wednesday (21) at the midnight show. As a result, he was bought by the Copa for a July date with two options, and will open next week at the Chez Paree, Chicago, on the Jane Froman show.

Grey is currently in the Warner Brothers' feature, "About Face." He is the son of Mickey Katz, band leader. Grey's only appearance in New York was last season in "Borscht Capades."

## Ill. Supreme Court Upholds Niterity Taxes

CHICAGO, May 24.—Climax of 11 years of wrangling came here Thursday (22) when Illinois Supreme Court upheld the State's right to collect sales taxes from niterites. Court's decision ordered seven of the clubs involved to return \$81,912 in refunds. Ivan A. Elliott said the decision would have "great bearing" on similar suits involving \$240,000 still pending here. Court fight began in 1941 when a group of owners protested payment of sales tax on food and drink checks.

In 1948, the ops reached an agreement with George F. Barrett, then the attorney general of the State, and refunds totaling \$331,000 were paid 28 clubs. When Elliott assumed office in 1949, he renewed the fight and in November of that year, the Supreme Court held the clubs liable for the sales tax, but expressed no opinion on the State's right to recover refunds. Thursday's ruling reversed a 1951 ruling by Judge Harry M. Fisher, of Cook County Circuit Court, that kept clubs hanging on to the rebate made them by Barrett.

Spots involved in the decision of Thursday include Roth, Inc.; Rhumba Casino, Inc.; Brass Rail, Inc.; Albert Greenfield and Milton Schwartz, partners in the Capitol Lounge; Emanuel Schwartz, owner of Yankee Doodle Inn, and Frank Harmon.

## ACCIDENT PLAN LIGHTS ARA, AGVA BOMB

### Guild Points to Nix On \$1 Poyments; Irving Calls Action

NEW YORK, May 24.—A battle between the Artists Representative Association and the American Guild of Variety Artists is shaping up as a result of the accident insurance program. AGVA has charged ARA with failure to live up to its contract, pointing to agents in Michigan, Illinois and New York, all ARA members, who have flatly refused to pay the \$1 per man per show on club dates.

The most recent case was when Detroit bookers Delbridge & Gorrell, were brought up on charges for failure to pay the buck. After a series of arbitrations, AGVA notified ARA to suspend Delbridge & Gorrell, in accordance with its agreement.

ARA's lawyer Jack Katz agreed that a contract calling for such payments was in effect but preferred to have the board of governors rule on the violations and punishment. An emergency meeting was hurriedly called for Wednesday (23) in New York with a representative contingent from Chicago expected to be present.

#### Irving's Ideas

AGVA's Jack Irving waxed indignant at what he termed "de-liberate contract breaking." He said he would recommend to the AGVA convention to be held in Los Angeles next month that the union by-pass ARA in all future dealings if it refused to live up to its contract. He will also recommend that all agents "be invited to apply direct to AGVA for franchises," which would be granted free of charge. The current bite is \$35.

"If we control the franchise and not ARA, we can rip it off the agent's walls, and he'll then have to come to us to be re-instated," said Irving.

Among other plans Irving will present to the convention is one that will no longer have AGVA collect commissions for agents

(Continued on page 45)

## Two Theaters Say They'll Throw Sponge

### N. Y. Warner and Chicago Oriental to Close Down, June

NEW YORK, May 24.—Two major theaters, the Oriental in Chicago and the Warner in New York, will go completely dark before the end of June.

The Warner has been in trouble for some time. Reopened, after a face-lifting job and a switch in names—formerly the Strand—the Warner tried with various attractions. But, because it couldn't book ahead far enough, it couldn't beat the competition from the Palace show with Betty Hutton, or the Paramount with its strong flesh bills.

The Warner management admitted it didn't know what would happen to the theater, except that it would close June 5. Zeb Epstein, manager of the house for 29 years, said he had no plans.

The Oriental has also been in hot financial water from time to time. It has managed to play spot shows and picked up a couple of hefty bucks in the recent date of Johnnie Ray. Its last bill will be the Gene Autry package, which goes in May 29 for one week.

#### High Rental

Randolph Bohrer, head of the Oriental Entertainment Corporation, blamed the closing on the high rental of pictures.

New York sources doubt if the theater will actually close, even though everybody's gotten notices.

(Continued on page 45)

## Capri Reopens In Mid-June

NEW YORK, May 24.—The Capri, Atlantic Beach, L.I., summer resort cafe, will re-open officially in mid-June with a record name policy. The spot has been taken over by Al Bierman, a shirt manufacturer and Harry Steinberger, a clothier. Bill Miller, a friend of the two, will advise on booking, but will have no interest in the spot.

The plan is to convert the outdoor room, now holding a bar, into an intimate lounge, and label it the Record Room. The first seminae to come in will be the Red Caps who are set for June 23. The opening bill will have the University Four, instrumental and vocal group, plus the Three Peppers who will alternate.

The main room will run with two bands, one a rumba outfit.

### Eatery Sales Drop

WASHINGTON, May 24.—Sales in seasonally adjusted restaurants dropped \$7 million from March to an April total of \$970 million, the Commerce Department announced this week. April 1951 sales at adjusted eat and drink spots totaled \$925 million. April sales in seasonally unadjusted restaurants were quoted at \$955 million, as compared with \$949 million in March and \$909 million for April of 1951.

## Extra Added

### New York

Al Martino is now getting \$1,500 and will get his first big time theater date at the Paramount in the latter part of September. Billy Daniels, who got \$7,000 at the Copa, is getting \$6,000 in Las Vegas. Betty and Jane Keane will go back to the Copa June 5 on the Billy Eckstine show. Nick Castle, who helped Charlie O'Curran to set the Betty Hutton act, will stage an act for Kitty Kallen. Mort Davis is now with the Gale office. Milton Berger, who handled the Step Brothers, has lost them to the Music Corporation of America.

The Piero Brothers are also being romanced by that office. Gloria DeHaven, formerly with General Artists, is now with the William Morris office. Skinny Amato's 500 Club, Atlantic City, has Jackie Miles, Sophie Tucker, Joe E. Lewis and Billy Daniels for one-week stands this summer. Peter Lind Hayes and Mary Healy will open at the London Palladium July 7. Nanci Crompton will also be on the same bill, but will double into the Savoy Hotel. Sugar Chile Robinson will do 10 weeks in England and Scotland, starting July 6.

Danny Thomas will open at the Copacabana sometime in September for a straight four-weeker. The date is tentatively set, is not yet definite due to prior television commitments. Next Copa bill will have Billy Eckstine in the headline spot, with Russell Swann doing the comedy. Tito and Valdes are splitting up. Tito's already rehearsing a new gal

partner... Borsch belt will play musical revivals this summer. "Brigadoon," directed by Stanley Woolf, will be the first of a series. Henny Youngman, in for an original two weeks at the Miami Beach Casablanca, is holdover two more weeks.

Emil Coleman will be back at the Waldorf when it reopens its Starlight Roof.

Jan Murray is now landed gently. He's bought a house in Hewlett, L. I. Sandra Devlin is current at Harry Altman's Glen Casino, Williamsville, N. Y. Larry Stone goes back to the London Palladium next month.

### Philadelphia

Kay Thompson, along with the Williams Brothers, first-timed it in town at the Latin Casino, opening May 22. The Ames Brothers are set for the May 29 stretch. Mortense Allen has replaced Clarence Robinson as producer and director of the shows at the New Town Tavern at nearby Delair, N. J. Warren Poinsett has sold his interest in the Bowery Cafe and the spot is readying a policy change. Al Modell, owner of Chancellor Hall, plans to return entertainment to the hotel's Forge Room.

Issy Bushkoff has set a June 26 opening date for his Club Esquire at the Wildwood, N. J., resort, with the show comprising a summer edition of the "Creole Pollicies" featured at his near-by Town Tavern in Delair, N. J. Norman Joyce, of the Jolly Joyce Agency, is now personal manager of The Stardusters (featured at

(Continued on page 45)

# "Hilariously Funny!"

...NY GARDNER



BILL MILLER'S **RIVIERA** FORT LEE, N. J.  
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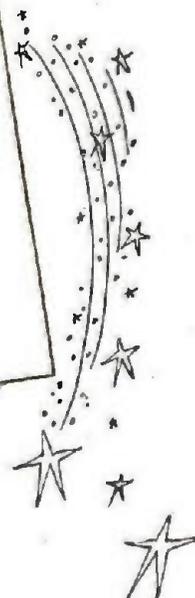
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Press Relations MARVIN DRAGER

# Petrillo Surveys Employment; Analyzes Record Production

## Work Is Still Spotty Outside Radio Field

• Continued from page 1

engagements, local commercial employment etc.

The number of men on steady radio staff employment totaled 2,212, at 437 radio stations. Of 585 AFM locals answering the poll, 351 reported no radio employment.

**Theatrical Employment**  
The AFM's survey of theatrical employment during 1951 in the United States and Canada is most revealing, and is based upon figures supplied by all locals. The survey does not include traveling orchestras but deals exclusively with local employment.

The survey indicates there are over 9,000 theaters in the United States having a seating capacity of 500 or more. Of these, 331 employ musicians. These 331 theaters are in the jurisdiction of 123 locals, and only 38 of them employ musicians on a 52-week basis. The balance of 293 theaters employ musicians for periods varying from one day to 30 weeks.

Musicians in theaters during 1951 totaled 3,780. These men earned total of \$6,561,028.60. Here's the breakdown covering this employment:

Vaude, Presentation Houses	1,158 Men	\$2,355,367.88
Dramatic and Musical	1,850 Men	\$2,698,723.57
Opera and Ballet	758 Men	\$ 864,417.76
Burlesque	190 Men	\$ 385,893.39
Opera	18 Men	\$ 52,624.00

**Hollywood Film Studios**  
From January 1, 1951, to December 31, 1951, the major Hollywood producers employed 339 musicians under contract, with a minimum yearly guarantee of \$6,918 each. The gross earnings totaled \$2,741,174.98. In addition to musicians under contract, the major companies during that 12-month period employed an additional 4,918 men as recording musicians. These earned \$1,312,178.75.

The above-mentioned musicians were employed in making 341 feature pictures and 106 shorts for Columbia Pictures; Loew's, Inc.; MGM Studio; Paramount Pictures; RKO Pictures; 20th Century-Fox; Republic; Universal Pictures, and Warners.

The gross earnings of musicians employed by independent producers in Hollywood during the same period was \$332,399.02.

A 1950-1951 survey of sym-

## Music Users Charged With Infringement

**NEW YORK, May 24.**—The American Society of Composers, Authors and Publishers has brought infringement suits on behalf of publisher members against two music users, the James E. Strates Shows carnival and the Tropics, a niter in Youngstown, Ohio.

Action against the Strates show was filed in the U. S. District Court for the New Jersey district on behalf of Chappell & Company, Inc.; Gotham Music Service, Inc.; and Santly-Joy, Inc. The publishers allege an unlicensed performance of their music. Suit against the Tropics was filed on behalf of Harms, Inc., and M. Witmark & Sons in U. S. District Court. Tunes involved in the Strates suit are Chappell's "How High the Moon," Gotham's "Mood Indigo" and Santly-Joy's Honey-suckle Rose. In the Tropics case, tunes involved are Harms' "Lady, Be Good" and Witmark's "Don't Take Your Love From Me."

## AFM SETS TWO COAST MEETINGS

**HOLLYWOOD, May 24.**—American Federation of Musicians is scheduling two important meetings which will be held here shortly before its annual convention opens June 9 at Santa Barbara, Calif. James C. Petrillo, AFM presy, has notified the leading music booking offices to have execs of the firms here for meetings June 5. It's understood that Dick Shelton and Clyde Balduch, McConkey artists; Bobby Phillips, Associated Booking; Milt Krasny, GAC; Larry Barmet, MCA; and Willard Alexander will sit at the pre-convention palaver. Purpose of the meeting could not be determined.

Execs of Local 47, white chapter of the AFM here, and members of the AFM's executive board will huddle here June 2 to discuss the controversial 5 per cent format for telepix. Certain members of Local 57 feel that the 5 per cent stipend is a barrier toward increased employment for toolers in the TV picture business.

phony orchestras indicates that the symphony continues an important factor in many communities. The survey shows 31 major symphonies so classified because they engage musicians at regular weekly salaries for a specified number of weeks per season—and

124 secondary symphonies, where musicians are engaged on a per concert basis for an indefinite number of concerts each season.

It is to be noted that the AFM Employment Survey does not cover the night club field, considered a considerable source of employment. It also does not venture into the club date field. In some areas, New York and other metropolitan centers notably, the club date field is a very lucrative one.

# Maguire Bill Would Put Bite Into State Fair Trade Codes

**NEW YORK, May 24.**—Something that may have an important bearing on price-cutting in the record field in the near future is the Senate Interstate and Foreign Commerce Committee's hearings on fair trade legislation, beginning June 2. This follows the successful passage of the Maguire Bill in the House of Representatives on May 8. As it stands now the Maguire Bill has effectively plugged up one of the weaknesses found in the old Millard-Tydings Act which for some years served as effective enabling legislation for States' own fair trade laws. There are 45 States with such laws at present.

In a law suit a year ago, however, a federal opinion was handed down that retailers who had not signed fair trade agreements with manufacturers were not bound to observe suggested retail prices set by the latter if interstate commerce were involved. This ruling, known as the Schwegman decision, in effect, knocked the props out from States' fair trade laws where interstate commerce was involved.

**Plugs Loophole**  
The Maguire Bill would effectively plug this loophole by stating specifically that non-signers of fair trade agreements are bound to observe retail prices just as much as signers. The inclusion of this carefully spelled-

## Gives Detailed Breakdown on Disk Industry

• Continued from page 1

to disks pressed from masters made under the contract entered into with the record companies on December 4, 1948, and are from reports submitted on records manufactured from January 1, 1951, to December 31, 1951.

According to AFM estimates, the combined dollar volume of 33 and 45 r.p.m. sales now totals about 34 per cent of the entire disk business. Here are the figures:

During 1951, a total of 127,974,752 conventional speed disks were sold. These had a retail value of \$102,810,928.

During the same year, 34,594,825 disks of 45 r.p.m. were sold. These had a retail value of \$28,393,918.

The number of 33 r.p.m. records sold during the year totaled 6,575,885, and had a retail value of \$25,186,938.

The disk business in 1951 meant the following in terms of employment for AFM members:

Number of Sessions	4,637
Number of Man Appearance Sides	39,578
Number of Man Appearance Leads	4,197
Number of Hours Employment	14,786
Number of Masters Recorded	18,322
Money Earned by Leaders	\$ 49,186.25
Money Earned by Sidesmen	1,929,179.28
Contributions to the Music Foundation Trust Fund	1,748,353.24

**Electrical Transcriptions**  
AFM's statistical survey of the transcription business indicates that during the past year, from the period January 1, 1951, to December 31, 1951, a total of 8,720 units of recorded music were produced. A unit, in AFM terminology, is 15 minutes of waxed music. In terms of dollars earned, this transcription activity meant a total of \$2,145,630 for leaders and sidemen. From the transcription industry, the trust fund received contributions totalling \$1,823,778.

To produce the 8,720 units required, a total of 469 hours of employment by 13,593 musicians sets.

# Sheet Slump Blamed on Gimmick Disks, Floods

**NEW YORK, May 24.**—Sheet music sales have fallen off seriously, with estimates placing the figure at approximately 50 per cent behind the same period last year. Jobbers and publishers attribute the oncoming summer season for only part of the slump. More cogent reasons, they claim, are the following: 1) the addition of the diskeries to gimmick records; 2) the deleterious effect of the flood and strike situations in the Midwest, which is a big sheet music market.

The prevalence of so-called "noise and sound" disks are riling some of the publishers who claim they can't get a look-in with "legitimate material."

**Of 70 Per Cent**  
Publishers claim that in the flood-affected areas, damage has been so extensive that the public has tightened up tremendously on the purchase of all luxuries. The threat of strikes has resulted in similar precautionary economic measures, with the result that in a large music-buying section, sales have fallen off as much as 70 per cent, according to some publishers and jobbers.

With regard to the frantic search by diskeries for new sounds, there is much speculation as to the true effect of this on sheet music. Some old line publishers feel that a more stable sheet music sale will return when the diskers revert to more orthodox arrangements.

## No 78 Album On Flanagan

**NEW YORK, May 24.**—The new Ralph Flanagan album "Dance to the Top Floor" is the first instance of RCA Victor's not releasing a pop album on the conventional 78 speed. The collection of hit tunes of the day is being released on a 45 album and as an LP disk. In the 78 r.p.m. version the sides are being released and merchandised as singles.

This is the second instance of the record company's issuing an album collection of the hit tunes of the day. An earlier one by Frankie Carle has proved a steady seller.

# Capitol, Columbia, MGM Plan to Wax "Roberta"

**NEW YORK, May 24.**—Three different albums, all featuring tunes from the same motion picture, will hit the market some time next week. The forthcoming picture is "Lowly To Look At," originally called "Roberta" when first presented as a play and then a movie a few years back, with music by Jerome Kern and Otto Harbach. The companies issuing the sets are Capitol, Columbia and MGM, with last named firm's waxing taken from the sound track.

The Capitol album of "Roberta" features Gordon MacRae, Lucille Norman and Anne Triola. George Greeley is the arranger-conductor of the album, with a full chorus and orchestra. This set was directed by Capitol production supervisor Walter Heebner. Capitol intends to give the disk an all-out promotional drive along the lines of its exploitation of the Jane Froman and Yma Sumac sets.

the album was originally intended to be part of its re-creation of favorite shows series, in line with its diskings of "Pal Joey" and "Anything Goes." However, when the flick was set, the diskery decided to release the waxing as part of its pop album series. The Columbia "Roberta" features Jack Cassidy, Portia Nelson, Joan Roberts, Kay Ballard, Frank Rogers and Stephen Douglass. The ork and chorus is conducted by Lehman Engel, and the set was produced by Goddard Lieberson.

The Columbia show-set is unusual in view of the promotion planned for the album. In line with the fact that the plot of "Roberta" revolves about a dress shop, the firm made a tie-up with dress designer Ceil Chapman. The cover of the album has pictures of six pretty models wearing Chapman gowns. The album will be introduced to the public via the Columbia Record TV show over the Columbia Broadcasting System on May 28, with the cover models appearing too.

The firm will also go on an all-out push to grab remaining trade via contests in each distributor area, in which prizes will be Chapman gowns. Delays will also be brought into the contest arrangements. The company is working on displays of the album.

(Continued on page 41)

## Merc to Make Talent Pitch With Marterie

**CHICAGO, May 24.**—Mercury Records is tying in appearances of four of its artists with Ralph Marterie's band at Frank Dalley's New Jersey Meadowbrook to showcase the unit for a possible fall concert tour. The Harmonicats and Dolores Marshall open Tuesday (27), with Marterie. Following week, Ray Cura and Richard Hayman, both new Mercury properties, will appear with the band. Third week, Marterie will do it alone. Marterie absorbs the acts cost out of his end.

Fact that each of the artists is riding a hot disk is prompting unusual disk jockey promotion on Mercury's part among N. Y. spinners. Marterie has "Street Scene" and "Persian Market" while Hayman's "No Strings Attached" and Cura's "Destre" and "Blue Boy" are both being plugged by Mercury as potential

(Continued on page 41)

out provision has pleased all trade proponents.

The same enthusiasm, however, is not displayed regarding another section of the Maguire Bill. This concerns the part of the bill which has to do with mail order firms which do business across State lines. In what is known as the "Wentling loophole" an appellate court upheld a former decision that a mail order operator need only obey the fair trade laws of his own State and thus could conduct business by mail in other States indiscriminately without regard to their pricing legislation. There is strong feeling in some quarters that the Maguire Bill as it has been passed on to the Senate for consideration and action does not effectively handle this problem. Rather, it is the opinion of some lawyers that if the Maguire Bill should become law as it stands today, this sec-

tion would not stand up in court.

Attempts had been made to plug up this believed loophole thru the Keough Amendment which spelled out clearly that a sale of interstate character made no difference. This amendment, however, was decisively defeated. Other fair trade enthusiasts believe that the bill as it stands is sufficient to meet their demands. The feeling here is that altho this may not be the complete answer, at least there is enough in the bill to put teeth back into the various States' fair trade legislation. They further feel that strengthening the bill any more might bring the Interstate Commerce Commission and the Fair Trades Commission into the picture, thus reducing the chances of the bill's passage. The National Association of Retail Druggists is strongly behind the bill in its present form.

**Many Witnesses**  
During the hearings held by the House, a great many witnesses from many types of businesses testified. No one, however, attended and testified on behalf of any segment of the record business—an industry which has been beset by price-cutting problems in recent months. Whether or not testimony will be presented by any members of the record business at the Senate hearings is not yet known. What the Senate will do in this

## "TAKE HEART" DATE-JUNE 21

**NEW YORK, May 24.**—At least one of the two sides of Al Martino's first record for Capitol, a tune called "Take My Heart," will be restricted by the publisher, Santly-Joy. The pub has put a June 21 date on the tune.

(Continued on page 41)

THE NEWEST MOST EXCITING DANCE BAND-SINGER TEAM IN AMERICA

# NEAL HEFTI · FRANCES WAYNE and their ORCHESTRA featuring THE CAVALIERS

Now on their Premier-

Personal Appearance tour of  
the nation's leading theatres,  
hotels and Top Summer  
Ballrooms



### THEIR HIT CORAL RECORDS

- "Coral Reef"      "You're the One I Love"
- "If You Hadn't Gone Away"      "Regular Man"
- "Kissin' Bug Boogie"      "Don't Be That Way"
- "Bing, Bong, Bing"      "Always"
- "Charmaine"      "Lonesome and Blue"
- "Cabin in the Cotton"      "Why Not?"
- "Every Time"
- "Sure Thing"

### THE NATION'S DISK JOCKEYS RAVE

"One of the most interesting new combinations of singer and band... their musical interpretations and performance are exceptionally fine!"

MARTIN BLOCK, WNEW, NEW YORK

"... all the requirements for stardom in the band business... a fine band with a good heat and interesting, tasteful arrangements, and that's what people like!"

PETER POTTER, KLAC, LOS ANGELES

"The newest and most exciting band to come out in years... the band has a wonderful future!"

JIM LOUNSHERRY, WIND, CHICAGO

"A band that really swings and a girl that really sings!"

HOR CLAYTON, WHDR, BOSTON

"One of the most outstanding bands of 1952!"

BJJ. SILBERT, WWJ, DETROIT

... and thanks to the hundreds of other "D. J.'s" across the country who echo this praise. Only space prevents our listing their raves, too.

DIRECTION:



# LP Release Plans of EMI Confuses World Disk Set-Up

NEW YORK, May 24.—The recent announcement by England's Electrical and Musical Industries, Ltd. (EMI), producers of HMV, Columbia and Parlophone disks, that they will start releasing LP platters in October adds more confusion to an already complicated world-wide disk picture.

American Columbia split with the EMI group—effective December 31, 1952—because of the resistance of the English organization to LP's, and made arrangements with Philips Industries to sell its records in England and throughout the world starting January 1, 1953 (The Billboard, December 15, 1951). English Decca, whose wax is marketed via the London label here, has had LP's

on the world market for about two years.

With EMI set to issue LP's come October, several questions, involved and temporarily unanswerable, are posed. These revolve around American Columbia; around EMI, Columbia's present foreign counterpart, and Philips, Columbia's future foreign representative. The points at issue are: Who owns the masters that American Columbia and EMI have exchanged over the years that have been issued on the two Columbia labels? Will British Columbia release any of these American Columbia disks on LP? If so, will the masters be turned over to Philips on January 1? In addition, when will Philips enter the British disk market with LP's?

At the present time this much is known: American Columbia is not issuing many waxings previously sent over by EMI in anticipation of the termination of the EMI agreement. It is understood that American Columbia is negotiating with EMI as to how the masters of each concern are to be divided. It is also known that when the American Columbia-Philips agreement starts, Co-

lumbia disks issued in England and on the continent, will be on the Philips label, since EMI controls the name Columbia for Europe. This of course raises another interesting question, with whom will British Columbia market its wax here, and what label will be used, since they cannot use the Columbia name in the U.S.?

## English Decca

While EMI has been slow in producing LP's in England, English Decca has produced the large total of 376 LP's over the last two years. This figure compares favorably with American production. At the same time English Decca has also produced most of the LP attachments and three-speed gramophones for the English market over the past two years.

Philips Industries, one of the world's giant industrial corporations, has been losing no time in getting into record production since the firm made its agreement with American Columbia. It is producing records on the continent, and has signed up a healthy list of popular and classical artists for its talent stable. The records will be made available

(Continued on page 41)

## "Love You" Is Infringing On "Sailed Again"

NEW YORK, May 24.—In a suit involving the unique courtroom presentation of waxed evidence, U. S. District Court Judge Sylvester J. Ryan has found that the King disking of "I Love You, Yes I Do" infringes on an earlier Decca pressing, "Tonight He Sailed Again." The court enjoined King and its publishing affiliate, Lois Music, from further use of the material, and awarded Northern Music, Decca publishing subsidiary initiating the action, damages based on an accounting of profits.

The Decca version of the ditty, composed by Guy Wood and Sol Marcus, with lyrics by the late Eddie Seiler, was recorded by Lucky Millinder, who also supervised the King disking. Millinder figured as a defendant in the court action.

### Record Evidence

To prove Northern's contention that the Lois song, written by Henry Glover and Sally Nix, infringed on its copyright, Decca's Sonny Burke prepared and offered as evidence 11 special records to demonstrate similarity of the two ditties. The disks, played in court, illustrated the factors of melody, harmony and rhythm, said to be common to both properties.

Judge Ryan, in his decision, found that the Decca song was an original creation, that the two songs were, in fact, similar, and that the defendants had access to the Decca material.

Attorneys for the plaintiff were Henry Cohen and Richard E. Colby, of the firm of Cohen & Bingham, Counsel for King and Lois Music was Jack Pearl, with Stuart Sprague representing Henry Glover, also named as a defendant.

## Swedish Park Inks U. S. Bands

STOCKHOLM, May 24.—Director Lindgren of the Nofesfallet Amusement Park has signed up Louis Armstrong, Gene Krupa and several other American jazz musicians for summer engagements in Sweden.

Krupa, Charlie Ventura and pianist Teddy Napoleon are set to open at Nofesfallet on July 1, playing two weeks in the park's "Circus Revue," and remainder of the month as part of the open-air stage show. Trio is also set for a tour of Swedish parks during the month of August.

Armstrong and his orchestra are scheduled for an August or September appearance in Nofesfallet. Lindgren is not yet certain of exact date or the full line-up of Armstrong's ork, but expects he will bring along Barney Bigard, clarinet; Arvel Shaw, bass; and Coby Colc, drums.

Vic Hyde, American novelty musical act, also is set for appearance in Swedish parks this summer as are the Delta Rhythm Boys.

## White Fans Hying R&B Platter Sales

HOLLYWOOD, May 24.—The slack that usually comes into the disk business with the start of summer is taking less effect this year in the r.&b. business thru Southern California because of a brand-new clientele which has taken up the jazz-blues buying and

listening habit. A survey of the leading indie r.&b. label distributors here disclosed that a major portion of the r.&b. sides now being sold are bought by Spanish and mixed-nationality buyers.

Distributors here attribute the new audience to the work of a group of leading d.j.'s, mostly on indie outlets, who have been doing a radio promotion job. These jockeys include: Hunter Hancock, KFVD, 2-3-30 p.m., and KGFI, 9:00-11:30 p.m., daily; Joe Adams, KOWL, Santa Monica, 12-3-30 p.m. and 8-8 p.m., daily; Gene Norman, KLAC, three hours daily; Bill Samson, KWKW, Pasadena, midnight to 6 a.m., daily; Ray Robinson, KFOX, Long Beach, 9-10 p.m., daily, and John Dolphin, KGFI, midnight to 3 a.m., daily.

The latter show is from Dolphin's Hollywood Record Shop, which now is operating on a 24-hour-per-day seven-day-a-week schedule. Dolphin reports that about 40 per cent of his retail business now comes from white buyers, where previously his trade was almost entirely Negro buyers. Dolphin has been giving away on his show one free disk of his choice with every record purchased as a teaser. In addition, d.j.'s, such as Gene Norman, KLAC, and Bill Samson and Bill Leyton, KFWB, whose shows are aimed more for pop audiences, have been whirling many r.&b. disks. The impact of the d.j.'s spinning is being felt as far as San Diego, where Don

(Continued on page 41)

## Cap Mulls 2d B. May Album

HOLLYWOOD, May 24.—The first Billy May dance band album, "Big Band Bash," has taken off so rapidly that Cap execs here are mulling a second release album around June 20. The first May package has been released only three weeks and has done as well in its first three-weeks as did the top-selling Jane Froman album when it was first released. A check of Cap regional sales records shows that the album is doing best in the Midwest and the East, where the new May band has been making its one-nighters, first with the Laine-Fage concert package and now on dance one-night stands.

The second Capitol release will be called "A Band Is Born" and will tell the story of how the May aggregation accidentally hit. May was commissioned by Alan Livingston, Cap's a.&r. chief, to do arrangements and get the sidemen for a band to do an Arthur Murray dance album. The sides turned out so well that they were released individually. The six sides in the album will be the first six sides which Capitol released from October thru December by May and his band. It's the quickest re-release of individual disks into an album in Cap history.

The May band, which just started its first dance dates, did \$1,992 at West View Park, Pittsburgh, May 14.

## Bahamian Song Album To Be Released Soon

NEW YORK, May 24.—A second album of Bahamian songs, featuring Blind Blake and His Royal Victoria Hotel Calypsoes, will be released here next week by Songs of the Islands, Ltd., on the Art label. This new set contains 11 tunes, one of which, "Peanut Rice," is often referred to as the Bahamian national anthem.

Woody Herman and his ork are planning to record one of the tunes in the new set, "Jump in the Line," and the Weavers are preparing two others for recording. The album will be available on both LP and 78 r.p.m.

## PRACTICALLY GLUED TOGETHER

NEW YORK, May 24.—Bill Simon, now with Southern Music's affiliate, Charles K. Harris, and Jerry Wexler, now with the Big Three, were close friends when they were staffers together at The Billboard. They still stick together—like the two sides of a record. The coupling on the recent Ralph Flanagan ork record is "South," a Southern tune, and "I Understand," a Big Three melody; Jack Fina's ork has just cut "Saturday Rag" (Big Three) and "South" for MGM, and Cy Coleman recently waxed "South" and "In a Little Spanish Town" (Big Three) for Decca.

## Cap Sets Up D. J. Series

HOLLYWOOD, May 24.—Following an increasing demand for recorded interviews from artists on the part of h.b. and Western d.j.'s in The Billboard's folk, talent and tunes column, Capitol's rustic disk promotion chief, Marv Townsend, this week was preparing the first of a series of 10-inch 78-r.p.m. disks by Hank Thompson. The Thompson interview carries a series of answers, running about three minutes, to questions contained in a script which will be sent with the disk. Interwoven into the interview is a portion of Thompson's current best seller, "Wild Side of Life," and a full rendition of its new release, "Waiting in the Lobby of Your Heart."

Ken Nelson, Cap's ostentatious a.&r. chief, who did the Thompson interview, is currently in Nashville, cutting interview material on six more Capitol disks. Disks will be sent out once each month. D.j.'s who are interested can write to Townsend at Capitol's Hollywood office.

## Proposed Rule Would Hit DJ's

Continued from page 8

cent levy. Early in the history of this type of production, even some record company execs were loathe to reveal the extent to which they were co-operating for fear of incurring Petrillo's wrath.

It is generally assumed that the amendment will quickly be passed by AFM delegates, but there is much conjecture already on whether the AFM can enforce its stand and also whether it can make the amendment retroactive to halt use of disks recorded prior to the change in the by-laws. In any event, the AFM has made clear its position on the use of recorded music on TV—sign up for the 5 per cent deal or use live musicians.

## "SUGARBUSH" ON FIRE

## Schirmer's Ruffled by Success of Old Tune

NEW YORK, May 24.—Staid, dignified G. Schirmer's Inc., one of the oldest standard publishing firms in the country, is beginning to take on the frantic atmosphere of the Brill Building. This revolution took place the day after Columbia Records released the pop waxing of G. Schirmer's tune "Sugarbush" with Doris Day and Frankie Laine. Ever since the deejays got on the tune, Schirmer's have been on a merry-go-round.

"This happens to us about every ten years," stated Gus Schirmer. "The last time we had a hit pop tune was back about 1940, when Rudolph Frim's "Allah's Holiday" was recorded and became a hit disk. Then there was "Trees," which someone turned into a pop, and we sold a tremendous amount of sheet music. And Paul Whiteman dug the song "Sylvia" out of our catalog back in the 1920's and made it

a big hit. I guess we'll have another "hot" one about ten years from now. "Sugarbush" has been in our catalog for about 10 years, with other Josef Marais tunes.

Schirmer's do not have any deejay promotion schemes planned, mainly because they lack someone to handle this task. Nor do they intend to make a powerful effort to get additional sides recorded. "We'll call some companies," Schirmer said, "In fact, I received a telegram from a large company who want to record 'Sugarbush,' and I sent them a lead sheet."

According to the firm they think they will sell about 100,000 copies of the tune, or more, if the record goes. "If the Doris Day-Frankie Laine disk becomes a big hit and the phrase 'Sugarbush' catches on, the word may take the place of dear or honey," Schirmer said hopefully.

## DANCE THEME

## Hillman's Tune Seen As Ork Plug

HOLLYWOOD, May 24.—A theme song tying in with the current increase of national interest in dance bands, "Let's Go Dancing," written by Roc Hillman, is being promoted here by Barney McDevitt, back for the Palladium. The tune, which has been sent to Benny Strong, who will make an arrangement of it to be played right after the band's theme on all network remote shots from the Palladium, Tommy Dorsey, current on the Sunset Boulevard dancery stand, has made up the arrangement which will be played for the first time Monday (26). Dorsey may do the tune for Decca the following week.

Herb Hendler, one of the men behind the meeting of dance band leaders in New York recently, has copies of the song and is attempting to get NBC to utilize the tune as the theme of its new summer band series, replacing the Saturday night "Show of Shows" on TV (The Billboard, May 10).

McDevitt has also dispatched letters and copies of the song to Otto Weber, managing secretary of the National Ballroom Operators' Association, and members of the top ops' board of directors. Hillman got the inspiration for the tune from reading of the growing interest in the dance band business in recent issues of The Billboard.

## NBOA Confab Set for Chi

FARGO, N. D., May 24.—The National Ballroom Operators' Association will hold its annual convention September 30-October 1 at the LaSalle Hotel in Chicago. R. E. (Doc) Chinn, president, announced here today.

Due to increase in membership gained as result of winning the cabaret tax fight, group expects this to be the largest convention it has ever had.

Chinn, just back from a meeting with ballroom operators in Seattle, reports NBOA well organized on the West Coast, with members in California, Oregon and Washington. Other State meetings are being planned. First will be with Wisconsin group in Milwaukee at an as yet undetermined date.

## NBC and GAC For Sat. Show

NEW YORK, May 24.—The National Broadcasting Company TV web and General Artists Corporation have lined up name bands for nine of the 13 weeks of the "Saturday Night Dance Party" show. The program replaces "Show of Shows" for the summer (The Billboard, May 10).

The opening show will be kicked off on June 7, with the Ray Anthony ork and Joe Bushkin as an added attraction. Other bands set thus far include Stan Kenton, Billy May, Buddy Morrow, Hal McIntyre, Woody Herman, Ralph Flanagan and Jimmy Dorsey. Emcee duties will be handled by the band leader on most of the shows, the NBC may throw Jerry Lester into the spot occasionally.

## Middleman to Sell 240-Disk Catalog

NEW YORK, May 24.—Al Middleman has put up for sale his entire catalog of 240 masters. These include the ARA label and sides by Al Trace, Hank Williams, Judy Canova, Buddy Clark, Reilly Shepard, Ace Harris, Skinnay Ennis and Earl Hines.



# DECCA DATA

YOUR WEEKLY GUIDE  
TO  
AMERICA'S FASTEST SELLING RECORDS

**FLASH!**  
JORDAN FOR  
PRESIDENT  
by Louis Jordan  
28225\*

TO BUILD SALES



Published in the Interests of Decca Dealers and Music Operators



TO BUILD PROFITS

## NEW RELEASES—SINGLES & ALBUMS

Mime **Billie Crosby and Judy Garland**  
You've Got Me Where You Want Me 28210\*  
Lover **Peggy Lee and Gordon Jenkins**  
You Go To My Head 28215\*  
Pretty As A Picture **Mills Brothers**  
When You Came Back To Me 28180\*  
Gee, But I'm Glad To Know You Love Me  
I Nodded Anyone Till You **Ella Fitzgerald**  
28181\*  
Jordan For President **Louis Jordan**  
Oil Well, Texas 28225\*

The Cuban Nightingale (Sun Sun Sobá)  
The Fluter's Samba **Music by Camarata**  
28226\*  
South **Lawson-Haggart Jazz Band**  
The Shark Of Ataby 28182\*  
You're The Cream In My Coffee **Jerry Wald**  
Cherokee (Indian Love Song)  
Jerry Wald and Chris Connors  
28203\*  
When The Cactus Is In Bloom **Bill Monroe**  
Sailor's Plea 28183\*

Lovely Wine **Coleman Hawkins**  
Carola 28216\*  
I'll Live True To You **Joe Medlin**  
I'll Always Be With You 28185\*  
JANE FROMAN  
Souvenir Album  
Vocal with Orchestra  
9-331-\$4.35 • DL 6021-\$3.35  
WALTZ OF VIENNA  
Syled by  
JESSE CRAWFORD  
The Foot of The Orygen  
9-336-\$3.75 • DL 5402-\$3.00

NOW AVAILABLE IN LONG PLAY  
Music from the 20th Century-Fox Picture  
"BLOOD AND SAND"  
Played by Vicente Gómez Quintet  
Vocal Choruses by Graciela Farrago  
DL 5340-\$3.00  
Also available in: A-265-\$3.30  
JOSE WHITE  
Volume 2  
Ballads and Blues  
DL 5747-\$3.00  
Also available in: A-211-\$4.15  
\*Also available in 45 RPM (add prefix '9' to record number)

## TOP SELLERS

... based on this week's actual sales

**COUNTRY**

2	SO USED TO LOVING YOU THAT HEART BELONGS TO ME	Webb Pierce	28091*
26	WONDERING New Silver Bells	Webb Pierce	46364*
5	WILD SIDE OF LIFE IT'S SO LONG AND GOOD-BYE TO YOU	Burl Ives and Grady Martin	28035*
4	SOMEBODY'S STOLEN MY HONEY MY MOTHER MUST HAVE BEEN A GIRL LIKE YOU	Ernest Tubb	28067*
49	PEACE IN THE VALLEY Where Could I Go But To The Lord	Red Foley	14573*
1	**ALMOST Let's Take A Trip To The Moon	Mervin Shiner and Grady Martin	28121*
1	THIRTY PIECES OF SILVER WHEN WE ALL GET TOGETHER UP THERE	Jimmie Davis with The Anita Kerr Singers	28110*
20	MISSING IN ACTION A HEARTSICK SOLDIER ON HEARTBREAK RIDGE	Ernest Tubb	46389*
4	LET'S TAKE THE LONG WAY HOME I HOPE TOMORROW NEVER COMES	Astray Inman	46407*
10	MILK BUCKET BOOGIE SALTY DOG RAG	Red Foley	27981*

## RHYTHM AND BLUES

2	SLOW DOWN NEVER TRUST A WOMAN	Louis Jordan	28088*
28	PEACE IN THE VALLEY NEAR THE CROSS	Sister Rosetta Tharpe with The Anita Kerr Singers	28277*
1	**LOUD TALKIN' WOMAN THEY RAIDED THE JOINT	Melon Munes	28113*
5	AT LAST ROOT MAN BLUES	Buddy Johnson	27998*
15	A MAN AIN'T SUPPOSED TO CRY I DIDN'T SLEEP A WINK LAST NIGHT	Arthur Prysock	27871*

\*Also available in 45 RPM (add prefix '9' to record number)  
\*\*Another Decca "Best Sell" makes the "Best Seller" list this week!

## BEST BETS

Stock these fast-moving Decca Records now  
... the coming hits as indicated by actual sales.

POSITION THIS WEEK

1.	WABASH BLUES LINGER AWHILE	Andrew Sisters and Russ Morgan	28143*
2.	HERE IN MY HEART I'M SORRY	Andrew Sisters and Dick Haymes	28213*
3.	BACK UP THE BALLS BOYS TILL THE WELL GOES DRY	Rex Allen	28146*
4.	HANG YOUR HEAD IN SHAME WHERE IS YOUR WANDERING MOTHER TONIGHT	Andrew Sisters and Red Foley	28163*
5.	I'M BOUND FOR THE KINGDOM I'D RATHER HAVE JESUS	Red Foley with The Jordanaires	28147*
6.	JUNCO PARTNER AZURE-TE (Paris Blues)	Louis Jordan	28211*
7.	FLINK, PLANK, PLUNK! SERENATA	Leroy Anderson	28168*
8.	MY ACHING HEART I DON'T KNOW WHAT'S TROUBLIN' YOUR MIND	Buddy Johnson	28165*
9.	HEAVENLY FATHER LONESOME AND BLUE	Evelyn Knight with Sy Oliver	28151*
10.	I WAITED A LITTLE TOO LONG I MAY HATE MYSELF IN THE MORNING (For Falling In Love Tonight)	Trudy Richards and Arnie Shaw	28190*
11.	LONELY WINE MY MELANCHOLY BABY	Bill Snyder	28192*
12.	DIESEL SMOKE, DANGEROUS CURVES THE LITTLE GREEN VALLEY	Burl Ives and Grady Martin	28161*
13.	**TWO" MINUTE WALTZ STARS AND STRIPES FOREVER	Carmen Cavallaro	28150*
14.	FISHERMAN'S BOOGIE HOTFOOT SHUFFLE	Al Dexter	28137*

\*Also available in 45 RPM (add prefix '9' to record number)

## ALBUM TOP SELLERS\*

LEREY ANDERSON COND., Vol. 2  
DL 5415-\$4.75 • 9-274-\$4.15 • DL 7519-\$3.85  
LEREY ANDERSON COND., Vol. I  
A-816-\$4.75 • 9-151-\$4.15 • DL 7509-\$3.85  
HAWAIIAN FAVORITES  
Alfred Apaka  
A-842-\$4.15 • 9-222-\$3.75 • DL 5231-\$3.00  
SATCEMO SERENADES—  
Louis Armstrong  
A-911-\$4.15 • 9-321-\$3.75 • DL 5001-\$3.00  
GUYS AND DOLLS—Orig. Cast  
DL 415-\$4.75 • 9-293-\$4.15 • DL 6036-\$4.85  
AL JOLSON  
In Songs He Made Famous  
A-459-\$4.15 • 9-4-\$3.75 • DL 5026-\$3.00  
ETHEL MERMAN  
Songs from CALL ME MADAM  
A-818-\$5.85 • 9-166-\$5.45 • DL 6035-\$4.85  
TANGOS FOR ROMANCE  
Carmen Cavallaro  
9-335-\$3.75 • DL 5407-\$3.00  
OKLAHOMA!—Orig. Cast  
DL 359-\$5.85 • 9-4-\$5.45 • DL 6000-\$4.85  
CAROUSEL—Orig. Cast  
DL 727-\$5.75 • 9-7-\$5.10 • DL 6003-\$4.85

## CHILDREN'S TOP SELLERS

The Adventures of the Lone Ranger:  
HE BECOMES THE LONE RANGER  
E-38 • 1-152  
HE FINDS SILVER  
E-38 • 1-152  
HE FINDS DAN REID  
E-31 • 1-124  
HE HELPS THE COLONEL'S SON  
THE LITTLE ENGINE THAT COULD  
and  
LET'S HAVE A PARTY  
Guy Lombardo  
E-57 • 1-102  
CRADLE SONG (Brahms' Lullaby)  
and  
THAT SLY OLD GENTLEMAN  
Bing Crosby  
E-57 • 1-177  
GENIE, THE MAGIC RECORD  
Frank Luther  
DL 102-\$3.00 • 1-106-\$2.50  
MOTHER GOOSE SONGS  
Frank Luther  
DL 102-\$3.00 • 1-106-\$2.50  
THE TUBBY THE TUBA SONG  
and  
POPO THE PUPPET  
Dennis Keyes  
E-21 • 1-131  
WINNIE THE POOR SONGS  
Frank Luther  
DL 102-\$3.00 • 1-106  
78 RPM (E) Recreates (Unobtainable under normal use)  
Records \$1.00 plus tax  
45 RPM (E) Records (In Decorative Envelope)—95¢

## TOP SELLERS

... based on this week's actual sales

### POPULAR

18	BLUE TANGO Bells Of The Bell	Leroy Anderson	27875*
3	I'M YOURS I UNDERSTAND	Fear Acon	28162*
2	KISS OF FIRE I'LL WALK ALONE	Leola Armstrong	28177*
2	KISS OF FIRE DELICADO (Delicata)	Guy Lombardo	28179*
11	BLUE TANGO AT LAST, AT LAST	Guy Lombardo	28031*
2	UNDER THE HONEYSUCKLE VINE YOU MAY BE THE SWEETHEART OF SOMEBODY ELSE	Bill Kenny of the Ink Spots Ink Spots featuring Bill Kenny	28164*
13	PERFIDIA YOU BROUGHT ME LOVE	Fear Acon	27987*
3	BE ANYTHING (But Be Mine) FORGIVE ME	Peggy Lee and Gordon Jenkins	28142*
1	**IT'S A SIN TO TELL A LIE That's When Your Heartaches Begin	Ink Spots	25303*
1	GOODY GOODY AIR MAIL SPECIAL	Ella Fitzgerald	28126*
3	DELICADO (Delicata) See If You Like It (Vo Sa Gostas)	Waldy Azavedo	28044*
1	**There's A Pawn Shop On A Corner In PITTSBURGH, PENNSYLVANIA SOMEWHERE ALONG THE WAY	Jerry Gray	28141*
2	SPELLBOUND A PLACE IN THE SUN	Victor Young	28115*
16	WIDOWEN Old Point	The Weavers and Gordon Jenkins	27928*
19	BE MY LIFE'S COMPANION Love Life	Mills Brothers with Sy Oliver	27889*

\*Also available in 45 RPM (add prefix '9' to record number)  
\*\*Another Decca "Best Sell" makes the "Best Seller" list this week!

**PEGGY LEE and GORDON JENKINS**  
in BRAND NEW SMASH HIT!  
**LOVER and YOU GO TO MY HEAD**  
DECCA RECORDS  
Decca 28215 (78 RPM) and 9-28215 (45 RPM)

DANISH TALENT HUNT

Amateur Contest Winners Get Immediate Bookings

COPENHAGEN, May 24.—Amateur contests, usually put on here in good spots that are regular employers of pro talent, are a standard means of giving unknown singers and acts a chance to show their talent in Denmark. Winners and runners-up in these showings are usually booked immediately as these contests, in Copenhagen, are attended by foreign and local agents, as well as by directors, of revues, cabarets and circuses.

An annual competition that has been the means of launching several top-ranking singers in recent years is the Refrain Singers' Contest, a music publisher and a radio trade paper. The diskeries include His Master's, Columbia and Odeon. Sectional contests are held in various cities of Denmark and the winners are brought to Copenhagen for the finals.

The 1951-'52 finals were held here in the Tivoli Concert Hall, Saturday (10) afternoon, with eight women and 12 men competing for the annual titles. The contest was judged by a jury of

10 well-known musicians, impresarios and trade paper editors—plus the reaction of several hundred fans who paid half a buck to sit thru the song fest. The Willy Sorenson Quintet from the swank Ambassador Club, provided the accompaniments. Each contestant sang refrains of two songs.

Winners Announced

Winners were Elisa Sylvest, Bent Moller Hansen and Roland Ris. Revealing the popularity of modern American music in Denmark, as well as the wide range in taste, was the number of American songs—with Danish lyrics—used by the contestants. "Red Sails in the Sunset" was used by three male singers; "Ole Man River," by another; while "The Little White Cloud That Cried" and "The Bells of Saint Mary" netted Greger Andersen a show stop. Other American tunes were "End of a Perfect Day," "Night and Day," "White Christmas," "Slow Poke," "Happy Days Are Here Again" and "Boogie Woogie Drummer of Company B."

Henry Buchman, operatic baritone, winner of the 1940 contest, romped thru a Russian classic and "Sympathy" while the judges were in session and revealed a powerful voice and easy style that topped the best efforts of the current crop of contestants. Buchman followed up his 1940 title win by a successful string of musical and operatic engagements, playing lead roles in "Porgy and Bess," "Annie Get Your Gun," "La Boheme" and "Cavalleria Rusticana," among others. Title winners of this year's contest are all set to record platters for His Master's Voice, Columbia and Odeon records, co-sponsors of the contest.

Unity Group To Hold Meet

NEW YORK, May 24.—The campaigning for the December 4 elections to be held by Local 802, American Federation of Musicians, has already started. Parties are forming, tho at this point it would seem the only opposition to the administration would be the New Unity group, which comprises all elements opposing the administration.

The New Unity party is holding its first meeting Monday night, May 26, at the Fraternal Club, house here. In the New Unity group are William Feinberg, secretary for the local for 12 years during the regime of the late Jack Rosenberg and Al Manuti, former candidate for president of the local, who lost the election in 1950 by 89 votes, and was formerly a member of the executive board. Other members are Max Arons, present executive board member, and trial board chairman and executive on the Blue Ticket under the tenure of Jack Rosenberg, and elected to his present position on the Unity ticket last year, and Cal Fleising, a trail-board member. The meeting will consider unemployment problems in the local.

Bibi Johns, Poleri Signed by Victor

NEW YORK, May 24.—Most recent artist additions to the RCA Victor label are Bibi Johns and David Poleri. Miss Johns, who came to this country from Sweden, previously recorded for HMV. Her first disk, "The Night Is Filled With Echoes," backed with "Some One to Kiss Your Tears Away," has already been released. Poleri is a new Red Seal tenor and is also under contract to the New York City Opera Company.

CLEFFERS WILL PROMOTE FLICK

NEW YORK, May 24.—It's almost standard practice for performing talent to figure in advance ballyhoo for upcoming movies, but when top songwriters take over flack functions, that's news. Cleffers Charles Tobias and Peter De Rose are now on the third leg of a promotional junket for the Warner flick, "About Face," during which they are getting the full treatment—disk jockey and television appearances and press conferences. By the end of next week they will have covered 15 cities in the East and Midwest. They ponned nine ditties for the movie which is slated to premiere next week.

Bill Richards In RCA Talks Re Coast A&R

NEW YORK, May 24.—Conversations have been held with Bill Richards, president of Kem Records in Los Angeles, by RCA Victor regarding his assuming the West Coast a.&r. duties for the diskery so that Henri Rene can be moved to the New York headquarters. Victor has wanted to bring Rene East for several months in order to add to the strength of the local a.&r. set-up. The delay has been caused because of the desire to find the most suitable replacement.

At the moment Richards, who was with Columbia before deciding to start his own label, is a strong possibility for the post. It is expected that a decision will be reached within the next two weeks.

WSM Builds "Frolics" Show

NASHVILLE, May 24.—WSM is building a new show around its "Grand Ole Opry" talent. The show is called "Friday Night Frolics," coming on at 7 p.m., with the last show ending at 9:30 p.m. Artists featured on the variety shows are George Morgan, Roy Acuff, Hank Williams and Ernest Tubb. Guest spots on the shows are done by other "Opry" artists. The broadcast is direct from WSM studios with no admission charge.

"Grand Ole Opry" talent will be making their third appearance on the Kate Smith evening hour May 21. Those appearing will be Carl Smith, the Carter Sisters with Mother Maybelle, Moon Mullican, Lonzo and Oscar, and the Square Dancers.

RCA Signs New Artists

NEW YORK, May 24.—As a further step in the diskery's a.&r. program to add new faces to the label, RCA Victor has signed Sunny Gale and Bill Shepard to wax contracts. In recent months the record company has pacted Lily Ann Carol, the Brewster Boys and Bibi Johns.

Miss Gale formerly recorded for Deby Records, and it was her original etching of "Wheel of Fortune" which sparked the tune to hitdom. Her contract is for a year with Victor holding options for two additional years. Shepard is a night club singer from Cleveland and has worked spots in that city as well as in Dayton, Columbus, O., and Detroit. This is his first disk contract.

ADVANCE DATA AND TRADE ACTION ON "SONGS FOR SALE"

SONGS TO BE AIRED MAY 31 OVER CBS-TV

NO MORE DREAMS—By Bernard Weiland... Song by Margaret Whiting
YES! YOU!—By Sam Chertman... Song by Dorothy Loudon
BE HERE TO LOVE—By Gladys Mathew... Song by The Four Aces
SUNDAY BLUES—By Rolter Landis... Song by Margaret Whiting
ROOGIE WOOGIE COWBOY—By Wili Mannel... Song by Dorothy Loudon
CALLING YOU—By Jayne Glyde... Song by The Four Aces
Judges panel for the May 31 telecast will be Barry Gray, Ben Gross, Ed Callahan, Joe Carlton and Ken Murray.

Sides in Current Release

Week ending May 24

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: PUBLISHER, TUNE, ARTIST AND LABEL. Lists various record releases from companies like ACUFF-ROSE, BOURNE, BROADCAST MUSIC, etc.

Total Number of Sides Released by Each Label

January 1, 1952, to Date

(These totals do not include P. D. tunes)

Table with columns: LABEL, POPULAR, FOLK, RHYTHM & BLUES. Shows cumulative release counts for labels like CAPITOL, COLUMBIA, DECCA, etc.

Total Sides for Week Released by Each Label

Week ending May 24

(These totals do not include P. D. tunes)

Table with columns: LABEL, POPULAR, FOLK, RHYTHM & BLUES. Shows weekly release counts for labels like CAPITOL, COLUMBIA, DECCA, etc.

Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!

Advertisement for Miss Patti Page, 'LOVE, WHERE ARE YOU NOW?' by Mercury 5816, ABC Music Corp.

Advertisement for 'LOVE SONG OF THE WATERFALL' by Jimmy Wakely-Capitol, Slim Whitman-Imperial.

Advertisement for AMERICAN MUSIC, INC. at 1576 Broadway, N.Y.

Advertisement for 'KISS OF FIRE' by Decca, featuring various artists like Tony Martin, Billy Eckstine, etc.

Advertisement for 'It Happened In Monterey' by Leo Feist, Inc., featuring a 'HIGHLIGHT' for every program.

Advertisement for MINDY CARSON'S 'HO-HO' by RCA Victor Recording, featuring Santly-Joy, Inc.

Advertisement for TV in All Showbusiness, covering all showbusiness.



IN PERSON **RALPH MARTERIE**  
AND HIS FAMOUS ORCHESTRA

**RALPH MARTERIE**

**RALPH MARTERIE**

195-063

**LATEST MERCURY RELEASE**  
**"STREET SCENE" \* "PERSIAN MARKET"**  
 FIRST EASTERN APPEARANCE BEGINNING MAY 28th  
**FRANK DAILEY'S MEADOWBROOK**  
 Featuring the  
**RALPH MARTERIE SHOW**  
 Jerry Murad's Harmonicats • Ray Cura • Richard Hayman • Dolores Marshall • Nancy Thomas  
 Opening June 18th PARAMOUNT THEATRE, New York





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AMERICA'S NO. 1 BAND . . .

# RAY ANTHONY



# 'SCATTERBRAIN'

featuring the Anthony Trumpet  
Marcie Miller and the Skyliners

CAPITOL  
2104



Moving big across the retail counters . . .

Ray Anthony's best selling

## "HOUSEPARTY HOP" ALBUM

Record Promotion: JIM McCARTHY



## THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

### HONOR ROLL OF HITS

#### The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Popularity Chart based on reports received May 23, 22, 21.

Last Week | This Week

1. **1. Blue Tango**

By Irving Anderson—Published by Mills Music (ASCAP)  
RECORDS AVAILABLE: L. Anderson, Dec 27829; L. Banner, Cap 3969; P. Cole, V 20-8845; K. Copas, Mercury 5817; D. Hayman, Mercury 5780; E. Lombardo, Dec 28031; J. Thomas, Mercury 8248; H. Winterhalter, V 20-4518.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Long-World; Freddy Martin, Thesaurus; Dave Terry, Associated.

3. **2. Kiss of Fire**

By Lester Allen and Robert Hill—Published by Duchesne (BMI)  
RECORDS AVAILABLE: T. Arden, Cal 39737; L. Armstrong, Dec 28177; L. Baxter, Cap 2182; L. Brown, Coral 80745; B. Cassino, MGM 11225; R. Flanagan, V 20-4705; G. Gable, Mercury 5823; G. Lombardo, Dec 28174; T. Martin, V 20-4621; A. Shelton, London 3214.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Henry Jerome, Long-World.

2. **3. Wheel of Fortune**

By Benny Bernheim and George Wiles—Published by Laurel (ASCAP)  
RECORDS AVAILABLE: Bill Sostera, Penn V 20-4376; Carlisle, Atlantic 958; F. Cole, V 20-4540; A. Costello-W. Scott, Crescendo C-184; Four Fines, Specialty 423; J. Hartman, V 20-4349; H. James, Dec 4826; S. Kaye, Cal 39647; E. Light Ors, Prom 1010; K. Mah, Wilmington R-2502-C; S. McDonald, Cap 1983; A. Pryor, Dec 27967; J. Scott, Coral 80550; W. Starr, Cap 3964; T. Thomson, King 1051; D. Washington, Mercury 5227; S. Wayne, Mercury 2779; L. Wilcox-S. Gale, Derby 787; B. Williams, MGM 11172.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Vincent Lopez, Thesaurus; Dave Terry, Associated.

4. **4. Guy Is a Guy**

By Oscar Brown—Published by London (BMI)  
RECORDS AVAILABLE: Doris Day, Cal 39673; E. Fitzgerald, Dec 28049; B. Lee-L. Hanson Ors, Remington R-2502-B.  
ELECTRICAL TRANSCRIPTION LIBRARIES: George Eastman, Associated.

5. **4. I'm Yours**

By Robert Mellin—Published by Algonquin (BMI)  
RECORDS AVAILABLE: T. Arden, Cal 39733; L. Baxter, Cap 2182; D. Cornell, Coral 80690; E. Fisher, H. Winterhalter Ors, V 20-4680; F. Flanagan, V 20-4702; Four Aces, Dec 28182; B. Holiday, Coral 7518; R. Marline, Mercury 5855.  
ELECTRICAL TRANSCRIPTION LIBRARIES: George Eastman, Associated; Henry Jerome, Long-World.

7. **6. I'll Walk Alone**

By John Store and Sammy Cahn—Published by Mayfair (ASCAP)  
RECORDS AVAILABLE: G. Ammons, Dec 28094; P. Andrews, Dec 28038; L. Armstrong, Dec 28177; D. Cornell, Coral 80690; R. Flanagan, V 42-4703; J. Franck, Cap 2044; R. Hayes, Mercury 5821; L. Helms, UGM 11198; P. King Singers, V 20-4648; G. Lombardo, Dec 27468; M. Martin, Dec 23346; L. Prima, Mercury 5218; B. Taylor-P. Faith Cal 39654; W. Whiting, Cap 2000.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Earl Shelton, Associated.

6. **7. Blacksmith Blues**

By Jack Holmes—Published by BMI & Range (BMI)  
RECORDS AVAILABLE: E. Brill, V 28-4532; B. Darrell, Dec 27948; R. Flanagan, V 20-4704; T. Harper-H. James Ors, Cal 39673; L. McAllister, Cal 20987; E. M. Morris, Cap 1932; A. Mooney, MGM 11173; S. Oliver Ors, Dec 22972.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Long-World.

8. **8. Here in My Heart**

By Gene Leisner, Borrelli—Published by Melin (BMI)  
RECORDS AVAILABLE: T. Bennett, Cal 39745; A. Cole, Coral 80748; V. Danone, Mercury 5658; D. Hayes-Andrews Sisters, Dec 28233; A. Marline, BBS 101.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Earl Shelton, Associated.

10. **9. Be Anything (But Be Mine)**

By Irving Gordon—Published by Shapiro-Bernheim (ASCAP)  
RECORDS AVAILABLE: R. Brown, Atlantic 963; W. Brown, Mercury 8278; D. Dora, Jubilee 4002; A. Dean, MGM 11187; D. Estes, V 20-4574; Five Keys, Aladdin 3127; R. Flanagan, V 20-4704; J. Haskell, Coral 40886; E. Howard, Mercury 5815; P. Lee and Gordon Jenkins Ors, Dec; V. Lynn, London; M. O'Connell, Cap 2003; B. Smith, Apollo 812; B. Starr, Dec 28039.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Vincent Lopez & Billy Dees, Thesaurus.

8. **10. Pittsburgh, Pennsylvania**

By Bob Merrill—Published by Dalcro Music (ASCAP)  
RECORDS AVAILABLE: G. Mitchell-W. Miller, Cal 39663.

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**HANK THOMPSON**

sings his own

**"WAITING IN THE LOBBY OF YOUR HEART"**

AND

**"DON'T MAKE ME CRY AGAIN"**

RECORD NO. 2063

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BOBBY SHERWOOD	DIXIELAND STYLISTS	SMALL COMBOS
Poor Little Rick Girl Swingin' at the Smeck Cotten Tail Sherwood's Forest Bugle Call Rag The Elks' Parade (33 1/2 only) Walkin' and Talkin' Makin' Whoopce Album No. 320	Panama-Dustin Dixie the Ivory Somebody Steals My Gal South Rampart Street Parade Sures Sweethearts on Parade (33 1/2 only) Muzkrat Rumble Shim-Me-Sha-Wabble Album No. 321	Them There Eyes You Can Depend on Me Just You, Just Me Mama Don't Allow It Bud's Invention It I Had You (33 1/2 only) High Fatutin' Under a Blanket of Blue Album No. 322

	45	78	33 1/2
"WITH A SONG IN MY HEART" Jane Froman		309	
"BIG BAND BASH!" Billy May		329	
"HOUSEPARTY HOP" Ray Anthony		293	
"LEGEND OF THE SUN VIRGIN" Yma Sumac		299	
"CIRCUS PARADE" Ringling Bros. and Barnum & Bailey Band		313	
"KITTEN ON THE KEYS" Ray Turner		306	
"ACCORDION POWERHOUSE" Erma Fricke		307	
"THREE WISHES FOR JAMIE" The Original Broadway Cast		317	
"TODAY'S TOP HITS" 8 Top Artists		9105	X X
"EASY DOES IT" Benny Goodman		295	
"KEYBOARD COCKTAILS" Chuy Reyes		305	X
"VOICE OF THE NYABAY" Yma Sumac		244	
"THE NEW SOUND" VOLUME II Les Paul and Mary Ford		286	

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FILL OUT AND MAIL TO YOUR NEAREST CAPITOL DISTRIBUTOR

**TOP SELLERS--POPULAR**

	QUANTITY			QUANTITY	
	78	45		78	45
"I'M CONFESSIN' (That I Love You)," "CARIOCA" Les Paul and Mary Ford	2080		"GOD'S LITTLE CANDLES," "WONDERING" Jeanne Gayle	2018	
"WHEEL OF FORTUNE," "I WANNA LOVE YOU" Kay Starr	1964		"HONEY TONK BLUES," "EITHER BLUES" Jan Garber	2069	
"THE BLACKSMITH BLUES," "LOVE ME OR LEAVE ME" Ella Mae Morse	1922		"FAREWELL (For Just Awhile)," "STAR EYES" Helen O'Connell	2090	
"OAKIE BOOGIE," "LOVE TA LIKE MAD!" Ella Mae Morse	2072		"BE ANYTHING," "RIGHT OR WRONG" Helen O'Connell	2011	
"I WAITED A LITTLE TOO LONG," "HO HO HA HA! ME TOO" Kay Starr	2062		"BUSYBODY," "HINDUSTAN" Jan Garber and Lee Bennett	2107	
"I'LL WALK ALONE," "WITH A SONG IN MY HEART" Jane Froman	2044		"PERME POLKA," "MY LITTLE GIRL" Johnny Becon	2061	
"SOMEWHERE ALONG THE WAY," "WHAT DOES IT TAKE" Nat "King" Cole	2059		"ROSALIE," "MEXICALI ROSE" Ben Light	2074	
"BLUE TANGO," "PLEASE, MR. SUN" Les Baxter	1966		"FORGIVE ME," "JUST BECAUSE" Jimmy Wakely	2078	
"DELICADO," "BAGS AND BAGGAGE" Stan Kenton	2040		"THE HEART OF A CLOWN," "WHAT A DIFFERENCE A DAY MADE" Nellie Lutcher	1978	
"THAT EVER-LOVIN' RAG," "GOOD-TIME CHARLIE" Joe Fingers Carr	2081		"YOU'RE DRIVING ME CRAZY," "TRUMPET BOOGIE" Ray Anthony	2058	
"WIMOWIN," "BARALU" Yma Sumac	2079		"IT'S A SIN TO TELL A LIE," "I'M THE WORLD'S BIGGEST FOOL" The Four Knights	2087	
"THE BOOM SONG," "I WAS JUST WALKIN' OUT THE DOOR" Jeanne Gayle	2088		"HONEY AND TRULLY," "WHEN THE SWALLOWS COME BACK TO CAPISTRANO" Billy May	2054	
"I'M YOURS," "KISS OF FIRE" Les Baxter and Dick Beavers	2102		"I LOVE TO HEAR A CHOO CHOO TRAIN," "HO BE LOVED BY YOU" Clyde McCoy	2045	
"AT LAST," "I'LL SEE YOU IN MY DREAMS" Ray Anthony	1912		"BET-I-ENA," "I PASSED YOUR HOUSE TONIGHT" Dean Martin	2071	
"SCATTERBRAIN," "AS TIME GOES BY" Ray Anthony	2104		"YES," "MAMBO RHAPSODY" Stan Kenton	2020	
			"GREEN GROW THE LILACS," "A DAY AWAY FROM YOU" Bob Eberly and Les Baxter	2053	

**TOP COUNTRY and HILLBILLY**

	78			78			45	
	78	45		78	45			
"THE WILD SIDE OF LIFE," "CRYIN' IN THE DEEP BLUE SEA" Hank Thompson	1942		"EVERYBODY'S GOT A GIRL BUT ME" Tennessee Ernie	2042				
"TATTLE TALE TEARS," "HAVE I WAITED TOO LONG" Patsy Young	2039		"STRETCHIN' A POINT OR TWO," "PUT SOME SUGAR IN YOUR SHOES" Roy Hogsed	2083				
"WAITING IN THE LOBBY OF YOUR HEART," "DON'T MAKE ME CRY AGAIN" Hank Thompson	2063		"WEEPING WILLOW," "POKE SALAD GREEN" Leon Payne	2055				
"SHOWSHEE THOMPSON," "FATBACK LOUISIANA, U.S.A." Tennessee Ernie	2066		"SATISFIED," "HIDE ME, ROCK OF AGES" Martha Carson	1900				
"I WANNA REST," "OLD BLIND BARNABUS" Martha Carson	2077		"IT'S OUR GOODBYE," "WOMEN, BEWARE" Jimmie Skinner	2007				
"MOBILIN' BABY OF MINE," "I'LL NEVER BE THE SAME" Gene O'Quin	2075		"GIRL WITH A PAST," "YOU'RE IN LOVE WITH YOU" Jimmy Hoop	2035				
"CURTAIN OF TEARS," "PLEASE COME BACK" Skeets McDonald	2073		"DIESEL SMOKE, DANGEROUS CURVES," "ALMANAC SONG" Billy Strange	2032				

**TOMORROW'S HITS—TODAY**

	78			78			45	
	78	45		78	45			
"FAREWELL (For Just Awhile)," "STAR EYES" Helen O'Connell	2090		"AM I IN LOVE," "WING DING" Bob Hope and Jane Russell	2109				
"CURTAIN OF TEARS," "PLEASE COME BACK" Skeets McDonald	2073		"JOHNNY," "WHISTLE, MY LOVE" Cissie Mackenzie	2110				
"HILLBILLY HEAVEN," "DEVIL'S HEART" Wesley Tuttle	2091		"CHAINED," "SATURDAY RAC" The Wilder Brothers	3111				
"BET-I-ENA," "I PASSED YOUR HOUSE TONIGHT" Dean Martin	2071		"I LOVE YOU 24 HOURS A DAY," "HELL TRAIN" Billy Strange	3113				
"THE BOOM SONG," "I WAS JUST WALKIN' OUT THE DOOR" Jeanne Gayle	2088		"EASY STREET," "MAYNEM" Billy May	2113				
"IT'S A SIN TO TELL A LIE," "I'M THE WORLD'S BIGGEST FOOL" The Four Knights	2087		"PEACE IN THE VALLEY," "MANSSION OVER THE HILLTOP" Gordon MacRae	3114				
"STRETCHIN' A POINT OR TWO," "PUT SOME SUGAR IN YOUR SHOES" Roy Hogsed	2083		"ROCK-A-MY SOUL," "SUNDAY MEETIN' TIME" The Statesmen Quartet	2115				
"MOBILIN' BABY OF MINE," "I'LL NEVER BE THE SAME" Gene O'Quin	2075							
"HONEY TONK BLUES," "EITHER BLUES" Jan Garber	2068							
"THE HORN WITH TWO MOUTHPIECES," "I MAY HATE MYSELF IN THE MORNING" The Lancers	2070							

MAIL TO YOUR NEAREST



DISTRIBUTOR

CUST. ORDER NO. \_\_\_\_\_ DATE \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

Records Most Played by Disk Jockeys

Based on reports received May 27, 22 and 23

Records listed here in numerical order are played over the greatest number of record shows. List is based on reports from weekly survey among disk jockeys throughout the country...

Table with columns: POSITION, Weeks Last This to date/Week/Week, Record Title, Artist, and additional info like record number and ASCAP status.

VOX JOX

By JOE MARTIN

Gimmix

When measles caught up with Bill McVean, CKOC, Hamilton, Ont., the station installed all equipment and a line for Bill to do his show from home. Bill Bohan, WLBK, DeKalb, Ill., says that checking local disk dealers for best-selling records and programming from this list is still a sure-fire way to get the best disks on...

Chatter

Lou Golson, WANN, Annapolis, Md., has added a new 45 minute afternoon seg to his duties. Georgia Gibbs recently guest starred with Bobb Thomas, WEMP, Milwaukee. Bill Bohack, WPAT, Paterson, N. J., recently wed Miss Phyllis Cunningham...

Best Selling Sheet Music

Based on reports received May 27, 22 and 23

Tunes listed are the national best selling sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales...

Table with columns: POSITION, Weeks Last This to date/Week/Week, Record Title, Artist, and additional info like record number and ASCAP status.

Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences as programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Freeman's Audience Coverage Index...

Table with columns: POSITION, Weeks Last This to date/Week/Week, Record Title, Artist, and additional info like record number and ASCAP status.

Top Ten in Television

Table with columns: POSITION, Weeks Last This to date/Week/Week, Record Title, Artist, and additional info like record number and ASCAP status.

England's Top Twenty

Table with columns: POSITION, Weeks Last This to date/Week/Week, Record Title, Artist, and additional info like record number and ASCAP status.

\* Publisher not available at The Billboard press to press.

## AS YOU DESIRE ME

As You Desire Me • Don't  
Worry 'Bout Me • Something  
to Remember: You by a Spring  
It Here • Easy Come • Easy  
Go • September in the Rain  
• Blue Moon • I'm in the  
Mood for Love

JO STAFFORD

"Lp" CL 6210 • 45 Set B-298  
• 78 Set C-298



# this week on COLUMBIA

## COLUMBIA'S No. 1

JOHNNIE RAY

WALKIN' MY BABY  
BACK HOME  
GIVE ME TIME

78 rpm 39750 • 45 rpm 4-39750



two toe-tickling new tunes for the great Godfrey

## ARTHUR GODFREY

# "Can You Whistle, Johanna?"

# "Busybody"

Orchestra under  
the direction of  
Archie Bleyer

78 rpm 39755 • 45 rpm 4-39755



## OTHER NEW RELEASES

BURT TAYLOR  
MORE OR LESS  
THERE'S DOUBT IN MY  
MIND

39754, 4-39754

LETTY FRIZZELL  
IT'S JUST YOU  
IF YOU CAN SPARE THE  
TIME

20950, 4-20950

JOHNNY BOND  
LOUISIANA LUCY  
THE MAN BEHIND THE  
THROTTLE

20948, 4-20948

POLLY POSSUM and JOE WOLVERTON

LORDY, OH LORD  
HURRY, HURRY

20947, 4-20947

WILMA LEE and STONEY COOPER  
I'M TAKING MY  
AUDITION  
WALKING MY LORD UP  
CALVARY HILL

20949, 4-20949

### your check list-COLUMBIA'S TOP TWELVE

based on actual sales reports for week ending May 24th

PERCY FAITH

Delicado  
Festival

39708, 4-39708

GUY MITCHELL

Pittsburgh, Pennsylvania  
The Doll With a Sawdust  
Heart

39663, 4-39663

ROSEMARY CLOONEY

Half As Much  
Poor Whip-Poor-Will

39710, 4-39710

DORIS DAY

A Guy Is a Guy  
Who, Who, Who

39673, 4-39673

TONY BENNETT

Here In My Heart  
I'm Lost Again

39745, 4-39745

LOUIS PRIMA

The Bigger the Figure  
Boney Bones

39735, 4-39735

CARL SMITH

It's a Lovely, Lovely World  
Are You Teasing Me?

20922, 4-20922

JO STAFFORD

Raminay!  
Within Your Arms

39725, 4-39725

SAMMY KAYE

You  
Oh, How I Miss You  
Tonight

39724, 4-39724

TONI ARDEN

I'm Yours  
Kiss of Fire

39737, 4-39737

JO STAFFORD

Ay-Round the Corner  
Heaven Drops Her Curtain  
Down

39653, 4-39653

GEORGE MORGAN

Almost  
You're a Little Doll

20906, 4-20906

# COLUMBIA RECORDS

for music that sends them . . . to you!

# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

## Best Selling Pop Singles

Based on reports received May 21, 22 and 23

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 1,400 largest dealers, representing every important market area. Survey returns are weighed according to size of market area. Records listed numerically according to greatest sales. The "B" side of each record is also listed.

Weeks to date	Last Week	POSITION This Week	Title	Artist	Label
21	1	1	BLUE TANGO	L. Anderson	Decca
7	3	2	KISS OF FIRE	G. Gibbs	Mercury
3	4	3	HERE IN MY HEART	A. Martino	Capitol
16	2	4	WHEEL OF FORTUNE	K. Starr	Capitol
6	6	5	DELICADO	P. Faith-S. Freeman	Capitol
12	5	6	GUY IS A GUY	Doris Day-P. Weston	Capitol
6	8	7	I'M YOURS	D. Cornell	Capitol
5	9	8	I'M YOURS	E. Fisher-H. Winterhalter	Capitol
11	10	9	I'LL WALK ALONE	D. Cornell	Capitol
16	7	10	BLACKSMITH BLUES	E. M. Morse	Capitol
5	15	11	KISS OF FIRE	T. Martin	Capitol
11	11	12	FORGIVE ME	E. Fisher-H. Winterhalter	Capitol
12	12	13	PITTSBURGH, PENNSYLVANIA	G. Mitchell-M. Miller	Capitol
12	13	14	BLUE TANGO	H. Winterhalter	Capitol
4	16	15	I'LL WALK ALONE	J. Froman	Capitol
10	14	16	BE ANYTHING (But Be Mine)	E. Howard	Mercury
7	21	17	BLUE TANGO	G. Lombardo	Decca
3	19	18	CARIOCA	L. Paul	Capitol
2	20	19	I'M CONFESSIN'	L. Paul-M. Ford	Capitol
2	30	20	HERE IN MY HEART	T. Bennell	Capitol
26	18	21	ANY TIME	E. Fisher-H. Winterhalter	Capitol
6	17	22	KISS OF FIRE	B. Eckstein	MGM
15	26	23	PERFIDIA	Four Aces-A. Alberts	Decca
2	28	24	HALF AS MUCH	R. Clooney	Capitol
9	23	25	BLUE TANGO	L. Baxter	Capitol
1	—	26	I'M YOURS	Four Aces	Decca
1	—	27	I WAITED A LITTLE TOO LONG	K. Starr	Capitol
8	24	28	WHAT'S THE USE	J. Ray	Capitol
1	—	29	SOMEWHERE ALONG THE WAY	Nat (King) Cole	Capitol

## Best Selling Classical Albums

Best Selling 33 1/3 R.P.M.

Weeks to date	Last Week	POSITION This Week	Title	Artist	Label
1	1	1	Puccini: La Bohème; L. Albanese, J. Percec, A. Toscanini, conductor	V. 333M-6006	Mercury
3	3	2	Vardi: La Traviata (Complete Opera); L. Albanese, G. Chianonelli, P. Dennis, J. Carris, R. Merrill, J. Morand, J. Percec, M. Steffan, NBC Symphony Orl and Chorus, A. Toscanini, conductor	V. 333 LM-6003	Mercury
4	4	3	Debussy: La Mer; NBC Symphony Orl, Toscanini, conductor	V. 333 LM-1221	Mercury
5	5	2	Rachmaninoff: Concerto for Piano No. 2; A. Rubinstein, piano, NBC Symphony Orl, V. Goltzmann, conductor	V. 333 LM-1005	Mercury

Best Selling 45 R.P.M.

Weeks to date	Last Week	POSITION This Week	Title	Artist	Label
1	1	1	Riesch-Korvack: Scheherazade; San Francisco Symphony Orl, P. Monteux, conductor	V. 453 WDM-920	Mercury
2	2	2	Tchaikovsky: Swan Lake Ballet; St. Louis Symphony Orl, V. Goltzmann, conductor	V. 453 WDM-1028	Mercury
3	3	3	Stravinsky: Music of Johann Strauss; Minneapolis Symphony Orl, E. Ormandy, conductor	V. 453 WDM-262	Mercury
4	4	4	Rachmaninoff: Concerto for Piano No. 2; A. Rubinstein, piano, NBC Symphony Orl	V. 453 WDM-1075	Mercury
5	5	5	Riesch: William Tell Overture; NBC Symphony Orl, A. Toscanini, conductor	V. 453 WDM-605	Mercury

## DEALER DOINGS

### Promotion Gimmix

Barney Kuehn is prepping a major promotion to focus attention on the move of his store, Music Mart, to a new location in downtown Milwaukee next week. He's arranged for a parade of high school bands past the store and has set a couple of tie-in deals with near-by movie houses. The new store is designed to aid self service buying and will feature a "circus room" in which kiddie records will be displayed. Sam Goody, New York LP dealer held a press party Thursday (22) to introduce a line of high-fidelity consoles he will market. The record players list at \$135 and \$160, depending on finish of cabinets. The Music House, Buffalo, took advantage of the high riding hit diking of "Here in My Heart," by Al Martino, thru newspaper ads and the offering to juke box operators of special title strips carrying the legend, "On Sale at Music House." The store moved a healthy number of copies in short order.

### News and Views

The effects of cut pricing are felt far afield. White's Record Shop, Livingston, Mont., for instance, writes: "We are feeling the cut pricing on LP's away out here. However, it is only hurting on classical recordings, so far. In wondering just how long the manufacturers and distributors can keep on kidding the retailer. What can the dealer do to stop this?" Anyone care to relay an answer to White? The WNC Book Store, Canton, N.C., reports doing okay business with low-cost promotional records on LP and 45 r.p.m. The note closes with the observation that "the public wants fine records at a cheaper price than heretofore. Hardly anything in 78 is selling except hits and sacred records. Sacred numbers always move well here... Cosden & Evans, of Dover, Del., agrees with earlier contributors to this column that the 5 per cent return privilege is not enough. Bad LP pressings are harmful to business, and customers will not be as lenient of flaws as they were a few years ago. It's their own money they're spending and they want service and value." The Dover outlet also has some pointed remarks to make about needles. "The various types of needles to fit the many players are growing to fit an unorthodox figure. It seems needless to have dozens of different sizes and shapes to confuse the public and the retailer." Mrs. A. Dalager, of Tune Shop, Harlingen, Tex., is more than pleased with her Capitol distributor in San Antonio. "We really get service just," she writes. "It must be Capitol's week, for here's another kind comment about the diskery. Arends TV Center, of Shenandoah, la., says: "Thanks to Capitol for allowing dealers to destroy their 5 per cent returns instead of requiring them to express them to some distant city. I hope the other companies follow suit. It saves us a lot of shipping charges." Despite the inroads of 45 r.p.m. disks, Ball Records, of Detroit, reports "our pop records turn about 5 to 2 in favor of 78's." Louis Dean, of the Dean Record Shop, Hyannis, Mass., notes a growing popularity of Dixieland LP's among college and prep school students. "Their parents seem to like it too," Dean observes. J. Rosenblatt of Rosenblatt Appliance Company, Hartford, Conn., would like to see all diskery switch to break-record material for records.

## Best Selling Children's Records

Based on reports received May 21, 22 and 23

Records listed are those records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly dealer survey. Records are listed according to greatest sales.

Weeks to date	Last Week	POSITION This Week	Title	Artist	Label
120	3	1	CINDERELLA (Two Records)	Wood and Others	Capitol
37	1	2	SNOW WHITE AND THE SEVEN DWARFS (Two Records)	Dravis Day	Capitol
75	2	3	TWEETY PIE (One Record)	M. Blank-B. May	Capitol
79	4	4	BOZO AND THE BIRDS (Two Records)	P. Cahill-B. May	Capitol
178	6	5	BOZO AT THE CIRCUS (Two Records)	Alma Livingston-Wance (Pistol) Calog	Capitol
44	8	6	ALICE IN WONDERLAND (One Record)	K. Brannen-E. Wynn	Capitol
53	5	7	LOVE HANGER VOL. 1 (He Becomes the Love Hanger) (One Record)	Trends	Decca
35	9	7	TWEETY'S PUDDY TAT TWAUOLE (Two Records)	M. Blank	Capitol
58	7	9	LITTLE ENGINE THAT COULD (Two Records)	F. Wynn	Capitol
33	10	10	HEEHEY HAWK (One Record)	M. Blank	Capitol
9	—	11	TEDDY BEAR'S PICNIC (One Record)	F. De Vol	Capitol
80	14	12	BOZO UNDER THE SEA (Two Records)	Garth-B. Carre and GDS Orl	Capitol
12	15	12	IT'S HOWDY DOODY TIME (One Record)	Howdy Doody and B. Smith	Capitol
37	11	14	LITTLE RED CABOOSE (One Record)	Garth-B. Carre and GDS Orl	Capitol
56	—	14	BOZO AND THE BIRDS (Two Records)	P. Cahill-B. May	Capitol
70	—	14	BUGS BUNNY IN STORYLAND (Two Records)	M. Blank-A. Livingston	Capitol

## Best Selling Pop Albums

Based on reports received May 21, 22 and 23

Because of labels are not issued on all items it is difficult to conduct a pop album survey that is statistically accurate. Incomplete inventory systems make it almost impossible for the average large dealer to fill out the Billboard's pop chart questionnaire on a comparison basis. Therefore, The Billboard is no longer attempting to show comparative sales volume between 45 and 33 pop albums.

Weeks to date	Last Week	POSITION This Week	Title	Artist	Label
1	1	1	WITH A SONG IN MY HEART	J. Froman	Capitol
2	2	2	SINGIN' IN THE RAIN (Four Records)	Original Cast	MGM
3	3	3	JOHNNIE RAY	J. Ray-Four Lamb-B. Cole Quartet	Capitol
4	4	4	AN AMERICAN IN PARIS (Four Records)	G. Kelly-G. Gentry-J. Green	MGM
5	5	5	BIG BAND BASH	B. May	Capitol
6	6	6	I'LL SEE YOU IN MY DREAMS	Original Cast	Capitol
7	7	7	GLENN MILLER CONCERT VOL. II	C. Miller	Capitol
8	8	8	SHOW BOAT	Original Cast-R. Grayson-A. Gardner-H. Keel	MGM
9	9	9	TOP POPS	F. Cahill	Capitol
10	10	10	EDDIE FISHER SINGS	E. Fisher	Capitol

### Best Selling 45 R.P.M.

Weeks to date	Last Week	POSITION This Week	Title	Artist	Label
1	1	1	WITH A SONG IN MY HEART (Four Records)	J. Froman	Capitol
2	2	2	JOHNNIE RAY (Four Records)	J. Ray-Four Lamb-B. Cole Quartet	Capitol
3	3	3	SINGIN' IN THE RAIN (Four Records)	Original Cast	MGM
4	4	4	EDDIE FISHER SINGS (Four Records)	E. Fisher	Capitol
5	5	5	AN AMERICAN IN PARIS (Four Records)	G. Kelly-G. Gentry-J. Green	MGM
6	6	6	I'LL SEE YOU IN MY DREAMS (Four Records)	Doris Day-Original Cast	Capitol
7	7	7	GLENN MILLER CONCERT VOL. II (Four Records)	C. Miller	Capitol
8	8	8	BIG BAND BASH (Three Records)	B. May	Capitol
9	9	9	SHOW BOAT (Four Records)	Original Cast-R. Grayson-A. Gardner-H. Keel	MGM
10	10	10	TV FAVORITES (Four Records)	P. Combs	Capitol

## Classical Reviews

**SCHUBERT: UNFINISHED SYMPHONY NO. 8 IN G MINOR AND SYMPHONY NO. 2 IN B FLAT MAJOR**—Pittsburgh Symphony Orl, William Steinberg, Cond. (3-12\*)  
Cap. (33) 5-8162

The Capitol release with the Pittsburgh Symphony under William Steinberg is a well-packaged recording for students, containing the composer's famous "Unfinished" and the Schubert Second Symphony on one disk. The orchestra, one of our fine musical organizations, seems to brighten and sensitive readings of the works under its new conductor. The recording, a Capitol FDS release, is excellent. There are a number of other disks of the Schubert Eighth, the combination of the two symphonies should make this a popular item.

**ENESCO: ROMANIAN Rhapsody #2 AND Smetana: THE Moldau**—E. Emsco, Conductor; Romanian Rhapsody Austrian Sym. Orl, E. Simeon, Conductor; The Moldau, Cap. (33) R-349 52

This is another important release for Remington, featuring Georges Enesco conducting his own "Romanian Rhapsody No. 2" with the Austrian Symphony Orl. It is the first LP reading of the well-known work and the orchestra hands it a good performance. The other composition on the waxing "The Moldau," Smetana's gift to his beloved Bohemia, has been one of the staples of the classical repertoire for many years. As ordered by the four other readings of the work, Georges Simeon gives it a lush interpretation with the Austrian Symphony Orl. Set should be strong sales due to its low price and the popularity of the compositions.

**BEETHOVEN: SYMPHONY NO. 6 IN F MAJOR, OP. 68**—Pittsburgh Symphony Orl, William Steinberg, Cond. (3-12\*)  
Capitol (33) 5-8159

The "Pastoral" is one of the most popular of symphonies, and there are many fine LP recordings available to provide strong competition for this one. Also the Pittsburgh orchestra may rank high with the Boston, or a few other Eastern symphony groups, it is evident from this disk that the work's glowing stature under the able direction of Steinberg. The precision which the orchestra displays is excellent. The strings particularly excel. The reproductive qualities of the disk are very fine and the picture-voice liner will enhance display.

ANOTHER RCA FIRST...



PERRY COMO *and* EDDIE FISHER

*sing...*

# “Watermelon Weather”

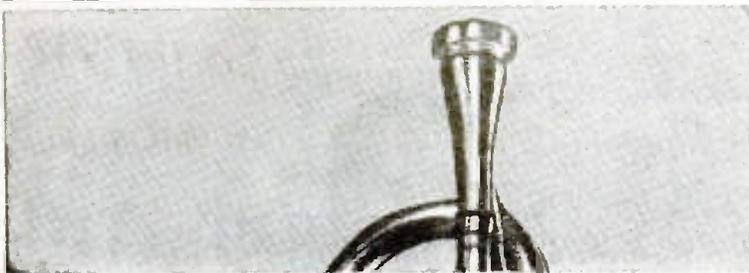
● **The Billboard Picks**  
 WATERMELON WEATHER ..... Perry Como-Eddie Fisher  
 RCA Victor 20-4733  
 Como and Fisher team up for a bright rendition of a light-hearted, summery item.

*and*

# “MAYBE”

RCA VICTOR  
20-4733  
47-4733

**RCA VICTOR RECORDS**



another great side by  
AMERICA'S NO. 1 BAND . . .

# RAY ANTHONY



“AS TIME  
GOES BY”

CAPITOL  
2104

featuring the Anthony Trumpet  
Tommy Mercer and the Anthony Choir

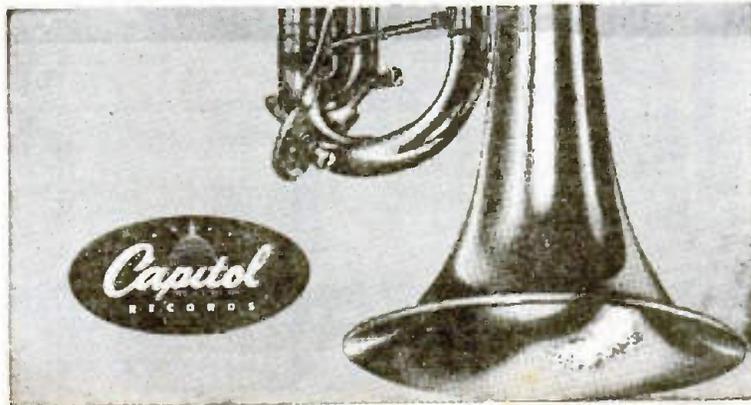


Moving big across the retail counters . . .

Ray Anthony's best selling

## “HOUSEPARTY HOP” ALBUM

Record Promotion: JIM McCARTHY



## THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio  
and TV Shows See The Billboard  
Radio-TV Show Charts (Radio  
Section).

### • Best Selling Pops by Territories

Based on reports from key dealers in each of these cities,  
secured via Western Union messenger service.

Each week, The Billboard, in cooperation with Western Union, secures last minute sales reports from key dealers in the various largest record markets. Although the number of stores queried in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the overall local picture being unduly influenced by the report of a single store.

Due to the Western Union  
strike, these charts are com-  
piled from studies made by  
telephone or mail from the  
same dealers who regularly  
are serviced by Western  
Union.

#### NEW YORK

1. BLUE TANGO—L. Anderson—Decca
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. HERE IN MY HEART—A. Martino—B.B.S.
4. KISS OF FIRE—G. Gibbs—Mercury
5. I'M YOURS—E. Fisher—H. Winterhalter—Victor
6. BLACKSMITH BLUES—E. M. Morse—Capitol
7. I'LL WALK ALONE—D. Cornell—Capitol
8. GUY IS A GUY—Doris Day—Columbia
9. FORGIVE ME—E. Fisher—H. Winterhalter—Victor
10. PITTSBURGH, PENNSYLVANIA—G. Mitchell—M. Miller—Columbia

#### CHICAGO

1. HERE IN MY HEART—A. Martino—B.B.S.
2. KISS OF FIRE—G. Gibbs—Mercury
3. DELICADO—P. Faith—Columbia
4. BLUE TANGO—L. Anderson—Decca
5. I'M YOURS—E. Fisher—H. Winterhalter—Victor
6. WHEEL OF FORTUNE—K. Starr—Capitol
7. GUY IS A GUY—Doris Day—Columbia
8. WHEN I LOOK INTO YOUR EYES—Champ Butler—Columbia

#### LOS ANGELES

1. BLUE TANGO—L. Anderson—Decca
2. DELICADO—P. Faith—Columbia
3. WHEEL OF FORTUNE—K. Starr—Capitol
4. BE ANYTHING (But Be Mine)—E. Howard—Mercury
5. KISS OF FIRE—T. Martin—Victor
6. GUY IS A GUY—Doris Day—Columbia
7. BLUE TANGO—L. Anderson—Decca
8. KISS OF FIRE—G. Gibbs—Mercury
9. BLACKSMITH BLUES—E. M. Morse—Capitol
10. I'LL WALK ALONE—J. Froman—Capitol

#### PHILADELPHIA

1. HERE IN MY HEART—A. Martino—B.B.S.
2. BLUE TANGO—L. Anderson—Decca
3. KISS OF FIRE—G. Gibbs—Mercury
4. I'M YOURS—E. Fisher—H. Winterhalter—Victor
5. I'M YOURS—D. Cornell—Capitol
6. WALKING MY BABY BACK HOME—J. Ray—Columbia
7. DELICADO—P. Faith—Columbia
8. GUY IS A GUY—Doris Day—Columbia
9. I'LL WALK ALONE—D. Cornell—Capitol
10. BLACKSMITH BLUES—E. M. Morse—Capitol

#### DENVER

1. BLUE TANGO—L. Anderson—Decca
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. GUY IS A GUY—Doris Day—Columbia
4. KISS OF FIRE—T. Martin—Victor
5. KISS OF FIRE—G. Gibbs—Mercury
6. I'LL WALK ALONE—J. Froman—Capitol
7. DELICADO—P. Faith—Columbia

#### PITTSBURGH

1. BLUE TANGO—L. Anderson—Decca
2. I'M YOURS—E. Fisher—H. Winterhalter—Victor
3. I'M CONFESSIN'—L. Paul and M. Ford—Capitol
4. I'LL WALK ALONE—D. Cornell—Capitol
5. KISS OF FIRE—G. Gibbs—Mercury

#### ST. LOUIS

1. HERE IN MY HEART—A. Martino—B.B.S.
2. BLUE TANGO—L. Anderson—Decca
3. I WAITED A LITTLE TOO LONG—K. Starr—Capitol
4. CARIOCA—L. Paul—Capitol
5. WHEEL OF FORTUNE—K. Starr—Capitol
6. I'M YOURS—D. Cornell—Capitol
7. DELICADO—P. Faith—Columbia
8. PLEASE SAY YOU LOVE ME—J. Ray—Columbia

#### WASHINGTON

1. BLUE TANGO—L. Anderson—Decca
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. KISS OF FIRE—G. Gibbs—Mercury
4. BLACKSMITH BLUES—E. M. Morse—Capitol
5. I'M YOURS—E. Fisher—H. Winterhalter—Victor
6. GUY IS A GUY—Doris Day—Columbia
7. FORGIVE ME—E. Fisher—H. Winterhalter—Victor
8. HERE IN MY HEART—A. Martino—B.B.S.
9. DELICADO—P. Faith—Columbia
10. PITTSBURGH, PENNSYLVANIA—G. Mitchell—M. Miller—Columbia

#### SEATTLE

1. BLUE TANGO—L. Anderson—Decca
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. DELICADO—P. Faith—Columbia
4. GUY IS A GUY—Doris Day—Columbia
5. BLACKSMITH BLUES—E. M. Morse—Capitol

#### DALLAS-FORT WORTH

1. DELICADO—P. Faith—Columbia
2. BLUE TANGO—L. Anderson—Decca
3. GUY IS A GUY—Doris Day—Columbia
4. KISS OF FIRE—T. Martin—Victor
5. RAINBOW—J. Stafford—P. Weston—Columbia

#### DETROIT

1. I'M YOURS—D. Cornell—Capitol
2. DELICADO—P. Faith—Columbia
3. KISS OF FIRE—G. Gibbs—Mercury
4. BLUE TANGO—L. Anderson—Decca
5. HERE IN MY HEART—A. Martino—B.B.S.
6. WHEEL OF FORTUNE—K. Starr—Capitol
7. GUY IS A GUY—Doris Day—Columbia
8. BLUE TANGO—L. Anderson—Decca
9. KISS OF FIRE—T. Martin—Victor
10. I'LL WALK ALONE—D. Cornell—Capitol

#### CINCINNATI

1. KISS OF FIRE—G. Gibbs—Mercury
2. HERE IN MY HEART—A. Martino—B.B.S.
3. BLUE TANGO—L. Anderson—Decca
4. I'M YOURS—E. Fisher—H. Winterhalter—Victor
5. I'LL WALK ALONE—D. Cornell—Capitol
6. FORGIVE ME—E. Fisher—H. Winterhalter—Victor
7. WHEEL OF FORTUNE—K. Starr—Capitol
8. GUY IS A GUY—Doris Day—Columbia
9. DELICADO—P. Faith—Columbia
10. WALKING MY BABY BACK HOME—J. Ray—Columbia

#### BOSTON

1. KISS OF FIRE—G. Gibbs—Mercury
2. BLUE TANGO—L. Anderson—Decca
3. HERE IN MY HEART—A. Martino—B.B.S.
4. I'M YOURS—E. Fisher—H. Winterhalter—Victor
5. WALKING MY BABY BACK HOME—J. Ray—Columbia
6. GUY IS A GUY—Doris Day—Columbia
7. WHEEL OF FORTUNE—K. Starr—Capitol
8. I'M CONFESSIN'—L. Paul and M. Ford—Capitol
9. FORGIVE ME—E. Fisher—H. Winterhalter—Victor

## VOX JOX

Continued from page 25

for the rest of the season. . . . KXKLW, St. Louis, has added new western and rhythm and blues shows handled by Dwight Gordon and George Logan. . . . Teen-agers in New Orleans have formed a Bob Hamilton fan club which meets at Station WDSU twice each month. . . . With music trend in Evansville, Ind., following national picture by three or four on basis of 15 discs per hour broken down to three each of top hits, standards, country, new releases and own choice. . . . Daughter of Jerry Leighton, WSAZ, Huntington, W. Va., just acquired a seven-pound baby brother named Bradford. . . . Ted Work, formerly with WTNX, Washington, has joined WBTM, Danville, Va. Switches at WRBL, Columbus, Ga., have Harry Newman replacing Army draftee Ben Parson, folk-singer Mary Lou re-

turning after four-month absence and George Davis starting a new ayem show. . . . Ken Bailey, KXIC, Iowa City, Iowa, drove 70 miles to Moline, Ill., to tape interviews with Patti Page, Frankie Laine and Billy May. . . . Hal Berg, is now of "Hal 'n' Nancy" just for the asking. . . . Ken Scott, WCNT, Centralia, Ill., recently started a one-hour "nothing but hot jazz" show. . . . Joe Sallay, WATH, Athens, O., has lots of nice things to say about Billy May, Patti Page, Frankie Laine, promoters Ben Cowell and Johnny Barcroft, Columbia Records' Danny Stevens and Chet Woods and Capitol Records' Joe Deiders for being co-operative in arranging tape interviews with the stars. . . . Jimmy Bell, KMCC, San Antonio, is now the emcee on the Mutual net's "Smiley Whitey Show."



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**POPULAR**

	QUANTITY			QUANTITY	
	78	45		78	45
"KISS OF FIRE," "A LASTING THING" Georgia Gibbs	5823		"SILENCE AND TEARS," "FOOLISH LOVER" Sonny Howard	5846	
"BE ANYTHING (BUT BE MINE)," "SHE TOOK" Eddy Howard	5815		"GYPSY MAMBO," "NEGRA LEONOR" Xavier Cugat & His Orch.	5849	
"WHISPERING WINDS," "LOVE, WHERE ARE YOU NOW" Patil Page	5816		"FRENCH," "WHAT IS THIS THING CALLED LOVE" Harmonicats, Ralph Marterie & His Orch.	5824	
"JUNCO PARTNER," "SUMMERTIME" Richard Hayes	5893		"SINGIN' IN THE RAIN," "ALL I DO IS DREAM OF YOU" Eddy Howard	5832	
"JUST BECAUSE," "HOW COULD YOU" Rusty Draper	5820		"DIANE," "SEPTEMBER SOON" Billy Daniels	5806	
"DIESEL SMOKE, DANGEROUS CURVES," "BUSYBODY" Tiny Hill	5840		"MORE THAN LOVE," "BABALU" Richard Hayes, Xavier Cugat & His Orch.	5780	
"HERE IN MY HEART," "TOMORROW NEVER COMES" Vic Damone	5858		"THE WILD SIDE OF LIFE," "JUST LOOKIN'" Tiny Hill	5830	
"LIMOUSE BLUES," "PLINK, PLANK, PLUNK" Bobby Maxwell	5844		"WHY DID YOU LEAVE ME?" "CLOUT" The Ravens	5853	
"RUTZA, RUTZA," "I'M SORRY" Bobby Wayne & Jan August	5857		"I DIDN'T GO TO YOUR WEDDING," "5-10-15" Stash Carter	5845	
"I DON'T MIND," "HINDUSTAN" Peggy Taylor & Jimmy Palmer & His Orch.	5834		"I'M GONNA HATE MYSELF IN THE MORNING," "AIN'T GONNA WORRY NO MORE" The Delegates	5843	
"BOULEVARD OF BROKEN DREAMS," "STOMPIN' AT THE SAVOY" Ralph Marterie & His Orch.	5827		"ROMAN GUITAR," "BELLA SORRENTINE (Choon Gum)" Emil Deean Quintones	5850	
"DEVIL OF A WOMAN," "BOUNCING ON THE SAVOY" Rusty Draper	5851		"THAT'S A FINE, FINE, FINE NOWDY YA DO," "THE ICE MAN" Rose Marie	5848	
"STOLEN LOVE," "WISHIN'" Eddie Howard	5784		"WALKIN' TO THE MAILBOX," "TO BE LOVED BY YOU" Helen Grayco	5828	
"WON'T YOU SURRENDER," "FESTIVAL" Ray Cura and Xavier Cugat & His Orch.	5829		"BLUE BOY," "DESIRE" Ray Cura	5856	
"MY THRILL IS LOVING YOU," "THAT'S HOW IT GOES" Billy Daniels	5822		"STREET SCENE," "IN A PERSIAN MARKET" Ralph Marterie & His Orch.	5860	
"A GUY IS A GUY," "IT'S SO LONG AND GOODBYE TO YOU" Fats Domino	5841		"DELICADO," "JUST ONE OF THOSE THINGS" Jan August	5859	
"NO STRINGS ATTACHED," "LOST LOVE" Richard Hayman & His Orch.	5834		"VALSE DI MUSETTA," "UN BEL DI VEDREMO" Alfred Newman	5861	
"MAX FROM THE INCOME TAX," "SOPHIE TUCKER FOR PRESIDENT" Sophie Tucker	5839		"DIANE," "TENDERLY" Vic Damone	5855	
"I'M YOURS," "THE MUSIC GOES ROUND AND ROUND" Ralph Marterie & His Orch. & Ray Shaw	5852		"MARY JANE," "I WONDER WHAT'S BECOME OF SALLY" Johnny Long & His Orch.	5862	
"I'LL WALK ALONE," "TATTLETALES" Richard Hayes	5821		"ROSES ALL THE WAY," "WOW" Kay Brown	5863	
"BLUE TANGO," "JUNGLE FLUTE" Xavier Cugat & His Orch.	5817		"WONDER," "DON'T BELIEVE A WORD THEY SAY" Dick Thomas	5864	

**NEW RELEASES**

	QUANTITY	
	78	45
"HOOTIN' BLUES," "NIGHT TRAIN" Jerry Murad's Harmonicats	5809	
"AZURTE (Paris Blues)," "STAY" Billie Holiday's Quartet	5866	
"ONCE IN A WHILE," "I'M GLAD YOU'RE HAPPY WITH SOMEONE ELSE" Patil Page	5867	
"BABY YOU GOT," "AFTER YOU'VE GONE" Billy Daniels	5868	
"ST. JAMES INFIRMARY," "I CAN'T FEEL THOSE KISSES" Roy King	6401	

**RHYTHM and BLUES**

	QUANTITY	
	78	45
"TROUBLE IN MIND," "NEW BLOW-TOP BLUES" Dinah Washington	6209	
"TELL ME WHY," "WHEEL OF FORTUNE" Derek Washington	6267	
"YOU BETTER GO NOW," "HANDFUL OF STARS" Beryl Booker	6229	
"MARGIE," "WIGGLE WAGGLE" James Moody & His Orch.	6278	
"AIN'T NOTHING BUT A CHILD," "BROWN SKINNED WOMAN" Sunnyland Slim	6277	
"BE ANYTHING (BUT BE MINE)," "HEAVEN KNOWS WHY" Win Brown	6270	
"NO MAIL BLUES," "GONNA NEED MY HELP SOME DAY" Memphis Slim	6266	
"SEQUEL," "I'LL ALWAYS BE IN LOVE WITH YOU" Paul Quinette	6272	
"THE QUESTION," "NEVER LET ME LOVE" Memphis Slim	6281	
"I LOST YOU," "I AIN'T GOT NOBODY" Dabbee Andrews	6282	
"GOT YOU BEGGING," "DUKE AND THE BRUTE" Jay McShann & His Orch.	6283	

**COUNTRY and WESTERN**

	QUANTITY	
	78	45
"TADPOLE," "JUNIOR'S A BIG BOY NOW" Sue Thompson	6390	
"LIMOUSE BLUES," "KOHALO MARCH" Jerry Byrd	6393	
"AT-ROUND THE CORNER," "WISHIN'" Lulu Belle & Scotty	6389	
"TENNESSEE MEMORIES," "TRUE LOVE" Carlisle Bros.	6388	
"MOUNTAIN JAM," "BABY MY HEART" Eddie Hill	6392	
"WHEN THE PEARLY CATES SWING OPEN," "MIGHTY CLOSE TO HEAVEN" Carl Story & His Ramblin' Mountaineers	6386	
"WHILE YOU'RE OUT CHEATING," "I'M ALWAYS LONGING FOR YOU, BABY" Ernie Lee	6395	
"OLD SALTY DOG BLUES," "PIKE COUNTY BREAKDOWN" Lester Flatt, Earl Scruggs & The Foggy Mountain Boys	6396	
"SILLY," "I'LL ALWAYS BE THINKING OF YOU" Drew Miller	6397	
"YOU ASKED ME FOR SOME LOVING," "IT'S SWEET OF YOU" Booth Woodall & The TV Wanderers	6398	
"I'M GETTIN' READY," "HAPPY BIRTHDAY IN HEAVEN" The Smith Brothers	6399	
"I'M NO COMMUNIST," "TIED DOWN" Lulu Belle & Scotty	6400	

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# HARMONICATS

AND

# "NIGHT TRAIN"

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FRANK DAILEY'S MEADOWBROOK

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COULD BE  
FINAH**



**DINAH**

**WASHINGTON**

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A TREMENDOUSLY WONDERFUL SIDE

# "MAD ABOUT THE BOY"

AND

# "I CAN'T FACE THE MUSIC"

MERCURY 5842·5842X45



# Bound to Rise...

On the Pop Charts . . .



b/w  
"Love Me Sweet,  
Love Me Long"

CAPITOL  
2082

Sung by

## THE DINNING SISTERS



b/w  
"Zither  
Blues"

CAPITOL  
2068

VOCAL BY  
ROY CORDELL

## JAN GARBER

and his Orch.



# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

## • Most Played Juke Box Records

... Based on reports received May 21, 22 and 23

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,358 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of same listed here will be found in the Honor Roll of Hit Music Popularity Chart, Part 1.

POSITION	Weeks Last 1 This	Title	Artist	Label
10	2	1. WHEEL OF FORTUNE	K. Starr	Capitol 21967; 1451F-1964-ASCAP
15	1	2. GUY IS A GUY	Doris Day	Capitol 21967; 1451F-1964-ASCAP
6	6	3. KISS OF FIRE	G. Gibbs	Mercury 7815823; 14515823K45-BMI
15	3	4. BLUE TANGO	L. Anderson	Decca 27972; 14519-27875-ASCAP
16	5	5. BLACKSMITH BLUES	E. M. Morse	Capitol 21922; 1451F-1922-BMI
11	4	6. PITTSBURGH, PENNSYLVANIA	G. Mitchell-M. Miller	Capitol 39663; 14514-39663-ASCAP
2	16	7. HERE IN MY HEART	A. Martino	BBS 781101; 145145-101-BMI
9	10	8. I'LL WALK ALONE	O. Cornell	Coral 7816059; 14519-6059-ASCAP
4	8	9. I'M YOURS	E. Fisher-H. Winterhalter	V78120-4680; 145147-4680-BMI
3	12	10. I'M YOURS	O. Cornell	Coral 7816090; 14519-6090-BMI
10	9	11. BLUE TANGO	G. Lombardo	Decca 27972; 14519-29931-ASCAP
26	7	12. ANY TIME	E. Fisher-H. Winterhalter	V78120-4359; 145147-4359-BMI
				14. Arnold, Victor 20-2708; F. Carle, Victor 20-4536; A. Haley, Mercury 6096; D. Haynes, Decca 28586; Leo & Trio, Imp. 6006; H. O'Connell, Capitol 1895; S. Oliver, Decca 27972.
11	11	13. FORGIVE ME	E. Fisher-H. Winterhalter	V78120-4574; 145147-4574-ASCAP
				13. Haskely, Capitol 2078; P. Lee G. Jenkins, Decca 28142; G. Auld, Coral 60218; G. James, Victor 20-4972; T. Edna-d-i-l, Melrose, Decca, MGM 311701
4	14	14. KISS OF FIRE	T. Martin	V78120-4672; 145147-4672-BMI
2	27	15. CARIOCA	L. Paul	Capitol 20260; 1451F-2060-ASCAP
				(K. Winding All Stars, 5813; 8107 G. O'Farrell, Mercury 8964)
9	15	16. BLUE TANGO	H. Winterhalter	V78120-4518; 145147-4518-ASCAP
8	13	17. BE ANYTHING (But Be Mine)	E. Howard	Mercury 7815813; 14515813K45-ASCAP
5	16	18. JUNCO PARTNER	R. Hayes	Mercury 7815833; 14515833K45-BMI
				(L. Jordan Typarty Five, Decca 32213)
3	18	19. DELICADO	P. Faith	Capitol 39708; 14514-39708-ASCAP
				19. Lombardo, Decca 28139; L. Alameda, Coral 60729; D. Shore, Victor 20-4219; S. Barton, Decca, Capitol 2049; Three Suns, Victor 20-4677
1	—	20. HERE IN MY HEART	T. Bennett	Capitol 39745; 14514-39745-BMI
1	—	20. I WAITED A LITTLE TOO LONG	K. Starr	Capitol 20262; 1451F-2062-ASCAP
				(E. Brown, Decca 27981)
5	22	22. ONE LITTLE CANDLE	P. Combs	V78120-4651; 145147-4651
				(E. Waring, Decca 27981)
5	22	22. IDAHO STATE FAIR	V. Monroe	V78120-4611; 145147-4611-ASCAP
				(R. Keeler, Coral 60679)
10	26	24. WHEEL OF FORTUNE	Bell Sisters	V78120-4500; 145147-4500-ASCAP
10	26	24. I'M CONFESSIN'	L. Paul-M. Ford	Capitol 20260; 1451F-2060-ASCAP
1	—	26. HALF AS MUCH	R. Clooney	Capitol 39710; 14514-39710-BMI
				(H. Williams, MGM 11202)
7	27	27. WHAT'S THE USE	J. Ray	Capitol 39698; 14514-39698-ASCAP
				(L. Demery, Capitol 1949)
1	—	27. GONNA GET ALONG WITHOUT YA NOW	T. Brewer	Capitol 39696; 14514-39696-ASCAP
				(J. Davis, Columbia 39689)
1	—	27. KISS OF FIRE	B. Eckstine	MGM 7811225; 14514-11225-BMI
7	22	30. THAT'S THE CHANCE YOU TAKE	E. Fisher-H. Winterhalter	V78120-4574; 145147-4574-ASCAP
				(D. Cornell, Coral 60659; T. Strachter, Decca, MGM 31212; P. Andrews, Decca 29038)
1	—	30. I MAY HATE MYSELF IN THE MORNING	B. McLaurin	Decca 28222; 145145-708-ASCAP
				(E. Brown, Decca 28222; S. Gibson, Victor 20-4476, Lanark, Capitol 2879; Dreamers, Mercury 5843; R. Allan-E. Britt, Victor 20-4638)
1	—	30. WALKIN' MY BABY BACK HOME	J. Ray	Capitol 39750; 14514-39750-ASCAP

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# GUY MITCHELL

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## MITCH MILLER

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BE MINE**

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DAY  
OF  
JUBILO**

COLUMBIA 39753  
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# COLUMBIA RECORDS

FOR MUSIC THAT SENDS 'EM—TO YOU!

# THE BILLBOARD Music Popularity Charts

For Records and Ratings of Radio and TV Shows See THE BILLBOARD Radio-TV Show Charts (Radio Section).

## Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received May 21, 22 and 23

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on replies from weekly survey among a select list of over 400 disk jockeys specializing in Country and Western tunes.

POSITION	Weeks Last	This to date	Title	Artist	Label
12	2	1	WILD SIDE OF LIFE	H. Thompson	Capitol
14	1	2	DON'T JUST STAND THERE	Carl Smith	Capitol
7	3	3	ALMOST	G. Morgan	Capitol
22	5	4	WONDERING	W. Pierce	Capitol
3	6	5	TALK TO YOUR HEART	R. Price	Capitol
6	4	6	DON'T STAY AWAY	Lefty Frizzell	Capitol
1	—	7	IT'S A LOVELY, LOVELY DAY	Carl Smith	Capitol
9	6	8	EASY ON THE EYES	E. Arnold	Capitol
5	9	9	HALF AS MUCH	Hank Williams	MGM
7	8	10	GOLD RUSH IS OVER	Hank Snow	Capitol

## Best Selling Retail Folk (Country & Western) Records

Based on reports received May 21, 22 and 23

Records listed are Country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase Country and Western records.

POSITION	Weeks Last	This to date	Title	Artist	Label
8	1	1	WILD SIDE OF LIFE	Hank Thompson	Capitol
5	5	2	HALF AS MUCH	Hank Williams	MGM
8	4	3	DON'T STAY AWAY	Lefty Frizzell	Capitol
16	7	4	WONDERING	W. Pierce	Capitol
12	3	5	DON'T JUST STAND THERE	Carl Smith	Capitol
5	8	5	ALMOST	G. Morgan	Capitol
9	2	7	EASY ON THE EYES	E. Arnold	Capitol
9	6	8	GOLD RUSH IS OVER	Hank Snow	Capitol
2	10	9	ARE YOU TEASING ME!	Carl Smith	Capitol
28	9	10	LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Capitol

## Most Played Juke Box Folk (Country & Western) Records

Based on reports received May 21, 22 and 23

Records listed are Country and Western records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require Country and Western records.

POSITION	Weeks Last	This to date	Title	Artist	Label
7	1	1	WILD SIDE OF LIFE	Hank Thompson	Capitol
14	2	2	DON'T JUST STAND THERE	Carl Smith	Capitol
8	3	3	GOLD RUSH IS OVER	Hank Snow	Capitol
6	5	4	DON'T STAY AWAY	Lefty Frizzell	Capitol
30	5	5	LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Capitol
2	—	6	HALF AS MUCH	Hank Williams	MGM
18	4	7	WONDERING	W. Pierce	Capitol
7	7	8	EASY ON THE EYES	E. Arnold	Capitol
14	8	9	SILVER AND GOLD	Pee Wee King	Capitol
4	8	10	THREE WAYS OF KNOWING	Johnnie & Jack	Capitol
2	8	10	ARE YOU TEASING ME!	Carl Smith	Capitol

## Country & Western (Folk) Record Reviews

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

### FOLK Record Reviews

**HARDROCK GUNTER**  
YOU'RE LOOKING FOR ANOTHER YOU... 69-69-69-69  
DECCA 29181—Gunter does a good job on this semi-serious, singing the tune in his most stylized manner.  
HONKY TONK BABY... 75-75-75-77  
The warbler takes a little time, then it is first style. Tune has a good set of lyrics about a guy who won't settle down. Good eye on it.

**JACK & DANIEL & THE SOURWOOD MET BOYS**  
THROWING WATER ON THE FLAME... 80-81-79-80  
DECCA 28207—A fine country ditty is named a sharp, spirited performance by the boys, who give the lyrics a staccato reading. This one could stop out.  
ALL WIFE IS GONE... 77-78-77-76  
Jack and Daniel do another good job with this wester, singing it in double-time. Interpretation is snappy and it could get going.

**RUSTY McDONALD**  
RAINBOW BLUES... 69-69-69-69  
INTRO 6055—Bouncy ditty, a country blues, is performed effectively by the warbler.

### FOLK Record Reviews

**GOOD NIGHT BROKEN HEART**... 74-75-73-74  
The singer sings this item a persuasive performance. Lyrics are good and tune is appealing.

**TOMMY DUNCAN**  
THE GOSSIP SONG... 75-76-76-75  
INTRO 6054—Better than average country wester, with an attractive melody receives a warm vocal from Duncan. Good for the deejays.

**NANCY JANE**... 70-70-70-70  
Slight novelty ditty about a gal named Nancy Jane is performed nicely by Duncan and chorus.

**BILLY BROWN**  
I'M SENDING BACK EVERYTHING BUT MEMORIES... 68-69-67-68  
COLUMBIA 29136—Show and sentimental ballad is sung enjoyably by Brown.

**TIGHT WAD**... 72-74-58-74  
An attractive ditty of a heavy ditty that has the chamber calling for the gal to be a little more generous in the romance department.

(Continued on page 84)

## Folk Record Releases

**ALL HOPE IS GONE**—Jack & Daniel—Sourwood Mountain Boys (Warbler) Dec. 28207

**SHARES DON'T BOYER ME**—Marilyn—Tommy Lloyd (New) Oregon Trails 101

**BROWN SUGAR'S BILL**—Tex Williams & Ole (Giant) RCA 20-4726

**CHINA DOLL**—Slim Whitman (Imperial) Imperial 8154

**CURTAIN OF TEARS**—Jimmie Heap (Mercury) Imperial 8112

**DARLING WHY DO YOU PROVE IT**—Rocky Bill Ford (Warbler) Gift-Edge 5067

**DO YOU CRY**—Alan Moore (Scratchie) 4-Star 1609

**FLORIAN JEWELL**—Charlie Walker (New) Imperial 8195

**GOOD NIGHT BROKEN HEART**—Rusty McDonald (Rainbow) Intro 6055

**GOSSIP SONG**—Tommy Duncan (Mercury) Intro 6054

**HARD WAY**—Yank Bros. (Hard) King 1067

**HARVEST IS RIFE (THE LABORERS ARE FREE)**—Berk Lottie (New) 4-Star 1608

**HILL TRAIN**—Billy Strangle (1 Love) Cap 2112

**HONKY TONK BABY**—Hardrock Gunter (New) Dec. 28191

**HOW MANY TEARS CAN YOU BREAK**—Jimmie Osborne (New) King 1066

**I LOVE YOU WHITE**—Yank Bros. (Hard) King 1067

**I'M LOOKING FOR ANOTHER YOU**—Hardrock Gunter (Mercury) Dec. 28191

**I LOVE YOU 24 HOURS A DAY**—Billy Strangle (Mercury) Cap 2112

**IT'S SO BIRD I DON'T KNOW WHAT TO DO**—Frank Miller (New) Gift-Edge 5066

**INDIAN LOVE CALL**—Slim Whitman (Chick) Imperial 8156

**I WON'T FORGET**—Frank Miller (New) Gift-Edge 5066

**JEWELL'S HEART HAS PARTED US**—Tommy Lloyd (Oregon Trails) 102

**LITTLE JOCKEY**—Low Price & His Mountaineers (Chick) RCA 20-4720

**LOW IN THE LEIGH VALLEY**—Texas Jim Robertson (PA) RCA 20-4710

**NANCY JANE**—Tommy Duncan (Mercury) Intro 6054

**ON THE TRAIL OF THE LONER**—Pee Wee King & His Mountaineers (Little) RCA 20-4720

**PAT YOUR ARM**—Armed No—Texas Jim Robertson (Low) RCA 20-4710

**QUEEN FOR A DAY**—Mississippi Slim (Trend) Tennessee 827

**RAINBOW BLUES**—Rusty McDonald (Giant) Intro 6055

**SCAZZELLE**—Alan Moore (New) 4-Star 1609

**SINCE**—Tex Williams & Ole (Giant) RCA 20-4720

**SIXES CITY SUE**—Marvin Broxmeyer (Warbler) Imperial 8154

**SO LONG BABY**—Tommy Lloyd-Stroffell Cowboy (Archie) Oregon Trails 102

**THERE ARE JUST TWO I'S IN DINK**—Johnny Lee Witts and His Boys (New) RCA 20-4721

**THROWING WATER ON THE FLAME**—Jack & Daniel—Sourwood Mountain Boys (All) Dec. 28207

**TWO OF YOUR LIPS**—Mississippi Slim (Mercury) Tennessee 827

**TWO RED LIPS**—Charlie Walker (Imperial) Imperial 8155

**WAITING FOR THE FLOOR OVER YOU**—Marvin Broxmeyer (Sho) Imperial 8154

**WAITING FOR THE GALS & GENTS**—Rocky Bill Ford (Darling) Gift-Edge 5067

**WE CAN'T TAKE IT WITH US TO OUR GRAVE**—Jimmie Osborne (New) King 1066

**WHO IS KICKING AT MY HEART**—Berk Lottie (Harvest) 4-Star 1608

**YOU CAME TO ME**—Tommy Lloyd (Mercury) Oregon Trails 101



**ANOTHER SMASH SPIRITUAL HIT**  
**Bells of Joy**

23,000 Sold Before Release

Singing

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*He's My Friend* Peacock #1700

ANDREW "MUCH FEELING" TIBBS  
Sings

*Mother's Letter*  
*Rock Savoy Rock* Peacock #1597  
Another Peacock Hit—Watch It



MILDRED JONES  
Presents  
*Love Sick Gal*  
*It's Been A Long, Long Time* Peacock #1601

Red Hot Line **PEACOCK** RECORDS, INC. Good Variety

### FOLK TALENT AND TUNES

Communications in care The Billboard, 6000 Sunset Blvd., Hollywood 28.

By JOHNNY SIPPPEL

#### Artists' Activities

Jimmy Wakely's band has left the Riverside Rancho, Los Angeles... Marty Landau, Rancho op, and the Maddox Brothers and Rose (Columbia) have leased the Lido Ballroom, Long Beach, Calif., to set up a series of Friday and Sunday shows. The Maddoxes intend to institute a folk music park policy. The family group still hasn't had its first release on Columbia, due to a reported contractual mix-up because of its previous contract with 4 Star.

Pubber Jack Howard has inked Bill Haley (Essex) to a management pact. They just completed a 14-State d.j. swing promoting Haley's first release. Haley is still at W.P.W.A., Chester, Pa.

Ambrose Haley promoted Lefty Frizzell recently at the Armory, Hannibal, Mo., playing to 17,000 people in one night with the Columbia warbler. Haley is doing a d.j. show, in addition to live gigs with Clint and Martha, Russ Watkins and Bob Johnson, who comprise the Ozark Ramblers. Haley opened his Sky View Park May 25 with Little Jimmy Dickens.

Mrs. Neva Starnes, manager of Blacky Crawford, Johnny Bacter

(Continued on page 82)



**Pee Wee KING**

Does it again!

with

**'Busybody'**  
and  
**'I Don't Mind'**

Vocals by Redd Stewart

20-4655  
47-4655

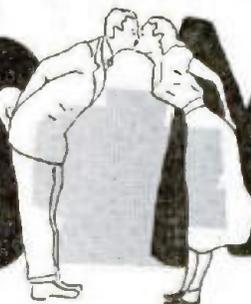
RCA VICTOR RECORDS

# AT HIS COUNTRY BEST RCA VICTOR'S GREAT HANK SNOW



singing . . .

## LADY'S MAN



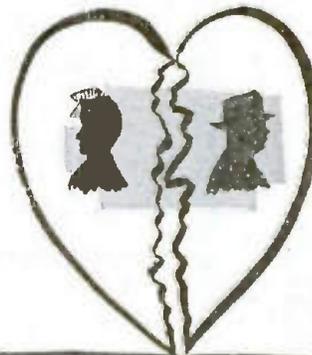
*and*

### "MARRIED BY THE

### BIBLE...

### DIVORCED

### BY THE LAW"



#### C&W Records to Watch

In the opinion of The Billboard's music staff the following records have the best sales and performance potential among the country and Western records released this week.

MARRIED BY THE BIBLE, DIVORCED BY THE LAW  
LADY'S MAN  
Hank Snow.....RCA Victor 24-4734

RCA VICTOR  
20-4734  
47-4734



# RCA VICTOR RECORDS

# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section)

## Best Selling Retail Rhythm & Blues Records

Based on reports received May 21, 22 and 23

Records listed are rhythm and blues records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase rhythm and blues records.

POSITION	Weeks   Last   This	Title	Artist	Label	
8	1	1	5-10-15 HOURS	Ruth Brown	Atlantic 962-BM
4	2	2	GOIN' HOME	Fats Domino	Imperial 7815180; (45)45-5180
7	2	3	ONE MINT JULEP	Clovers	Atlantic 963-BM
2	8	4	HAVE MERCY, BABY	Dominoes	Federal 7812068; (45)45-12068
14	7	5	NIGHT TRAIN	J. Forel	United 781116; (45)45-110-BM
6	6	6	MIDDLE OF THE NIGHT	Clovers	Atlantic 963
8	5	7	NO MORE DOGGIN'	R. Gordon	RPM 781350; (45)45-350-BM
9	4	8	HEAVENLY FATHER	E. McGriff B. Lucas	Jubilee 7815073; (45)45-5073
1	—	9	SO TIRED	R. Milton	Specialty 429
1	—	10	LAWDY MISS CLAWDEY	L. Price	Specialty 428-BM

## Most Played Juke Box Rhythm & Blues Records

Based on reports received May 21, 22 and 23

Records listed are rhythm and blues records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require rhythm and blues records.

POSITION	Weeks   Last   This	Title	Artist	Label	
8	1	1	5-10-15 HOURS	Ruth Brown	Atlantic 962-BM
6	4	2	ONE MINT JULEP	Clovers	Atlantic 963-BM
8	3	3	NO MORE DOGGIN'	R. Gordon	RPM 781350; (45)45-350-BM
1	—	4	HAVE MERCY, BABY	Dominoes	Federal 7812068; (45)45-12068
2	2	5	MOODY MOOD FOR LOVE	King Pleasure	Prestige 781924; (45)45-924
4	8	6	HEAVENLY FATHER	E. McGriff	Jubilee 7815073; (45)45-5073-BM
12	4	7	GOT YOU ON MY MIND	J. Greer	VOR 7812048; (45)47-4388
1	—	7	SO TIRED	R. Milton	Specialty 429
5	6	9	GOIN' HOME	Fats Domino	Imperial 7815180; (45)45-5180
6	7	9	SWEET SIXTEEN	J. Turner	Atlantic 960-BM
3	8	9	LAWDY MISS CLAWDEY	L. Price	Specialty 428

## Rhythm & Blues Record Reviews

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

### RHYTHM & BLUES

#### Record Reviews

**LIGHTHOUSE ALL STARS—JIM GIFFRE**  
**BIG BOY** 82-89-80-83  
 SKYLARK 538 (Part 1 & 2)—The Lighthouse All Stars pound out a wild and exciting instrumental wailing of a lively tempo some loaded with riffs that go. Sides feature some fine tenor sax by Jim Giffre and solid support from the sibs. This is a strong piece of wax that could bring in a lot of love. It's loaded with excitement.

**THE FOUR BUDDIES**  
**"ROCKIN' PARTY OF ME"** 82-83-81-82  
**SAVOY 849**—The boys rock out this beauty wrapper in first-rate style sparked by a "rookie" lead singer who really sells the form. Could cash coin.

**STORY BLUES** 74-79-73-75  
 The Four Buddies are solid on this fast-tempo blues tune, while the lead sax is with spirit. Ork kids all the way behind the group.

**ANNE LAURIE**  
**I DON'T GET MY KICKS ANYMORE** 75-76-73-75  
 OREN 1882—The ork establishes a really selling bar, a warm blues reading by the "Rock" Buddies all the way.

**LONESOME AND BLUE** 78-78-77-79  
 Miss Laurie has a fine wailing of tone which is beginning to get some action in the R.B. market. Her vocal gets solid ork backing.

**BILL DODGETT**  
**BIG DOG** 79-76-75-74  
 KING 4510 (Part 1 & 2)—Dodgett makes the wailing wailing with a solid instrumental wailing of an exciting new jump item, backed with warm beat by a lively rhythm group. Good wax for the ever-growing group of swing organ fanatics.

### RHYTHM & BLUES

#### Record Reviews

**ROY "BALD HEAD" BYRD**  
**ROCKIN' WITH FES** 68-69-67-68  
 FEDERAL 12073—Nice effort by the singer on this rockin' item, with the ork punching away (trout). Side is not outstanding however.

**GONE SO LONG** 71-72-69-72  
 Booze blues, with a fine tenor and a lot of good piano is sung pleasantly by Byrd.

**JOHN GREER & HIS RHYTHM ROCKERS**  
**LONESOME AND BLUE** 80-81-79-80  
 RCA 20-685—The Rhythm Rockers set a strong backdrop for an effective duet effort by Greer and Dorothy Lee. Nice feel-out at the close.

**"I NEED YOU"** 75-76-73-76  
 This one builds up to a powerful riff section among the brasses which packs a lot of excitement. Vocal by Greer is strong.

**GEORGE JAMES**  
**FORGIVE ME** 70-72-68-70  
 RCA 20-684—James shows a fine playing also see the arrangement by the Howard Biggs ork provides a nice setting.

**SLOW AND EASY** 68-71-65-68  
 This one, as the title suggests, is on the slow and easy side. More good wax by James.

**THE FIVE KEYS**  
**NOW LONG** 88-81-77-82  
 ALADDIN 9331—Fine performance by the Five Keys on a moody ballad with a melodic strain. The tenor lead turns in a warm vocal. Tune could go as a pop.

**MISTAKES** 75-76-74-75  
 The boys give a fairly straight, smooth reading to the oleie doubling the tempo for the second chorus.

(Continued on page 85)

## RHYTHM & BLUES NOTES

By BOB ROLONTZ

The Swallows are off on a tour of one-nighters thru June 11.... **Hattie Robinson**, Atlas Record thrush, is at the Zebra Lounge, Bronx, N. Y.... **Al Hibbler**, is off to California next week for six weeks of one-nighters on the Coast.... **Laurie Tate**, Atlantic Records artist, is with the Joe Morris ork on a string of one-nighters. Pianist **Ray Charles** joins the Morris ork next week.... **Johnny Hodges** and his ork set for Dayton for one week, August 18 thru 24, and then a week in Columbus, O., August 25 thru 31.... **Mr. Georgia Eyes** and the **Billy Ford** ork will cut a few records for MGM, shortly. The Ford band goes into the Nightcap, Newark, N. J., for June, after which it goes out on the road again with the **Clovers**.

**Hot Lips Page** and **Ruth Brown** play two one-nighters in Virginia next week, then the singer joins **Lowell Fulson's** ork for a swing thru Texas.... The **Austin Powell Quintet** plays **Grace's Little Club**, Atlantic City starting May 29 for one week.... **Ella Fitzgerald** will be at Birdland, New York for a week beginning June 5.

**Rainbow Records** is adding an additional r.&b. talent. The firm signed alto saxist **Lloyd Williams**, and **Joe Bailey** and will soon release wax featuring the pair.... **Jimmy Forrest** is set for a Southern tour of one-nighters and theater dates next month.... **Joe Holiday** and his combo will move into Birdland on June 19.... The **Eddie Heywood** trio will be at the Howard Theater, Washington on May 30.... **Illinois Jacquet** opened at the Earle Theater, Philadelphia Friday (23).... **Four Buddies** are also on the bill at the Earle.

**Mahalia Jackson**, Apollo Records star is making a transcrip-

tion for use over the Danish State Radio Network. They requested that the gospel singer tell a bit (Continued on page 85)



**A HIT!**  
**CANT STOP MY CRYIN'**  
 Laurie Tate  
 No. 965 with Joe Morris' Orchestra  
 ATLANTIC'S HIT PARADE

- 5-10-15 HOURS  
 Ruth Brown—No. 962
- ONE MINT JULEP  
 MIDDLE OF THE NIGHT  
 The Clovers—No. 963
- SWEET SIXTEEN  
 Joe Turner—No. 960
- DRAGGIN' HOURS  
 Odelle Turner—No. 964

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- 1 HEAVENLY FATHER 5073  
 Edno McGriff with Buddy Lucas Ork.
- 2 I'M A SENTIMENTAL FOOL 5079  
 THE MARYLANDERS
- 3 PROUD OF YOU 5076  
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 Savoy 817

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New Hit!

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with **MGM's** shower of **HITS!**

**DAVID ROSE**  
And His Orchestra With  
Saxophone Solo by **WOODY HERMAN**  
**HARLEM NOCTURNE**  
and  
**A LITTLE COUNTRY ROAD IN SWITZERLAND**  
MGM 30582 78 rpm  
K30582 45 rpm

**BILLY ECKSTINE**  
**KISS OF FIRE**  
and  
**NEVER LIKE THIS**  
MGM 11225 78 rpm  
K11225 45 rpm

**FRAN WARREN**  
**HEAVENLY FATHER**  
and  
**LEAVE THEM ALONE**  
MGM 11237 78 rpm  
K11237 45 rpm

**Debbie Reynolds**  
**AM I IN LOVE**  
and  
**WHAT GOOD IS A GAL (Without a Guy)**  
MGM 30568 78 rpm  
K30568 45 rpm

**BILLY ECKSTINE**  
**HOLD ME CLOSE TO YOU**  
and  
**IF THEY ASK ME**  
MGM 11217 78 rpm  
K11217 45 rpm

**JONI JAMES**  
**LET THERE BE LOVE**  
and  
**MY BABY JUST CARES FOR ME**  
MGM 11223 78 rpm  
K11223 45 rpm

**ART MOONEY**  
and His Orchestra  
**I MAY HATE MYSELF  
IN THE MORNING**  
and  
**I PAINTED IT**  
MGM 11229 78 rpm  
K11229 45 rpm

**Tommy Edwards**  
**MY GIRL**  
and  
**PIANO, BASS AND  
DRUMS**  
MGM 11209 78 rpm  
K11209 45 rpm



**DANNY DAVIS**  
**ALMOST**  
and  
**DO YOU EVER THINK  
OF ME?**  
MGM 11244 78 rpm  
K11244 45 rpm

**COY McDANIEL**  
**DEVIL'S DREAM**  
and  
**OLE JOE CLARK**  
MGM 11243 78 rpm



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KEEP M-G-M IN MIND—IT'S GOOD FOR YOUR BUSINESS

# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio)

## • The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

**SUGARBUSH** ..... **Devi Day-Frankie Lane** ..... Columbia 350493

Here is a bright, handclapping novelty, with a rhythmic beat and attractive melody. Day and Lane sell it in lighthearted fashion. Other side "How Lovely Cometh the Morn'" was picked last week.

**IN THE GOOD OLD SUMMERTIME** ..... **Les Paul-Mary Ford** ..... Capitol 2123

Les Paul and Mary Ford bring the ole to exciting, summery fashion, that should mean for healthy sales. "Summertime" was originally in duo's Capitol album "Smoke Rings" is performed in a smooth, easy style by the pair.

**MAYBE** ..... **Perry Como-Eddie Fisher** ..... RCA Victor 20-4733

Perry Como and Eddie Fisher give the evergreen a refreshing performance. File "Watermelon Weather" was picked previously.

## • The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be.

1. **RAMINAY** ..... **Jo Stafford-Paul Weston** ..... Columbia 39725
2. **LIMEHOUSE BLUES** ..... **Bobby Marshall** ..... Mercury 5864
3. **STAR EYES** ..... **HeLEN O'Connell** ..... Capitol 2090
4. **ME TOO** ..... **Kay Starr** ..... Capitol 2062
5. **WANTED** ..... **Fawn-Ace-Al Alberts** ..... Meridian 104

## • The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be.

1. **YOU** ..... **Sammy Kaye** ..... Columbia 39724
2. **RAMINAY** ..... **Jo Stafford-Paul Weston** ..... Columbia 39725
3. **WHY DID YOU LEAVE ME?** ..... **Perry Como** ..... Victor 20-4627
4. **LOVER** ..... **Peggy Lee-Gordon Jenkins** ..... Decca 78213
5. **DAY OF JUBILEE** ..... **Guy Mitchell-Witch Miller** ..... Columbia 39753

## • The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the juke box operators think tomorrow's hits will be.

1. **YOU** ..... **Sammy Kaye** ..... Columbia 39724
2. **DAKIE BOOGIE** ..... **Ella Mae Morse** ..... Capitol 2072
3. **RUTZA, RUTZA** ..... **Bill Flinders-Henry Rene** ..... Victor 20-4665

## • The Country and Western Disk Jockeys Pick

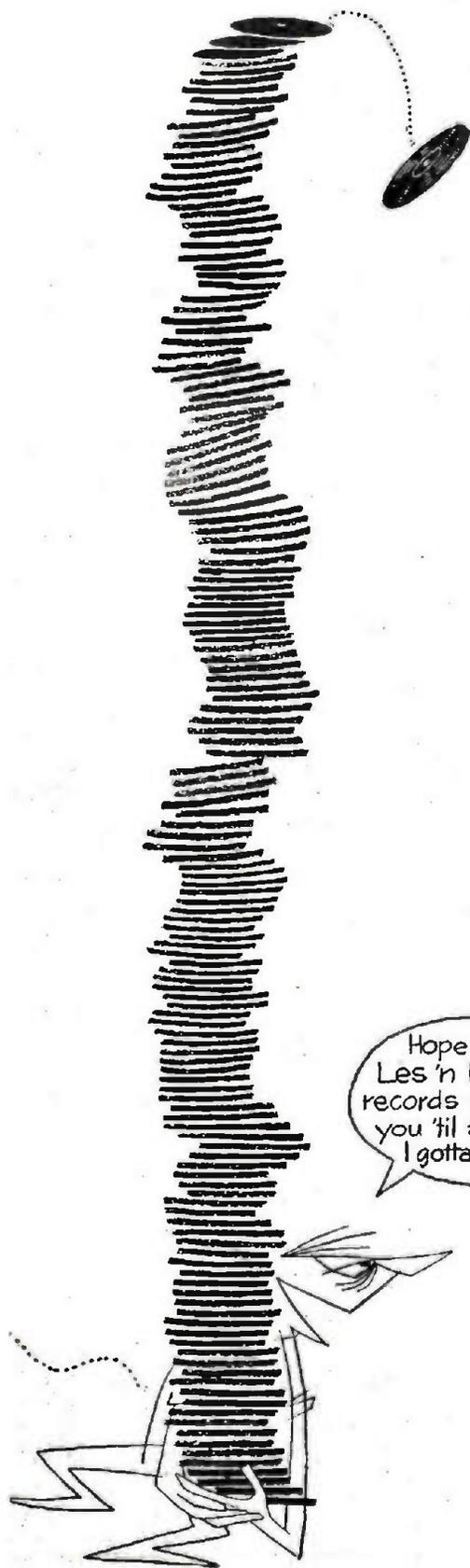
PICKS that appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

1. **HOT DIGGITY DOG** ..... **"Little" Jimmy Dickens** ..... Columbia 20930
2. **BUSYBODY** ..... **Pre-Tree King** ..... Victor 20-4655
3. **SOMEBODY'S STOLEN MY MONEY** ..... **Ernest Tubb** ..... Decca 28067
4. **I'M GETTING NOWHERE FAST** ..... **Al Rogers** ..... MGM 31279
5. **SO USED TO LOVING YOU** ..... **Whee Pierce** ..... Decca 27491

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Hope these  
Les 'n Mary  
records will hold  
you 'til after lunch.  
I gotta eat!

TODAY'S HIT!  
LES PAUL  
MARY FORD  
"CARIOCA"  
AND  
"I'M CONFESSIN'"  
**Capitol**  
RECORDS  
Record No. 2080



# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section)

## Record Reviews

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

Continued from page 37

### POPULAR Record Reviews

**GEORGE WRIGHT**  
FALLING IN LOVE WITH YOU, 72-74-72-70  
KING 15179—The theater organ of the New York Paramount is heard here in a big performance by Wright of the Rogers and Hart music side.

**BIRTH OF THE BLUES**, 70-72-70-68  
Another fine standard gets a strong backing by the organist. With flip disc should be well come by pipe organ fans. Could also serve as effective organ material.

**BETTY BREWER**  
YOU'VE GOT ME CRYING  
AGAIN, 69-71-68-68  
DECCA 28207—A pleasant dreamy side by Miss Brewer. Male quartet and muted strings help establish the mood.

**I MAY HATE MYSELF**  
IN THE MORNING, 73-74-72-73  
Miss Brewer delivers a restrained vocal and gets dreamy support from a male group and the 5/4 Oliver one.

**PEGGY LEE AND GORDON BENJAMIN ORN**  
YOU GO TO MY HEAD, 80-82-80-76  
DECCA 28213—Another oddie, this time in conventional tempo, provides a real contrast to the speed and excitement of the other side. Miss Lee's warmth helps it alive with sound-out support from the Jenkins one. A fine disk.

**LOVER**, 86-88-84-86  
Miss Lee and the Jenkins one turn the Rodgers and Hart tune into an exciting and powerful number of war. Thrush is in fine voice and glowing strings help her to speed up the one to provide a mild, rhythmic backing. Should draw dreamy spins.

**ELA FITZGERALD**  
I HADN'T ANYONE TILL YOU, 79-80-80-77  
DECCA 28181—A warm and tender interpretation of the pretty evergreen by the thrush, who sings it with much charm. Arrangement, with strings and oboe, is very smooth. A good disk, that should please the singer's many fans.

**CEE, BUT I'M GLAD TO KNOW**  
YOU LOVE ME, 75-76-75-76  
Ella turns in a fine and sincere reading of a new ballad, while the oboe backs her up. Tempo is slight but girl's performance makes it noticeable one.

**SONNY TERRY TRIO**  
DANGEROUS WOMAN, 69-70-67-68  
GRAMERCY 1061—This one is a liver with some top-notch rhythm set up by the Trio. Vocal is again on the "booting" side.

**MOOTIN' BLUES**, 75-79-73-73  
New group consists of harmonica, guitar and mandolin. The haunting music they create combined with a wild "booting" vocal by Sonny Terry makes for some minutes of exciting listening. This one could break out if pushed.

**FRANK STEVENS**  
NEVER LEAVE ME, 71-73-70-70  
GRAMERCY 1057—Stevens delivers a "big" vocal with a great deal of feeling. He's backed by a full set. With exploitation, something could happen here.

**HEART FOR SALE**, 65-67-63-64  
Another fine vocal by Stevens with excellent orchestral support. Both sides are good examples of the impressively fine recording job studios are doing.

**RALPH MANTERIE & ORK**  
STREET SCENE, 73-76-74-75  
MERCURY 1061—The lovely title is performed slightly by the previous but after entering Manterie one, Arrangement is fine and the dancing could get spins.

**IR A PERSIAN MARKET**, 72-73-71-72  
The one shows off another good arrangement on this instrumental version of the jazz title which shows off some interesting trumpet work. One's fans will like.

### POPULAR Record Reviews

**DANNY SUTTON**  
IT'S IT TITLE, 65-65-65-65  
FEDERAL 14603—Sutton puts nice feeling into the vocal and gets a dreamy assist from the chorus. Small instrumental group backs unobtrusively.

**JOHANNA**, 63-63-63-63  
More of the same.

**RAY BLOCH ORK**  
YOU'VE NEVER BEEN MINE, 77-79-75-75  
CORAL 60747—Tune is a lovely haunting waltz in a minor key. Larry Douglas and the Sweetland Singers handle the vocal pleasantly to a stand-out Bloch arrangement.

**NEVER LET HER GO**, 75-77-74-74  
Here's another real beach job in the major key, this time a fox trot. Douglas again displays a fine voice and gets top help from the Sweetland group.

**RUSTY DRAPER**  
SOUNDING ON THE BAYOU, 75-77-74-74  
MERCURY 5851—Draper's rhythm tune is a good vehicle for the exciting quality of Draper's voice.

**DEVIL OF A WOMAN**, 80-81-79-80  
Draper shows out with a very exciting vocal and gets full brass support from the orchestra conducted by Nelson Riddle. An interesting item, which could grab some.

**DEL SIMMONS FOUR**  
TREATIN' POOR ME LIKE YOU DO, 58-59-56-59  
CITYLON 1144—Blink rag tune backing in the main attraction here. Four strong Simmons does her best with the 80-80 lines.

**FOREVER**, 55-55-55-55  
A ballad about enduring love is showcased by Margie Simmon and Frankie Castle. Slow is unexciting.

**LES BROWN ORK**  
KISS OF FIRE, 74-74-73-73  
CORAL 60745—Country style gets fine backing from the Brown ork and good vocal support by Bud Condon's Rhythmatics.

**I WAITED A LITTLE TOO LONG**, 73-76-72-71  
The Les Brown ork sets a nice beat for a pleasant vocal effort by the Condon voices.

### SPIRITUAL Record Reviews

**ALBERTA HUNTER and THE TUNE BLENDERS**  
YOU GOT TO REAP WHAT YOU SOW, 74-75-73-74  
WHEELER 110—A homecoming album item is given a strong performance by Alberta Hunter, backed by the Tune Blenders and a swing organ. A good one.

**I WANT TO THANK YOU LORD**, 69-69-69-69  
The thrush turns in a sincere rendition of a quiet, reverent spiritual. Singer phrases nicely and sings with style.

**ORIGINAL FIVE BLIND BOYS**  
HOW FAR AM I FROM CANAAN, 78-78-78-78  
PEACOCK 1553—The spiritual group turns in a strong reading of an unusual gospel item, setting it to their usual rhythmic fashion, with Archie Brownlee and Percell Leland the lead.

**WORLD PRAYER**, 71-71-71-71  
The thrush leads the boys on this one about the need for prayer, and Rev. Lewis speaks a prayer over a burning background. Not one of the group's best.

### SPIRITUAL Record Reviews

**SISTER JESSIE MAE RENFRO**  
IN THAT HOME, BY AND BY, 68-68-68-68  
PEACOCK 1568—An effective performance by the thrush on a nature spiritual, which gets a big beat from the ork.

**HE'S SO WONDERFUL**, 75-76-74-75  
Sister Renfro gives out with a big-sound, sincere rendition of a chant style hymn tune, that could get attention.

**GOLDEN HARP GOSPEL SINGERS**  
ANY STARS IN MY CROWN (PART 1 & 2), 80-81-79-80  
PEACOCK 1581—A genuinely exciting performance by lead singer Jewettie Harris makes this a strong spiritual waltz. The thrush sets it emotionally, singing and shouting the lyric as the spirit moves her, while the Gospel Singers keep up a rhythmic chant throughout. Good one for the field.

**CHRISTLAND SINGERS**  
A FEW MORE DAYS, 68-68-68-68  
PEACOCK 1594—Lead singer Robert Harris performs this moody, slow-tempo spiritual adequately with the group humming in the background.

**PEACE IN THE LAND**, 74-75-74-73  
New group based on the Peacock label with a female run-time of a modern jazz publicist with Leroy Taylor replacing the Singers with a strong vocal.

### CHILDREN'S Record Reviews

**ROSEMARY CLOONEY**  
ON THE GOOD SHIP LÖLLOPP, 82-83-81-85  
COLUMBIA 40159—The delightful little that Shirley Temple made famous years ago, is just as infectious today. Rosemary Clooney sings it in happy style for the film, while the ork lends rhythmic support.

**THE LAND OF HATCHY MILATCHY**, 79-80-78-85  
The thrush tells the maddie story of the wonderful land of Hatchy Milatchy, with nice accompaniment by the chorus. Should please the younger set.

### INTERNATIONAL Record Reviews

**MIGUELITO VALDES**  
EL EL EXTRAÑERO, 78-78-78-78  
SEECO 7102—Cherub provides well as he rides the tune over the complex guajaro rhythm.

**ARROZ CON MANTECA**, 76-76-76-76  
Brass and rhythm sections combine neatly in supporting Valdes. Another fast-paced guajaro.

**TITO PUENTE**  
FRIOLANDIA, 76-76-76-76  
SEECO 7207—There's not much melody here, but the mambo, penned by Puente, gets the full rhythmic treatment.

**PLAZA STOMP**, 80-80-80-80  
A strong beat, taken at a brisk pace, makes for a mambo only the most technically skilled will be able to dance to. Others will find it exciting listening.

**TITO RODRIGUEZ**  
SUN SUN BABAE, 78-78-78-78  
TICO 10-12—The Cuban mambo, a current favorite in countries to the south, gets an authentic reading here in an exciting setting by the combo. Song will soon be offered in a pop version.

**YA SOY FELIZ**, 75-75-75-75  
Song in Spanish, the mambo styled ditty is tuneful and rhythmic.

### HOT JAZZ Record Reviews

**FLIP PHILLIPS' HIPSET**  
STOMPIN' AT THE SAVOY, 78-79-79-76  
BRUNSWICK 8075—The jazz side received a solid instrumental setting by the group, with Ralph Burns' piano, Slesley Menner's drumming and Phillips' sax shining thru. Good collector's one.

**A MELODY FROM THE SKY**, 72-74-72-70  
The Phillips' group turns in a subtle, warm instrumental setting of an attractive item featuring the leader on sax, and Bill Harris on trombone.

**BOB SOBIEY'S PRISCO BAND**  
GOOD TIME JAZZ, 76-78-76-73  
A stand-out reading by the ork with Sobey's trumpet and Prober's clarinet outstanding. Gladys Hayes adds a fine vocal and sets a nice beat with her bass.

**MELANCHOLY**, 75-75-74-70  
Vocal by Gladys Hayes is full of feeling and all hands on the band combine to make this an exciting side.

**PETE DAILY'S RHYTHM KINGS**  
JAZZ MAN STRUT, 75-75-75-75  
GOOD TIME JAZZ, 81-81-81-81  
In the correct and clear, respectively, were well together. Bravado of group backs nicely.

**SOBBIN' BLUES**, 74-74-74-74  
More fine collaboration by the combo. Skipsey Anderson flares some nice piano work.

**TURK MURPHY'S JAZZ BAND**  
HOT TIME IN THE OLD TOWN, 68-69-68-67  
GOOD TIME JAZZ, 68-68-68-68  
Strong vocal while the band backs nicely. Best side adds some fine clarinet.

**MINSTRELS OF ANNIE STREET**, 72-72-72-72  
Band really steps out on this side. The most trombone style of Murphy comes thru fine.

**LONDON RECORDS**  
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"The finest sound on record"  
**PRESTO ORANGE LABEL RECORDING DISCS**  
Nearly 20 years experience in the manufacture of professional recording discs enables us to offer the Orange Label disc, quality lacquer-coated on fine aluminum base. Top performance at low cost.  
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For NEW and USED 45 rpm RECORDS  
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THE SADDEST DREAM  
SO WHAT  
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**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 time 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 Dept., The Billboard, 168 W. Randolph St., Chicago 1, Ill.  
**RECORD PRESSING**  
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Write today for your FREE June copies of THE LONG PLAYER, the most comprehensive long playing record catalog available.  
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BOX 346 RADIO CITY STATION NEW YORK 19, N. Y.

**Amend'm't Off; Lack of Votes**  
NEW YORK, May 24—An insufficient number of votes has been returned by the membership of the American Society of Composers, Authors and Publishers to ratify the amendment to the voting procedure which has been submitted by clefter Pinky Herman (The Billboard, May 10).  
Also the ballot count was not available, the majority of those who returned ballots voted in favor of the proposed change. The total number of votes cast, however, was less than the minimum of at least two-thirds of the potential vote as now required by the Society's by-laws.  
The projected amendment sought to reduce this procedure, so that a vote would be valid with the receipt of at least two-thirds of at least 75 per cent of the potential vote. In addition, it would have eliminated the current clause of counting uncashed ballots as votes against a measure.  
This marks the second time this amendment has been defeated, each time because insufficient votes were cast.

# Bookings Brisk For NAMM Show

CHICAGO, May 24.—Space reservations for the National Association of Music Merchants' trade show and convention at the Hotel New Yorker, July 28-31, are keeping pace with 1951. NAMM execs reported this week, with 210 exhibits already set. William R. Gard, executive secretary, said there is still some space open on the ninth and 10th floors of the hotel.

Meanwhile, a promotion program in behalf of the convention is already under way. NAMM is now mailing stickers bearing the legend, "Music Is Fun for Everyone" to all exhibitors for use on their mailings. A bulletin also has been sent out, and exhibitors may order more stickers without charge from NAMM headquarters here.

A new poster, featuring photos of moppets playing various musical instruments, also is being used to promote the '52 trade show.

# Milwaukee Club Pays Spanier 1 1/2 G; AFM Lifts Ban

MILWAUKEE, May 24.—The American Federation of Musicians here lifted its ban on Singer's Rendezvous this week when Frank Balistreri and Peter Orlando, the new owners, came up with \$1,850 due Muggsy Spanier for a recent week's work.

Spanier's legal counsel, Raymond J. Moore, put the clamps on the South Side club, when the former boss, Joseph Sorce, failed to make payment at the end of the first week of a two-week booking.

New owners plan to operate under new name of Jolly Polkat club and will feature local old-time groups instead of big name jazz combos.

# London Ballys Lynn Platter

NEW YORK, May 24.—London Records has a strong promotion for Vera Lynn's latest waxing of "Auf Wiederseh'n Sweetheart." The disk involves nearly 90 people, possibly the largest number of musicians recorded on a pop record in recent years. The personnel include a 70-member chorus of sailors and airmen of Her Majesty's forces and the 15-piece Roland Shaw orchestra in addition to Miss Lynn.

London's push includes a thro saturation of deejays, personal letters to the diskery's distributors, oversized streamers for dealers, direct contact with coin operators and a letter from Miss Lynn to disk jockeys.

The record has already been available in England for several weeks. Thirty thousand copies were sold the first week.

# Lotion Maker Plugs Disks

HOLLYWOOD, May 24.—Paquin's hand cream, thru its ad agency, William Esty, is setting up a phonograph record promotion deal, with MCA supplying the talent for the session to be cut on Abbey Records. It's understood that the deal calls for Peter Dorsine, of Abbey, to cut at least two sides, with tunes selected by the hand cream manufacturer. Lyrics of the tune will subtly push a "beautiful hands" theme, but will not carry a word of plugging for Paquin's.

The cosmetic manufacturer intends to send out 2,000 disks to d.j.'s, talent includes Paul Neighbors' ork, the Honeydramers and an as-yet unselected warbler.

## INVESTOR WANTED

Semi-active, injection molded record business, capable of securing minimum of five million records per year; 45%, 6", 7" and 10" records.  
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Billboard, Cincinnati 22, Ohio

# NEW SOUND TO END ALL

WORCESTER, Mass., May 24.—The Neal Hefti-Frances Wayne package with Tony Bennett as bedliner, arrived here Wednesday (21) for a personal appearance with thrush Wayne nursing a severe cold. She had to beg off going on despite hubby Hefti's urging that her husky pipes would produce the new sound to end all new sounds.

# Martino Hit Licks Coral

NEW YORK, May 24.—When a single version of a hot tune takes off and quickly outdistances competitive pressings, later etchings, despite their excellence, are hard put to catch up. Latest illustration pointing up the industry rule occurred this week when Coral apparently gave up the battle on the operator front with its record of "Here in My Heart," by Alan Dale.

Conceding victory to the Al Martino hit, Coral recoupled the flip of the Dale disk, "I'm Sorry," with "Faith." The main push is to operators, with free title strips offered for selection panels. The original Dale release of "Here in My Heart" and "I'm Sorry" remains as is for the retailer trade.

# White Fans

Continued from page 20

Howard, KSDD, is spinning many r.&b. disks from midnight to 3:30 a.m., daily.

Record salespeople contacted report that the big sellers in r.&b. catalogs to white buyers have been instrumentals, with a smaller percentage going for vocals. Units, such as Lynn Hope, Earl Bostic, Freddy Mitchell, Jimmy Forrest, Eddie Chamblie and Sonny Thompson, have been drawing the biggest percentage of white trade.

Additional white fans of r.&b. jazz have spurred the number of concerts which are being promoted locally. It's understood that Gene Norman is thinking of increasing the number of concerts he originally planned for this fall. In addition, Ralph Bass, King & Carter, who resides on the Coast, and Les Sill, ex-Modern Records rep, are starting jazz sessions, with their first bash set for the Shrine Auditorium here Monday (26) with Earl Bostic and his vibist, Gene Reed, flying in from Ohio to head the one-nighter. Concert to be emceed by Joe Adams, is slated at \$3.60 to \$1 and features r.&b. and jazz names.

# LP Release Plans

Continued from page 20

for Columbia here, when the time comes.

It is expected that EMI will bring out a line of LP attachments and players along with their first English LP's, in September at the annual London Record Exhibition. In spite of the fact that no English firm is yet manufacturing 45 r.p.m. disks, many of the machines sold are three speed players in anticipation of the doughnut disk's eventual appearance.

In line with its announcement about LP's EMI also stated that it would continue to produce 78 r.p.m. disks as heretofore and that it will not stop making new 78's nor cut out standards. This is important in that almost two-thirds of the records fabricated in England are exported, many to areas where hand-crank machines, unsuitable for LP's, are still in use.

# Merc Talent Pitch

Continued from page 18

hits. Harmonicats are getting plugs on "Hootin' Blues."

If this package clicks at its Meadowbrook appearance, Mercury has definite plans to tour it as a concert attraction this fall. Also foursome will undoubtedly appear with Materie when he plays an August date on "Show of Shows."

While in the Meadowbrook the Harmonicats will make a guest stanza June 1. They'll double back for a guest on Perry Como's June 18 show. Both dates were set by General Artists Corporation.

# Cap, Col., MGM

Continued from page 18

wherever the designer's gown is sold.

The third waxing of the movie is the MGM sound track set "Lovely to Look At." This will star movie names Red Skelton, Kathryn Grayson, Howard Keel, Ann Miller, and others, and will receive nation-wide MGM promotion. Sets by Capitol, Columbia and MGM will be issued on all three speeds.

# QUESTION: WHAT ARE "GLEEKs"?

NEW YORK, May 24.—A tune called "Your Daddy's Got the Gleeeks" has NBC, Tommy Dorsey and BMI in a quandary. NBC won't allow Dorsey to air the tune until they find out what "The Gleeeks" are. Dorsey doesn't know, NBC doesn't know, and BMI is working on it.

# Maguire Bill

Continued from page 18

matter is mere speculation at this moment. Another imponderable is the reaction of the President to legislation of this kind. Inasmuch as both the Department of Justice and the Fair Trade Commission have taken strong stands against fair trade legislation, it is problematical whether he would sign the bill should the Congress agree on its contents.

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The National Exchange for Music-Record Personnel, Products, Services and Opportunities

**CLASSIFIED ADVERTISING**

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Billboard Music Popularity Charts, now in use by over 7,000 record dealers, tell you weeks in advance the records most likely to click. Selling your stock corners, avoid disaster! Special offer for new subscribers only. Send this ad with \$2 for the next 12 big issues. Saves \$1 on single copy cost. Address: Circulation Dept., Billboard, 2164 Patterson St., Cincinnati 22, Ohio.

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Box 762, Billboard 1564 Broadway, New York 36, N. Y.

Record Pressings—Shellac, vinylite; 10", 7", 8", 10", 12"; 78 rpm, 45; 33 1/3; rigid inspection; rush orders. The oldest and largest pressing plant in the East Coast. Sun Plastics Corp., 900 Passaic Ave., E. Newark, N. J. Humboldt 2-9749.

Recording Service, radio standard tape and disc, dramatic auditions with sound effects; local auditions custom cut by "STUDIO 8," 130 Eighth Ave., Brooklyn 15, N. Y. St. 9-7137.

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We supply records, all labels, all speeds, or wholesale cost plus small service charge; no orders too small or too large; guarantee speediest service and best prices; also special on records, accessories, etc. Town Hall Records, 183 Riverside Ave., Brooklyn 12, N. Y. Dickens 6-2735.

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  - Employer-Employee Meeting Place
  - The Record Exchange
  - Business Opportunities
  - Distributors-Agents-Dealers
  - Parts-Products-Services
- And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard:
 

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**DISPLAY-CLASSIFIED**  
 Any advertisement using display make-up or white space. Figure space between copy and rules. 1 set of 10 insertions permitted only on ads of 15 lines or more.  
 Per copy line ..... .60  
 5 or more CONSECUTIVE or 24 insertions, per copy line ..... .50  
 42 CONSECUTIVE insertions, per copy line ..... .40  
 1 made equals 14 copies 1 line

**ALL ORDERS AND INQUIRIES TO MUSIC MARKET PLACE, THE BILLBOARD, 1564 BROADWAY, NEW YORK 36, N. Y.**

# Music as Written

## MGM Gives Its Bands Trademark Stands

MGM is providing bands under contract to the label with bandstands decorated with replicas of the MGM label. The name of the band is also included. Thus the diskery hope to provide increased identity for the band's disks.

## Phono Makers to Hold Second Annual Feed

The Phonograph Manufacturers Association will hold its second annual banquet on July 30 at Bill Miller's Riviera. The banquet will be held in conjunction with the N.A.M.M. convention. Joseph Dworkin, president of Dynavox and secretary-treasurer of the association, is chairman for the banquet.

## Wesley Smith to Distribute L'Oiseau Lyre LP's

Wesley Smith, of Musart, has taken on national distribution of L'Oiseau Lyre, French LP line. Musart has also been inked by Music Library Recording, of San Francisco as distributor in Great New York.

## Zucker to Quil Coral for Europe Jobs

Irwin Zucker, who handles Eastern deejay promotion for Coral, leaves the diskery early in June. He's mapping a three-month European junket during which he will fill a number of music and record assignments for U. S. firms.

## Remington Distributes 22 With Sunland Added

Remington Records has announced the addition of the Sunland Music Company in Los Angeles to its list of distributors. This brings the total number of the diskery's distributors to 22, including three company-owned branches.

## Contest for Coin Operators

Sanford Record Distributors, New York outlet for MGM, is promoting a contest for local coin operators. Contest is in connection with the singles from "Singin' in the Rain," and offers free records as prizes.

## New York

Savoy Record's waxing of "Mummy of Mine" with Lennie Forrest, has been acquired by MGM Records for sale in Canada, and will be released there under the Quality label. . . . Danny Stephens, Eastern promotion manager for Columbia Records, has been named sales and merchandising manager for the Okeh label. . . . The Ray Anthony ork opened offices here this week. . . . Max Schall left George Simon Music this week to join Christopher Music. . . . Hank Williams will appear on the cover of Pathfinder magazine shortly, as a featured artist in John Conly's article "Country Music Comes to Town." . . . Guy Mitchell opens at the Skyway Lounge in Cleveland, starting Monday (26) for one week. Another Columbia disk artist, Tony Bennett, also opens in Cleveland that night at the Vogue Room of the Hotel Holland for a two-week stay.

Elizabeth Davis, coloratura soprano, is being prepped for personal appearances in 102 cities beginning next fall. She will be billed as the "Great Jenny Lind." The American Flag Agency will handle school and college promotion. . . . Dorothy Collins, singer on the Lucky Strike airer, has been signed by Decca. Her first record sides for the diskery were cut this week with Gordon Jenkins. . . . Mike Ross, general manager for Coral Records, was in Canada on business part of this week.

Billy Williams Quartet is scheduled to do its first Mercury release, "Stay," on next week's "Show of Shows."

Herman Gimbel, MGM distributor from Baltimore, is in town. . . . Charles C. Hasin, in charge of distribution for MGM is swinging thru the Midwest and Far

West. . . . Nat (King) Cole begins a week's engagement at the Three Rivers Club in Syracuse on May 30. . . . Billy May's ork follows the Paramount stint with a two-week date at the Meadowbrook starting June 19. . . . Johnny Desmond vacations from the "Breakfast Club" radio show this summer with a stint in Hollywood's Mocambo. . . . Dewey Bergman, a.k.a. topper for King, is visiting jockeys in Boston, Philadelphia and Washington. Bergman has just signed The Marksmen, a male quartet from Boston. . . . Bob Anthony, who formerly sang with the Harry James and Glen Gray orks, has inked a contract with Derby Records.

Jerry Vaine, head of Jubilee Records, threw a cocktail party at Al & Dick's Wednesday (21) to stir up trade action on the new Dolly Dawn waxing of "Smooth as Silk," to be released next week by Jubilee. The tune was written by Milton Kellom.

Harry Sustan, former New York distributor, is on a Southern business trip for Plymouth and Merit Records. He was recently named assistant to the diskery's general manager, Jack Meyerson. George Mendelsohn, Vox chief, has left for a six-week stay in Europe.

Mack Clark was inadvertently reported in this column several weeks ago as being on the promotion staff of King Records. Item should have listed Clark as handling promotion for several of the King artists. . . . Paxton Music has purchased "I'm a Sentimental Fool" from Murob Music. . . . Guy Mitchell opens at the Skyway Lounge in Cleveland on June 3 for a week.

Frankie Masters brings his band into the Conrad Hilton Hotel Boulevard Room June 6 when the new ice show opens. He succeeds Orion Tucker, who starts a road trip at that time. . . . Hill & Range has set up a deal with James E. Jewell, head of the radio and TV production firm bearing his name, to publish a tune called "The Silver Eagle," title of a current radio series. . . . Bobby Wayne, currently at the Town Room, Milwaukee, plays theaters in the East when he closes the run this week. . . . Gene Freeman, who opened at the Chez Paree May 23, is working the date without Burt Farber, the pianist who was with her at the Riviera, New York. Farber has returned to Cincinnati, where he resumes his TV chores at WLW-T.

Songwriters Charles Tobias and Pezar DeRose were in town Tuesday (20) to meet the press and make radio and TV appearances in connection with the movie, "About Face," which opens at the Palace here June 4 and for which they wrote the score. . . . Stanley Wisnisch and his Polka band, featured on "Polka Inn" over WKYC-TV, Detroit, has been inked by Tar Records. . . . Theodorus A. Rakowski, Tar bossman, was in Detroit last week to supervise the first recording session.

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## Toronto

Bob Shuttleworth, personal manager for Gisele MacKenzie, is in town visiting his father who is seriously ill. . . . Bill Bradbeer, formerly with Decca Records of Canada, has obtained his agent's franchise from the American Federation of Music. . . . Buddy Greco is singing at Bassett's. . . . Fred Roden, local enthusiast of Western music, had his wedding ceremony when Ernest Tubb appeared at the Mutual Street Arena. . . . Matt Kenny and ork opens his ranch spot towards the end of the month.

## Hollywood

Marietta has replaced Frances Irwin as chirp with Tommy Dorsey. . . . Tony Fontaine, Mercury warbler, has purchased a home here and has switched from the William Lewis office to Tom Scamley. . . . Doodles Weaver, ex Spike Jones comedian, has cut his first disks for Intro, the Mesner brothers' label. . . . Fred Lowery has switched his booking affiliation from MCA to McConkey. . . . Xavier Cugat has been set for 11

days at California State Fair, August 28, at Sacramento. . . . Harry Fox has taken over national distribution of Vogue Records. . . . Lou Chudd, of Imperial, had been organizing distribution previously. . . . Paul Pendarvis' ork has been set for the reopening of the Dinner Room of the Golden Hotel, Reno, May 29, indefinitely. Mill Deutsch is exclusive booker.

Norman Granz has inked Al Hibbler, the ex-Ellington warbler, to a Mercury disking pact. Granz and Cliff Aronson, of Milt Deutsch's office, are trying to package Hibbler with Johnny Hodges. Hibbler's first session will be with his own group, after which Granz will cut him with Hodges. . . . Al Pepper, the ex-Kenton alto ace who has been leading his own combo and cutting for Discovery Records, is confined to a Long Beach hospital. . . . The latest Jan Garber Capitol etching "Hindustan," which features Lee Bennett on vocals, is an exact remake of an arrangement made 20 years ago and sung originally by Bennett when he was band vocalist. Bennett was an announcer at WGN-TV when this session was cut some months ago. Since the disk was made, Bennett has left radio to front his own band, currently working at the Melody Mill, Chicago.

Jimmy Zito, who rose to fame with Les Brown and later took out his own band, has rejoined Brown after a four-year absence, for the coral diskery's forthcoming road tour as lead trumpeter. . . . Bob Ellis is back with King Records in Cincinnati home office after a sabbatical in the Navy. Sid Nashan, King prexy, is expected on the Coast around June 10. . . . Cap's promotion director, Gene Becker, out for a week with mumps. . . . Ivan Tors is using the Shorty Rogers top group to do background music for his forthcoming indie production, "The Group's Diskings on Gene Norman's KLAC shows and asked who they were and hired them.

NEW YORK, May 24.—Backers of Plymouth Records, low-cost LP line assigned to department stores on an exclusive city-by-city basis, this week introduced Merit Records as a companion line for general distribution. About sixty 10 and 12-inch records comprise the initial release, slated at \$1.49 and \$1.89, respectively.

First orders have been shipped to three distributors already named, according to Jack Meyerson, general manager, and deals with a dozen more distributors are now being negotiated. He said 25 to 30 distributors in all will be appointed.

Factors to be of the classical selection pressed for both Merit and Plymouth have been leased from Remington Records. The new companies, too, expect to record new items in Europe at a later date.

Meyerson has named Harry Sultan assistant general manager and has appointed David Crawford representatives for Merit and Plymouth on the West Coast.

## MGM-Vallee Set on Deal

NEW YORK, May 24.—MGM has just completed a special deal with Rudy Vallee for four sides of drinking songs. The first disk, "Bubbles in My Beer," and "The Beer I Left on the Bar" is set for an early release.

The diskery also has signed a flock of new talent, including Jack Hart, Billy Bowen and his Butterball Four, and the Latin instrumental group, Los Musicos. Hart has been added to the country roster with his first sides, "Rabbit's Don't Get Married" and "Angeline," to be released in several weeks. Bowen was formerly with the Ink Spots before starting his own group.

In addition, MGM has purchased eight sides of pianist Bill Krenz from Sidney Mills of Mills Music. Krenz plays on the "Breakfast Club" radio show.

# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

## Advance Record Releases

### POPULAR

- Am I in Love—Bob Hope—Jana Russell (Vern) Cap 2109
- April Showers—Doodles Weaver & His Doodlebugs (Presidential) Interm 5046
- At Your Command—John Lasezro (De) Palace 101
- Azure—Billy Williams Quartette (Stay) Mer 5864
- Azure-Ty—Louis Jordan & His Tympany Five (Brunswick) Dec 28211
- Backyard Serenade—Duke Ellington & Ork (Stratone) RCA 20-4711
- Bratwurst Dreams—Jimmy Jett with the Three of Us (Over) JEB 3019
- Brother of the Bear—Pete-Led Hayes-Mary Healy (Vocal) Dec 28205
- Bouncing on the Bayou—Rusty Draper (DeVill) Mer 5853
- Chicago Rhumba—Jimmy Jett with the Three of Us (Vocal) JEB 3017
- Coloratura—Duke Ellington & Ork (Dancers) RCA 20-4712
- Cuban Nightingale—Music by Casarata (Fletch's) Dec 28224
- Dancers in Love—Duke Ellington & Ork (Coloratura) RCA 20-4712
- Devil of a Woman—Rusty Draper (Bouncing) Mer 5853
- Dixie Train (Mr. Dixie) Lennie Forest (Manney) Reprint 195
- Do-De Song—Paul Nero & Ork (Lovers) Rhythm 1003
- Do-De Staro Me—Martin & Brown (Sweet) Ten-noret 823
- Empress Waltz—Frank Rodde (Quiet) (Vocal) JEB 3018
- Faerie—Helen O'Connell (Star) Cap 2090
- Fuery's Samba—Music by Camarata (Duhau) Dec 28226
- Good Bye—Society Hournd (Silence) Mer 5846
- Golden Blues—Bernard Hardson (New) Transcend 320
- Hello Heaven—Eddie Wilcox Ork (Spring) Derby 799
- He Signed and She Signed—John Lasezro (All) Palace 101
- Hills of Pride—Bob Eberly (Epic) Cap 2103
- How Long Will I Love You—Billy Blish Ork (Third) JEB 3016
- I Can't Escape From You—Erolit Carter (Starline) RCA 20-4723

- 1 May Meet Myself in the Morning—Betty Brewer (You've) Dec 28202
- 2 Wanted a Little Tom Long—Les Brown Ork (MGM) Coral 60745
- 3 Just This a Night for Love—Bob Eberly (Coral) Cap 2103
- 4 I Understand—Ralph Flanagan & Ork (Classical) RCA 20-4724
- 5 I'm Yours—Ralph Marterie (Music) Mer 5852
- 6 Jordan for President—Louis Jordan & His Tympany Five (Brunswick) Dec 28225
- 7 Justice Partner—Louis Jordan & His Tympany Five (Brunswick) Dec 28211
- 8 Kiss of Fire—Les Brown & Ork (I Wanted) Coral 60745
- 9 Lovely Woman—Eddie (Piccolo) Miller (Starline) RCA 20-4695
- 10 Love—Peggy Lee-Gordon Jenkins & Ork (Vocal) Dec 28125
- 11 Lower Come Back to Me—Paul Nero & Ork (De-Dal) Rhythm 1003
- 12 Mummy of Mine—Lennie Forest (Dial) Regent 835
- 13 Miss—Bing Crosby-Judy Garland (You're) Dec 28210
- 14 Music Goes Round and Round—Ralph Marterie (Epic) Mer 5852
- 15 My Wife Does the Cutest Things—Morley Anastasia (Fret) Dec 28212
- 16 Never Let Her Go—Ray Bloch (You're) Coral 60747
- 17 Oil or Nerve—Blues—Bernard Hardson (Goodby) Ten-noret 120
- 18 Oh Well, Texas—Louis Jordan (Jordan) Dec 28225
- 19 One Night of Love—David Pickett (Cameo) RCA 38-3596
- 20 Open Up Your Arms—Dan Brlich Ork (Shadrack) JEB 3021
- 21 Over and Over—Jimmy Jett With the Three of Us (Merchandise) JEB 3019
- 22 Presidential Handshakes—Doodles Weavers & His Doodlebugs (April) Interm 5050
- 23 Pretty Priny—Jimmy Jett with the Three of Us (Chicago) JEB 3017
- 24 Rhythm Carol—De Weese—Lansing Quartette (Fret) Stracosa 506
- 25 Roller Coaster Song—Dan Brlich Ork (You) JEB 3020
- 26 Saturday Rag—Eddie (Piccolo) Miller (Lenny) RCA 20-4695

(Continued on page 93)

## Album and LP Reviews

### POPULAR

A COLLECTION OF FAVORITE WALTZES 82  
—Mantovani Ork (12")  
London (33) LL-570  
Here is a disk that should find a ready market. The disk contains a dozen favorite waltzes in the style that has established the Mantovani ork with its shimmering and billowing strings as a favorite in this country. A number of the waltzes such as "Dance With Tears in My Eyes" have previously been issued as singles. This should deter only slightly from the sales of the package. Of the 12 it is difficult to select any one as outstanding since there is beauty and sentiment in all. One of the most beautiful arrangements, however, is found in "Dear Love, My Love." Altogether this is a top-notch disk for pleasant dancing of just listening and dreaming.

BILLY MAY-BIG BAND BASH—Billy May 82  
Cap (10")  
Cap 1008 329  
The Billy May Ork, one of the most talked about musical aggregations in the country today, shows off its exciting style and very danceable arrangements in this new Capitol album. The first set reviewed by the ork to date. All the tunes are standards and the band gives them the unique May treatment, the driving rhythm and glissando sax players. They mark the special May sound. Best places in the album are the recently revised "Fly Away" and the lovely side "Dance," but the others are fine too. Billy May's "Big Band Bash" will be a must to the many fans of the ork, and it should give him many new ones.

THE ROAD TO ASHLEY—Henry Ford, Narrator (33) LP-6  
Albany (33) LP-6  
In light of the fact that Eisenhower will soon be a campaigning candidate for the presidential election on the Republican ticket, this waxing about the General will undoubtedly be considered a campaign document. It tells the story of the starting with his early years in Kansas, and carrying him thru his days at West Point, his life as a showman, his appointment as Supreme Commander in Europe, D Day and VE Day, his return to U. S., his appointment as head of Columbia University, his re-assignment to Europe, and finally his preparations to return to America to attend the Republican convention. Interspersed with the narration of Henry Ford, describing the General's life are three songs, one composed by Frankie Roosevelt, Winston Churchill and other poets, plus speeches by Eisenhower on various occasions of his life. His those who tend toward the right, either as a great soldier or as a possible president, this waxing will be listened to again and again. It is well performed, well-written, and especially recorded. A fine disk by Albany Records.

BING CROSBY AND CONNOR BOWSELL—72  
FAMOUS VOCAL DUETS (10")  
Decca (33) DL-5390  
Bing Street Blues; Bob White; Alexander's Ragtime Band; Sign the Day Right; Tea for Two  
(Continued on page 92)

## Vera Bloom Files "Jealousy" Lyrics Action Vs. Harms

NEW YORK, May 24.—Vera Bloom, who in 1930 wrote lyrics to the Jacob Gabe tango, "Jealousy," filed suit against Harms, Inc., this week over their 1931 contract for the composition. She claims that the agreement was only for sheet music publication but that Harms has gone ahead and licensed the lyrics for recordings and motion pictures. She charges that she received no royalties for the recordings. She received an undisclosed amount for the use of the song in the 1947 pic, "Anchors Aweigh," but she claims she received nothing for its use in "Painting the Clouds With Sunshine."

Miss Bloom, who is the daughter of the late Congressman Sol Bloom of New York, has asked the court to change certain wording in her 1931 contract with Harms to express the true intent of the parties. She referred to

sentences in the future tense which in effect made the paper an employment contract. She asked that those passages be changed to indicate that the lyrics had already been composed. She further asked that the court declare her legal rights to the composition, that Harms be made to account for money made from the tune and that Harms be enjoined from granting any further rights to those lyrics.

## SENATE BILL PLUGS CONCERTS

WASHINGTON, May 24.—The National Symphony Orchestra would receive \$25,000 yearly for open-air and free children's concerts under a bill introduced in the Senate this week by Sen. Matthew Neely (D., W. Va.). The money would come from the D. C. budget and the orchestra would be authorized to charge admission unless performances were presented in a public school auditorium.

## NEWS CAPSULES

### WFDF's 30th Birthday; Set Relay to KING-TV

Continued from page 10

thru the Foote, Cone & Belding agency.

**Mail Community Tele Org. To Hold 1st Session . . .**

**PITTSVILLE, Pa.**—The first annual meeting of the National Community Television Association will be held at the Necho Allen Hotel here on June 9. The one-day session will include addresses by NCTA proxy Martin F. Malarkey Jr. and attorney Thomas C. Egan.

**Tele Society Votes for Radio Club Merger . . .**

**NEW YORK**—The American Television Society membership voted almost unanimously in favor of merging with the Radio

Executive Club of New York at the annual meeting of the Society held here this week. ATS President Julius F. Seebach Jr. appointed a special committee to meet with REC committeemen to effect the merger.

**Pathscope Readies Sub For Bellamy "Crime" . . .**

**NEW YORK**—Pathscope Productions is turning out a half-hour summer replacement series for the R. J. Reynolds Tobacco Company. The show will be substituted for the Ralph Bellamy "Man Against Crime" series sponsored by Cavalier cigarettes.

**Theater TV, Inc. Signs for Robinson-Maxim Bout . . .**

**NEW YORK**—The Sugar Ray Robinson-Joey Maxim light heavyweight championship bout scheduled for June 23 at the Yankee Stadium here was signed for theater television exclusively this week. The deal was consummated between Jim Norris, proxy of the International Boxing Club, and Nathan L. Halpern, president of Theater Network Television, Inc. TNT estimates that more than 40 theaters will carry the fight.

**Study Says TV Overlooks Local Programming . . .**

**CHICAGO**—A study of 12 cities made by Scott Radio Laboratories revealed that TV stations in the smaller markets devote less than one-eighth of their time to local programming. Two stations originated no local shows in the week surveyed. Only one station devoted as much as 20 per cent of its time to local shows.

**Restless People**

**And The Revolving Door . . .**

James D. Shouse, chairman of the board of the Crosley Broadcasting Corporation, will deliver the commencement address at Wilmington (O.) College on June 2. Marted Productions, firm producing the Leo Durocher-Laraine Day TV film sports series, sent its production unit to New York to complete the final eight quarter-hour episodes in the 26 six series. . . . James C. Hirsch has been named radio sales manager for WRC, National Broadcasting Company outlet in Washington. . . . George Wood has been appointed program director of KXIV, St. Louis. . . . Gary Garland is the new sales manager for KSFO, San Francisco. . . . Jack Jackson, agricultural director of KCMO, Kansas City, Mo., is taking a six-week leave of absence to take on a special assignment with the Mutual Security Agency. . . . George M. Finley has joined the marketing department of William H. Weintraub & Company in an executive capacity. . . . Miller C. Robertson has taken over as president and general manager of KPEO, El Paso, Tex. . . . Florence Kins has been named assistant radio and TV time buyer for the Emil Mogul Company. . . . Frederick C. Brooks joined Roger Wade Productions in charge of sales. . . . WOR, New York, flack Bob Cohen will marry Rosemary McCay, of the Bollinger Foundation, this week.

## PROMOTERS

Get on our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who might undertake and promote attractions for audiences and arenas. We can refer mailings 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 underwriters. Write Arena Auditorium Dept., The Billboard, 168 W. Randolph St., Chicago 1, Ill.

put 'er here, partner!



500,000 Mail boxes in the United States are your partners in the fight against cancer. A contribution addressed to "Cancer" in care of your local post office will help guard your family, yourself and your community. Next time you see a mail box, "put 'er here, partner!" . . . as generously as you can.

**AMERICAN CANCER SOCIETY**  
Here is my contribution of \$ \_\_\_\_\_ in support of the Cancer Crusade.  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

### Flanagan Pulls 1,800 in Rain At Kitchener

**KITCHENER, Ont. May 24.**—Ralph Flanagan's orchestra drew 1,800 persons to Kitchener Memorial Auditorium here Tuesday (14), despite a heavy rain throughout the day and night.

Upcoming attractions at the building, as reported by Manager H. M. (Bob) Crosby, include Stan Kenton orchestra, June 3; Cisco Kid rodeo, June 4; and Sam Snyder's "Water Follies," June 18-20.

Crosby also stated that "Ice Cycles" grossed \$29,000 April 15-19 and that the Hamid-Morton Circus, under Shrine auspices May 8-10, attracted about 22,000 persons.

### Detroit Music Hall Operates As Auditorium

**DETROIT, May 24.**—Operation of Music Hall as an auditorium rather than as a theater is planned, with commitments being made through the end of 1952, according to Hugh Hogan, associate of Mervy G. Gaskin. Gaskin bought the property several months ago and now is touring Europe.

Several shows, including some sponsored by private groups, are being booked for from one to three nights, and negotiations are in progress to bring in a civic opera company for a long season.

Negotiations also are under way with two television stations understood to be WXYZ-TV and WJBK-TV, to take over the property for studio purposes. No such transfer now can be made before the end of the year.

### Hawkins Resigns Siouxland Post

**SIoux CITY, Ia. May 24.**—Resignation of Bill Hawkins, press agent for Siouxland Activities, Inc., was announced here this week. He stated he would devote more time to his own publicity office, handling theatrical and other accounts.

Hawkins was with Siouxland Activities for two years. The organization promotes certain events at the Municipal Auditorium here.

### Amphitheater Expands Title as Convention Pitch

**CHICAGO, May 24.**—The International Amphitheater here has been renamed the Chicago Convention Building & International Amphitheater, Manager Merton E. Thayer announced this week.

He said the expanded title was part of the structure's growing program for booking conventions and other summer events. Air-conditioning installed for the coming national political conventions will enable the building to accommodate major conventions which have steered clear of Chicago's summer weather in the past, he stated.

Meanwhile, conferences and construction in preparation for the conventions are underway. Rebuilding of streets leading to the Amphitheater from the Loop

### Arena Routes

Send to  
2160 Patterson St.  
Cincinnati 22, O.

Hamid-Morton Circus: Quebec City, Can., 26-June 1.  
Ice Capades of 1952 (Pan Pacific) Los Angeles, Calif., thru June 15.  
Ice Follies of 1952: (Civic Ice Arena) Seattle, Wash., thru June 1.  
Polack Brothers Circus (Tringey Park) Albuquerque, N. M., 27-28; (Stadium) Dallas 30-31; (Cassidy Stadium) Grand Junction, Colo., June 2-4; (Rice Stadium) Las Vegas, Nev., 1-9.  
Polack Bros. Circus: (Auditorium) San Francisco, Calif., 29-June 4.

## NEWS NUGGETS

### Dallas Schedules 6-Musical Series

**DALLAS, May 24.**—Advance sale began Monday (19) for the annual State Fair Musicals which will be staged at State Fair Auditorium June 9-August 31. Six shows will be staged in the 12 weeks.

First in will be "Foxy and Bess," June 9-22. Wind-up will be Joan Blondell, Melvyn Douglas and Russell Nype in "Call Me Madam," August 18-31. Others will be Shirley Booth and Bill Hayes in "A Tree Grows in Brooklyn," June 23-July 8; June Rosell and Wesley Dalton in "Student Prince," July 7-20; Iva Winters, Stephen Douglas and Brenda Lewis in "Carousel," July 21-August 3; and Buddy Ebsen and Marilyn Day in "Wizard of Oz."

The series is separate from the State Fair's policy of bringing a leading legit attraction to Dallas during the fair in October. Season tickets for the Musicals series are scaled at \$6, \$8, \$12 and \$15, and single admission tickets go from 90 cents to \$3.

**Tukey's Spartanburg Home Expo Underway . . .**

**SPARTANBURG, S. C.**—First home show in the new Spartanburg Auditorium will open here Saturday (24) for four days. Show Director Richard E. Tukey predicted attendance would reach 35,000. Sixty-three exhibits are scheduled. Door prizes will be awarded.

**Cleveland Arena Ball Draws Smaller Crowd . . .**

**CLEVELAND**—The Moondog Maytime Ball at the Cleveland Arena opened Saturday (17) with a modest crowd on hand, but the two-day event was expected to draw about 4,500 persons. Alan Freed, disk jockey, staged the show, using six bands. To avoid a repetition of a situation when a similar show was staged in March, extra police were on hand. At the earlier event 14,000 packed the building and some of those unable to get in broke down the doors.

**Trotters Pack House**

**At Charleston, S. C.**—Harlem Globe Trotters recently played to a capacity house at the 4,000-seat auditorium here. The country-owned building operates on a

fixed-fee basis, with Carrol A. Santos as manager. Spot will be the scene of a candidates' rally in advance of the Democratic Primary July 8.

**New Building Bought At Columbia, S. C. . . .**

**COLUMBIA, S. C.**—Both newspapers and several other groups here have started campaigns favoring construction of a new auditorium or enlargement of the present building. The city auditorium is 20 years old and is considered by many to be too small.

**Boston Garden Signs (&) "Vanities" Show . . .**

**BOSTON.**—Walter W. Brown of the Boston Garden has signed with Harold Steinman for the Olsen and Johnson-Skating Vanities' package to play the Garden for 10 days starting September 26. "Vanities" has not played Boston for several years. It will be the show's fifth stand for the 1952-'53 season.

Olsen-Vanities also will play the Montreal Forum in September for the roller show's seventh annual appearance there.

### Hank Snow Set For Aud Dates

**BOSTON, May 24.**—Hank Snow and His Rainbow Ranch Boys have two auditorium dates among bookings coming up in the next several days, according to Hubert Long, Snow's manager. The show, which also includes C. Cedric Rainwater and Eddie Zack, play the Boston Arena here Sunday (25).

That group plus Webb Pierce and His Southern Valley Boys will play the Memphis Municipal Auditorium June 8 for Bob Neal of WMPS, Memphis. Advance sale in Memphis was reported to be strong.

Snow also will play several amusement park dates and is booked into the Astor Roof, Hotel Astor, New York, for July 21-August 2.

### MCA Mulling Police Show Web

**HOLLYWOOD, May 24.**—MCA here is mulling a proposition which would set up a series of local police-sponsored shows in auditoriums and arenas, following the second successful year of producing an all-star production for the Los Angeles police force. This year's production, titled "Eveful of Paris," which starred a cast of eight major acts, a line of 22 girls and a large orchestra, plus local guest stars from radio, TV and the movies, grossed \$230,000 in 14 performances, June 1-14, at the Shrine Auditorium. MCA's Berle Adams and Stewart Allen produced the show, which was welded into a musical revue. Previously a straight vaude show was offered.

Larry Barnett, MCA biggie, will be in town early next month to talk over the project with the local office.

**FLOOR SPACE SALESMAN**  
Navy Pier, Chicago, Artistic and Travel Exposition in October. Sales start now. Man qualified in mill scholarship worth \$10 a day. 1-rod furnished; commission paid monthly. Introductory volume bonus. Call or write  
**International Aviation and Travel Shows, Inc.**  
6 E. Lake St., Chicago 1, Ill.  
Phone: Central 2-6995—No collect calls.

**Auditorium Managers:**  
Help us build a list of promoters who are capable of properly promoting and underwriting attractions for arenas and auditoriums. Increased availability of large attractions and packages means bigger upon the number and quality of local promoters. That is why it will be to your advantage to add to the constitution of our committee a list of local sponsors/promoters in your area. Send us the name of your promoter in your territory. Write: Arena Auditorium Department, The Billboard, 168 W. Randolph St., Chicago 1, Ill.

Shop Talk

The Council of the Living Theater, heretofore confining itself to stimulating theater subscriptions out of town, has come up with a plan, tentatively titled Blue Ribbon Productions, which calls for sending on the road six first-class revivals produced on a low-budget basis. Capitalization is \$155,000 for all six, and the United Booking Office, road theater operators, etc., stand ready to give full cooperation. Concessions will be necessary. Namely: lower royalties; no long jumps; scenery, costumes, etc., on a profit-sharing basis; and exemption for the producers involved from dues at the League of New York Theaters and the Committee of Theatrical Producers.

Newbold Morris, chairman of the board of the New York City Center, this week answered criticisms leveled against the board over numerous resignations, and defended the New York City Ballet's appearances in Spain. His answers were incorporated in a resume of the current season. This year's gross amounted to \$1,700,000, and the year's deficit was \$32,948 as compared to \$68,937 last year. The Center's mailing list has grown to 125,000 patrons in the nine seasons it's been operating. New members named to the board to replace resignations are Mrs. Vincent Austin, Lincoln Kirstein, Dr. Louis Corp and Thomas J. Todarsill.

Helen Hayes' Brooch To Be Presented

Those still holding tickets for the American National Theater and Academy's award of the bejeweled brooch donated by Helen Hayes had better hang onto them. The presentation, scheduled for May 15, was put off till May 27, 3 p.m. at the ANTA Playhouse, when the last membership meeting will be held. Further ANTA notes: A proposal to present the City Center plays at the ANTA Playhouse next season; an appeal to the Treasury Department to waive tax on tickets; a drive for members in order to hold a national election (1,622 on the books, 2,500 necessary); a plan to take part in the Berlin Arts Festival in the fall, if the State Department

BROADWAY SHOWLOG

Performances Thru May 24, 1952

DRAMAS

Table listing Broadway drama performances including titles like 'Cape', 'I Am', 'Mrs. McThing', 'Palms of No Return', 'Satin', 'The Fourposter', 'The Milk Animal', 'The Moon Is Blue', 'The Strike', 'Tovarich', 'Guys and Dolls', 'How to Succeed in Business Without Really Trying', 'The King and I', 'Three Wishes for Jamie', 'Top Banana', 'Desert Song', 'Conscience', 'The Rehearsal', 'First Lady', 'Sandy Brantlett'.

CLOSED

Table listing closed Broadway productions including 'Desert Song', 'Conscience', 'The Rehearsal', 'First Lady', 'Sandy Brantlett'.

COMING UP

Table listing upcoming Broadway productions including 'The Rehearsal', 'First Lady', 'Sandy Brantlett'.

Off-Broadway Review

THE NIGHTINGALE SANG TOO LATE

(Opened Wednesday, May 31)

Providence Theater

A drama by John Richards. Staged by Ellen Andrews. Sets by William Jordan. Stage manager, Harry Simon. Press representatives, Joseph Friedman and Joan Warendorff. Presented by the Journeymen.

As the third offering of its 1951-'52 season that downtown group which calls itself the Journeymen this week unveils a new play by John Richards, called "The Nightingale Sang Too Late," at the little Provincetown Theater. Richards' background for his play reportedly stems from his experiences as principal of a Kentucky mountain school. Be that as it may, Richards' nightingale doesn't have much of a song to sing at the Provincetown, either early or late.

It may be that matters such as the author describes went on in the Kentucky hills some 40 years ago. While there is no program note as to time, the costumes appear to be of that vintage. However, what is obviously intended as a sensitive love story, speedily turns into mawkish sentimental drivel. Its central theme has to do with the love of a young mountaineer for a teacher 20 years his senior, and despite the fact that the lady sees the folly of it all, she breaks down and admits that she reciprocates. However, the lady is cursed with a possessively Orestean brother—a real meanie—and a bigot to end all bigots. When he catches them kissing, he makes the boy believe that belated passion has brought on a heart attack which has carried off his lady-love. He then gives the boy a gun and orders him to kill himself. This act of murder must have carried more conviction than came across to this reporter, because the lad went off and blew his head off. This gives rise to a hill country funeral replete with coffin and all, with the brother preaching a fine, hell-fire oration over the corpse of the suicide. Of course the gal, not dead at all, discovers that brother was responsible for it all, and leaves him on his knees screaming for forgiveness.

Songs & Dances

That's about all anybody needs to know about Richards' little drama, except that there are occasional more restful interludes of folk singing and dancing. Director Ellen Andrews has managed to manipulate a cast of 17 in fairly good order on the tiny Provincetown stage. Jerry Wallace is the love-struck lad and makes him possibly believable. Jerry Boyd is the lady for whom presumably the nightingale tuned-up too late. She, too, gets some characterization into a more or less dire assignment. As the fanatical brother Will Creed is called upon for some flights of histrionics which would daunt even a Jose Ferrer, provided the latter were silly enough to let himself in for them.

In principle, it is a fine thing for off-Broadway groups to give show-casing of original plays. But a reporter can't think that Kentuckians ever acted the way Richards' tragic charade would have you believe. The Journeymen ought not act that way, either.

Bob Francis.

Alexander Sander Ince's plans to present "Me West" in Frances Joseph's "Sextette" (Broadway in the fall) and Louis Mandel's plans for Betty Garrett and Larry Parks in Verpon Sylvaine's "The Anonymous Lover"...

Donaldson Ballots Out For Voting by June 5

NEW YORK, May 24.—Ballots and eligibility lists for voting in the Ninth Annual Donaldson Awards for Broadway legit's top seasonal achievements have been distributed. In addition, a limited supply is available at Equity, Chorus Equity and The Billboard offices, for those who have not previously requested to have their names placed on the mailing list. All ballots must be in the mail not later than June 5 in order to count.

The Awards Committee again wishes to stress that it is not necessary to file complete choices in all 27 categories included in the ballot. A partially completed ballot is entirely acceptable. It also wishes the voters to bear in mind that the Donaldson Awards are the one opportunity offered the theater as a whole to honor its own. They stem from no limited or hand-picked group, but are the accolades of those who know most about achievement in the theater—the people who work in it. That they may have their fullest meaning for the winners, it is essential that everybody exercise his franchise.

Don't wait until the last moment. File your ballot now, and give the tabulators a break on that last minute rush. A postage-paid reply envelope to the Awards Committee is included for that purpose. (See Page 3 of this issue for mail coupon.)

Off-Broadway Follow-Up

TOP BANANA

(Reviewed Tuesday, May 20)

Winter Garden

(Reviewed Tuesday, May 20) Musical comedy. Book by Hy Kraff. Staged by Jack Donohue. Music and lyrics by Johnny Mercer. Sets by Jo Schellinger. Costumes by Abria Coll. Dances by Ron Fischer. Musical director, Harold Hastings. Orchestration, Don Walker. Company manager, Joe Roth. Stage manager, Fred Ebert. Press representative, Bill Dool. Presented by Paula Stone and Michael Glavin.

At the 228 performance mark, "Top Banana" heads for the dog-days. Another look indicates that the Paula Stone-Mike Sloane low comedy farcic will be solidly on hand to snare the hot weather customers.

In fact, if anything, "Banana" looks sharper than it did on opening night last November. This reporter said then that Phil Silvers had never been better. But he has added bits and louches to his original performance, particularly in the last set burly-satire which makes his clowning even better than his previous best.

Also a second look only serves to strengthen a first impression as to the terrific comedy chore that "Banana" sets him. There seem to be mighty few minutes in the show when Silvers is not hectoring on the go, and it is really amazing that a comic can keep up that frantic pace over the months and still elick off the belly laughs.

On Their Toes

Likewise, everybody in the troupe appear equally on their toes. Joey Faye, Walter Dare Wahl and Johnny Trama are continuing yeoman support in the clown department. Don Cover, Herb Fields, Ken Harvey, Claude Reiter, Bob Koze, Doug Luther, Patrick Welch.

"Desire" Faces Mass. Censors

CAMBRIDGE, Mass., May 24.—

The dust kicked up by Cambridge city officials over the Bratt Theater production of Eugene O'Neill's "Desire Under the Elms" appeared to have settled today. Chief Patrick F. Reedy said that the play has passed preliminary censorship by the Cambridge police.

James Harrington, unofficial city censor, who reviews Brattle Theater scripts on behalf of the city, said yesterday that the theater management would not agree to suggested changes. Since a play cannot be closed down until it has had at least one performance, "Desire" opened last night with a pair of nervous policemen in the audience. If their report proved unfavorable, the issue would be taken to court.

The fem cops told their chief there were no objectionable conversations in the performance but that "contortions in pantomime" by the players might be considered objectionable. Said Chief Reedy, "I might take a peek at it myself," to determine whether action should be taken.

This is the first time "Desire" has been played in the hard-scrabble home of the New England conscience where its locale is set.

a great springboard for wonderful low-down nonsense.

While some minor shifts are evident in the bit parts, only two new faces have been added to the cast since last fall. Danny Scholl has replaced Lindy Doherty, the original other half of the young love interest with Judy Lynn, and Bill Callahan has taken over the principal dancing slot from Bob Shere. While Johnny Mercer's score doesn't give Scholl much to get his teeth into on the ballad side, the singer gives what his way a good send off.

Callahan Tops

Callahan's virtuoso stepping is obviously a fine addition. Rose Marie remains a solid asset, with a wonderful way with a specialty number. Other contributions to "Banana's" so-called plot which are still helpful stem from Jack Albertson, Brad Hatton and Eddie Hanley.

In sum, "Banana," if slightly unrefined, remains a grand package of clean, low-down fun. Summertime, it should have a laugh lure to breeze it thru, when some of its more subtle musical sisters may suffer from h.o. humidity.

Bob Francis.

Dramatic Routes

ROUTES-LEGIT-Dramatic & Musical: Bell, Book and Candle (Selwyn) Chicago; Bagis and Yot (Edicksons) Chicago; Constant Wife, with Katherine Cornell (Plymouth) Boston; Call Me and Will (National) Washington; Good Night, Ladies (American) St. Louis; Gentlemen Prefer Blondes (Ford's) Baltimore; Guys and Dolls (Shubert) Chicago; Moon Is Blue (Harris) Chicago; South Pacific (Hunt) Cleveland; Song of Norway (Philharmonic Auditorium) Los Angeles; Two on the Aisle (Orest Northern) Chicago.

# Hocus-Pocus

By BILL SACHS

IN APPRECIATION of a 50 per cent growth his church has enjoyed since he took it over three years ago, John Nicholls Booth, former pro magician and now minister of the First Church (Unitarian) in Belmont, Belmont, Mass., has been granted a leave of absence until mid-September by the church board so that he may take a well-earned vacation. Following the Society of American Magicians' convention in Boston this week-end, Booth will fly to Paris for a brief stay before proceeding on to the Middle East to spend three months in Persia, Turkey, Iraq, and Israel. He will go as far as the borders of Pakistan and India. "I hope to look behind the scenes of those countries and increase my fund of knowledge about them." Booth writes. Lucille and Eddie Roberts open at the Washington-Yourtee Hotel, Silverport, La., June 2, and from there move on to the Rice Hotel, Houston, where they are set June 12-25. . . . An excellent work for the marionette worker, novice and pro alike, as well as for the numerous magicians turning to marionetting to augment their present turns, is a new book by Donald W. Seager titled "Marionettes." The 80-page book, profusely illustrated, was

released Monday (26) by Studio Publications, Inc., New York, and bears a \$5 tag. Same work is published in London by The Studio, Ltd. . . . Lady Frances (Frances R. Francis) flew out of New York last Tuesday (20) for Hot Springs, Va., to do a show for members for the Copper & Brass Association in convention at the Homestead Hotel there. . . . Doc and Ann Mahendra (Mr. and Mrs. F. B. Sterling) hopped from their native San Antonio to Hollywood recently to revive their magic turn on the NBC-TV show, "You Asked for It," which had its live telecast Sunday of last week (18). One of the features had Mahendra doing his well-known hypnotic rock break, whereas he shatters with a sledge hammer a huge rock resting on his wife's stomach while she's suspended by neck and heels between two chairs.

**NOEL LESTER** (The Great Lester), who this season again has his Illusion Show with the James Strates Shows, is mending at Muhlenberg Hospital, Plainfield, N. J., following an operation for a ruptured appendix. He is slated to rejoin the Strates carnival org June 1. . . . George LaFollette typewrites that he's been keeping extremely busy presenting his lecture, "Spiritualism, True or False," in the Florida territory. His book, "The Truth About Spiritualism," recently published, is also showing great sales. LaFollette reports . . . Philadelphia Ring No. 6, International Brotherhood of Magicians, recently elected the following officers: Robert H. Test Jr., president; Edward F. Voorhees, first vice-president; Sidney Lewis, second vice-president; Claude H. Wenner, secretary; Harry G. Franks, treasurer, and Jack Chasin, sergeant at arms. . . . Tommy Windsor, Marietta, O., magic dealer and performer, shoots us a copy of his new booklet, "64 Ways to Make Magic Pay," just off the press. Written expressly for the magic worker who hopes to make the ancient artist his profession, the booklet carries a \$2 price tag. . . . C. Foster Fenner Assembly No. 26, Society of American Magicians, Smithfield, R. I., is sponsoring a two-hour show, open to the public, to be held June 13. It is being billed as "A Gallant Evening of Magic." . . . Magicians Guild of America will stage its annual banquet and frolic at the Prince George Hotel, 14 East 28th Street, New York, Sunday evening, June 15. Cocktails, a dinner and a gala magic show goes for a \$5-per-person fee, with J. F. Bamberman, 226 Carlton Avenue, Brooklyn 5, in charge of arrangements.

## Palace, New York

**Continued from page 15**

wisely spotted singers Murray White and Florence Wyman in the sixth slot. The pair are sock vocalists, with Miss Wyman scoring strongly solo with the "Jewel Song" from "Faust" and White joining in for a splendid finale with her on "The Thrill Is Gone." Wind-up is real old-fashioned vaude with George Keller's cat act. Cage routines are presented with Keller scoring use of gun, whip or chair, and build for a solid finish. Pic, "Models, Inc."

Bob Francis.

## Empire, Milwaukee

Continued from page 15

sonality and appearance that should carry him far in the biz. His impressions of Frankie Laine, Billy Eckstine and Rudy Vallee were above average, while his handling of a special material bit on tunes from "Oklahoma" written by Bert Milton, won one of the show's peak mits.

Main tern chores were handled by Doris Schmitt and Richard Goltra, both of whom evidenced fine modern ballet technique in choreography fashioned by Gene Bayliss. Personality-packed Billie Hayes, a sawed-off Carol Channing, was a show-stopper in her number with Richard Goltra, belting out a riotous song-dance version of the 20's, "Back in the Old Routine."

"What's New?" bears watching from agencies as one of the most commercially saleable tap packages for any of the major hostilities and niteries in the nation. . . .

The Don McGrane 11-piece ork won honors for themselves by cutting flawlessly the difficult book Creative Wilson Stone did the '88" work during the show, keeping a watchful eye over his musical brainchild.

Ben Ollman.

## Copa Tiff

Continued from page 16

union in the Four A's is followed by similar action by the other unions . . .

Only once, however, was such concerted action taken—in the case of Leon and Eddie's which was on strike against AGVA in the early 1940's, when Danny Kaye and Monte Woolley were charged with crossing a picket line. Woolley was then in a Broadway show; Kaye was getting ready to go to the Coast for his first picture. Both actors were notified by Equity and Screen Actors Guild, respectively, that they wouldn't be permitted to work until they purged themselves of AGVA's unfair action. Eddie Davis, one of the owners of the club and also an AGVA member, was up for a legit play at the same time. His offense against AGVA prevented him from getting the job. He finally squared things but he never got the show.

## Two Theaters

Continued from page 16

Last week, for example, Charlie Hogen, who recently became the Oriental general manager, and who has booked the house for years, asked at least one top talent agency to line up shows starting June 5. The feeling is that Bohrer is trying to make a deal with the picture people for products, and the announced closing will get him the deal.

## Accident Plan

Continued from page 16

from cafes. In many cases, particularly where an exclusive booker is involved, an employment contract calls for a deduction by the cafe from the performer's salary. The amount is then sent to the booker.

"We'll go after members who don't pay commissions but not after operators. But if we are asked to act as collecting agency between an operator and an agent, we'll charge the agent a 10 per cent collection fee," said Irving.

# Burlesque Bits

By UNO

Madge Carmyle and Shelley Wayne are co-featured with Tirma at the latter's Wine Bath show, Coney Island, New York, where Walter Budd, is for another season as talker at Fred Sindall's Cavalcade of Variety show. . . .

Benny (Wop) Moore, comic, who opened at the New Follies, Los Angeles, May 23, was a guest at the homes of Bud Abbott, Mickey Golden, Charles Murray, Mrs. Lester Allen and Mr. and Mrs. Charles Feinberg. . . . Hirst estate officials have installed air conditioning at the Troc, Philadelphia. . . . Ari Gardner, comic, died in Cleveland, May 18, after three years of illness. Surviving is his wife, Rita York, chorine at the Roxy, same city. . . . Joy Carroll subbed in the strip specialties for Cindy Hale, ill with a cold, the last two shows Saturday night, May 17, at the Hudson, Union City, N. J. . . . Jack Anthony, formerly of Anthony and Rogers, is newly teamed with Bill Mason. The new act will be broke in at the State, Baltimore, June 4, thru Blue. . . . Gabby Dellys shifts from the Empire, Newark, N. J., to the Rialto, Chicago, thru Mill Schuster. . . . Sally and Marcella Lryan joined the talent at Sloppy Joe's Key West, Fla., where Benita Francis is being held over. . . . Al Bedell, slack-wire king, and Tanya Garth, vocalist and emcee, bowed at the Vogue Terrace niterie, McKeesport, Pa., May 9. . . . Maurice Kurts, booker, will inaugurate a new policy show in the nature of strip teasers plus an emcee for his brother's niterie at the Catskills, the Kentucky Club, Woodridge, N. Y., this summer. . . . Joan Merrick moves to the Casino, Boston, June 1.

Francine opened as feature at the Troc, Philadelphia, last week. . . . Phil Seed, comic, will play another summer operetta, "The Red Mill" when he assumes the role of the sheriff, at the Starlight Theater in Kansas City, Mo., August 11, for two weeks. . . . Roxy, Cleveland, and Casino, Pittsburgh, have joined the summer closings of the other theaters which include Empress, Milwaukee; Alvin, Minneapolis; Grand, St. Louis; Howard, Boston; Orpheum, Reading, Pa.; and Lyric, Allentown Pa. . . . Selly Kann, manager of the Teatro Hispano, New York, mourns the passing of his brother, Maurice, 53, vicepres of Quigley Publications, who died of a bear

attack, May 15, in Los Angeles while on a tour of the pic studios. Other survivors are a widow and another brother. Funeral services were held May 20 at the Riverside Memorial, New York, and interment, New Mount Carmel cemetery. Kann started his newspaper career with The New York Journal of Commerce, shifted to Film Daily and served that trade paper as managing editor from 1928 to 1931, when he became editor of Motion Picture Daily, International Motion Picture Almanac and Fame. . . . Pat-Z Wolf and her act, The Satan and the Lady, concluded tours of circuit houses and are back working niteries. . . . Jack Montgomery is signing contracts for placing talent with the McCaffrey Fairs and seeks 12 chorines whose pay will be \$100 a week. . . . Ralph Ash, former comic now American Guild of Variety Artists representative, has been transferred from Philadelphia to New York. . . . Meela, the Peeler, opened at the State, Baltimore, June 4, thru Blue. . . . Gaby Dellys shifts from the Empire, Newark, N. J., to the Rialto, Chicago, thru Milt Schuster. . . .

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Continued from page 16

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Continued from page 16

LaMina's Cocktail Lounge across the river in Camden, N. J. . . . Benny Schwartz, former service staffer at the local niteries, has opened his own booking agency. . . . Eddie Suez opens his Club Avalon in Wildwood, N. J., on June 28 with Mickey Shaughnessy topping the bill, and Cosy Mortley set to emcee the shows for the entire season.

**Extra Added**

Continued from page 16

Andrew Pappas, former owner of Club Algiers, Farmington, Conn., has been named manager of the Crown Oyster House, Hartford, Conn.

Charlie Page Jr., comic single, is filling dates in the Detroit area, following in the steps of his father, who is out of the biz selling cars in the Motor City.

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## NEW COMPETISH FOR NATIONAL SKATING MEETS

CHICAGO, May 24.—Employees of Chicago Roller Skate Company had a chance to see their product in action Friday (18), but the user was Chubby, a roller skating horse. The hay burner, owned and managed by Freeman Clark, Wichita, Kan., animal trainer, was brought in by Robert Ware Jr., of the firm, to show workers one end use of their product. Stunt also served as a good publicity gag, as the Chicago Tribune sent out a photographer who snapped the nag skating thru the plant and office.

## Servicemen to Rollers

ST. JOHNS, Newfoundland, May 24.—Personnel of Fort Peppercell, near by U. S. base, have taken to roller skating at Gaiety Roller Rink here. One weekly military and civilian pronged of the post take over the rink for a night of skating. The rink's beginner class, made up of post personnel, numbers about 150.

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## 'Long Overdue' Is Comment on Merger Report

TEMPLE, Tex., May 24.—"Long overdue" is the comment of Bill Watson, professional of Gay's Skateland here, on reports in The Billboard of possible merger of the Roller Skating Rink Operators' Association and the United States Amateur Roller Skating Association. "Sentiment in Texas is overwhelmingly in favor of such a move," he said.

Watson's remarks were contained in reports of an unexpectedly large turnout of 106 contestants in 161 events at the first Texas championships of the RSROA, held May 3-4 at Skateland here. Professional Bill McMillan and two amateurs, Jo Ann Ross and LaVerne Stewe, came from Denver to serve as judges.

In addition to competitions, 134 proficiency tests were passed, and many applications were rejected because of time limitations, said Watson. To take care of this overflow, a test center will be set up here May 31-June 1. Speed test will be run off Saturday (31), with dance and figure tests Sunday.

Participating in the competitions were skaters from Skateland here; Skateland, Wichita Falls; Playmoor, Amarillo; Rainbow Rink, Houston; Pittman's Rink, Waco, and Dal Kliff Rink, Dallas.

## Pittman Rink Picks Queen

WACO, Tex., May 24.—Pittman Roller Rink, member of the Texas chapter, Roller Skating Rink Operators' Association, staged a queen contest April 25 to select an entrant to compete in the State contest held in Temple, Tex., May 3-4, during State skating contests.

A crowd of more than 300 saw the colorful crowning of Billie Ann Lide as queen. She was selected by a panel of judges composed of W. C. Brown, Dallas business man, and Ray Ware, advertising manager of The Waco Citizen. Climax of the event was a grand march, led by the Pittmans, and a surprise gift of a floor lamp to Mrs. Pittman.

Business is good for the Pittmans, with attendance averaging better than 100 skaters nightly. The rink is housed in a modern brick building centrally located in the business district.

## Edmonton Club Revue

EDMONTON, Alta., May 24.—Largest roller skating production ever presented here, "1952 Revue" was offered by members of Edmonton Roller Skating Club in South Side Roller-drome. A slim crowd saw the one-night show which was under the direction of professionals Helen Frey and Joyce Raaback. Taking part were 35 juniors and 25 seniors. Presentations depicted various months and seasons.

## CONTEST SPURS A. C. SKATING

ATLANTIC CITY, May 24.—Added impetus is being given to roller skating here by The Evening Union newspaper by offering roller skates as a subscription premium. Each child bringing in two new 13-week subscriptions is given a pair of Chicago skates. All resort rinks are tied in with the promotion and the spotlight centered by the newspaper on youngsters wearing Chicago skates is also providing attention for the rinks.

## RSROA Polio Drive Again Won by Shore

NEW YORK, May 24.—The Metropolitan RSROA chapter's fund-raising contest for the March of Dimes has been won for the third straight year by Shore Roller-drome, operated by Bill Janda and Tom Livingston in Neptune, N. J. When cabbage was counted recently by Vic Brown, of New Dreamland Arena, Newark, N. J., chairman for the competition, it was found that Shore's contributions to the anti-polio cause was \$1,050 and the total from a dozen roller-dromes, \$2,908.55.

Shore owners will receive a handsome wall plaque, traditional award in the event since it was first suggested by Journal-American skating editor Bill Love shortly after the war.

Rules of the contest permit rinks to raise funds in any conceivable way. As in other years, some ran shows, donating all or a portion of proceeds, and others co-operated by hustling the charity's containers during skating sessions. Shore's prize-winning method was a smash-bang night of exhibitions by champs, races and appearances by celebrities, with the entire take going to the polio fund.

## Reverse Skating Wins Verdict for Arkansas Operator

FORT SMITH, Ark., May 24.—A smooth skating witness put a quick end to a suit against a rink operator here, brought by a girl who charged she was injured at the rink when she collided with a skater traveling backward. The rink was negligent, she charged, in allowing backward skating which, she said, could not be controlled.

The rink's lawyer, however, contended a reverse skater had full control over his movements. To prove his point, the lawyer arranged with a skater to skate backward into the courtroom. The skater skimmed down the length of the room, and stopped neatly, still skating backward, at the jury box. His subsequent demonstration of backward skating quickly convinced the jury, which returned a verdict denying damages.

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## Drivin' 'Round the Drive-Ins

ORRIN E. LEE, owner of the Showboat Drive-In Theater, Coeur D'Alene, Idaho, has announced plans for a second drive-in to be erected on adjacent property. Capacity will be 300 cars.

Nicholas George, owner of the Michigan and Ecorse Drive-Ins, Southwest of Detroit, celebrated his 10th anniversary in show business May 7-10, with special community activities.

**BURGLARS** carted off a safe containing about \$225 in cash and a table radio at Twin-City Drive-In, Denison, Tex. Eddie Joseph, owner-operator of three drive-in theaters at Austin, Tex. has received approval from City Council here to build a 500-car capacity drive-in. The new drive-in will be the sixth in the city.

R. A. Erickson and O. M. Kirksby, owner-operators of the Tower Drive-In, Abilene, Tex., last week announced that they have purchased an additional tract of land adjoining the Tower and will build a twin drive-in. A second screen will be placed so it backs up to the rear of the present Tower screen.

Latest count for the Eastern Pennsylvania-Southern New Jersey Delaware area shows that there are now 85 drive-ins in operation.

Marvin Sands, who operates Starlite Drive-In, Turckhannock, Pa., installed new projection and sound equipment at his Wysox Drive-In, Wysox, Pa., which reopened for the season last week-end. Other area reopenings include the Midway Drive-In, Lewistown, Pa., and Mount Penn Drive-In, East of Mount Penn, Pa., which announced a week-end operation from Friday to Sunday, inclusive.

Brandywine Drive-In began a new policy of showing only first-run pictures when "The

Cimarron Kid" opened a four-day run. Manager-operators Mel Galer and Sam Taustin announced that the new first-run policy will have no effect on the price of Thursday "Dollar Night" and \$1 will continue to cover the admission of a whole carload of customers.

**NEW SUNSET DRIVE-IN** at Columbia, S. C., held its formal opening Wednesday night (21). There are accommodations for 404 cars. Chairs are available for walk-ins. A snack bar located in the center of the ramp area, is connected to a lounge which seats 30 people. B. H. Trussdale is manager of the spot which is owned by Highway 601 Drive-In Theaters, Inc.

The city building inspector's office at Austin, Tex., has authorized construction of a drive-in theater in the Delwood Community Center. A spokesman for the office said plans submitted by Eddie Joseph had been approved and a construction permit issued. Joseph operates three drive-in theaters in that area. The new one will be Austin's sixth.

Name for the drive in being constructed at Ralls, Tex., by the Wallace Theater Circuit will be El Centro.

Mr. and Mrs. John F. Boyd have been named managers of the Ford Drive-In, Stanton, Tex. Damage estimated at \$1,500 was caused by a fire at the Apache Drive-In, Gonzales, Tex. Fire was believed to have started thru a defective wire in a deep fryer in the concession stand.

Frank Fain has opened the new 300-car capacity Chief Drive-In, Livingston, Tex. It is the town's first. Rio Drive-In, with a capacity of 300 cars, has been opened by Crockett Amusement Company, at Crockett, Tex. Olan Dickey is manager.

## Roadshow Rep

ERWIN CLAYTON is vacationing Parkersburg, W. Va., following a successful winter and spring season. He is readying a platform show which he will bring with about the middle of June. He's also tied-in with a subscription deal with a national farm magazine.

Earl Burgess writes from Jacksonville, Fla., that he was intensely interested in a recent item in this corner concerning the old-time magician and entertainer, Willard, the Wizard. "I was in Fort Worth in the early part of the century," Burgess pens, "doing some promoting of traveling shows and exhibitionists and took on Willard. At that time he styled himself as "The World's Wonder Man." Several years later I met a man who said he was Willard working in the Side Show on Sells-Floto Circus as a bearded man. He was a curious character and I imagine that he was the same man that the writer mentioned."

Ashley Myers is in Duluth, Minn., readying a platform show which he plans to present around that city. Myers had his puppet show in schools the past winter.

**SOL G. MARKS** will present his platform show in the Texas Panhandle this summer. He's readying the unit in Terrell, He had a feature pic most of the winter in Arizona and New Mexico.

Robishaw Brothers have a new expose idea that they will present at fairs and other dates.

Buller's Show has been playing Western Kansas to fair returns.

Gorman Family, three-person show, chalked up a good season recently in Ontario where they presented old-time mellers in night clubs. They will play one and two-day stands until the fall.

Doc K. L. Edwards, who styles himself "The Roving Minstrel," will work from a platform in Wyoming this summer.

L. V. Vitchnar, who toured with various dramatic stock companies for many years, is a civilian employee of the Army. Vitchnar was in the Army for 10 years, and held a captain's commission until separated from the service about six weeks before the Korean conflict. His address is Louis V. Vitchnar DAC, Depot Facilities Division, Y.O.D., APO 503, care of Postmaster, San Francisco, Calif.

**L. R. ARTHUR** comes thru with the following from Lexington, Ky. "I've been reading references in the column about some of the old-time colored tent shows. Perhaps there is room for a few scratches from me. I can qualify because I was with various ones of the best old-timers. All were fast enough in some respects and all were pretty good in the dancing line. Most of them, however, were weak on the songs. In fact, that's the reason I had no trouble catching on with them because I was pretty fair in the pipes department. There also were poor with plays and sketches, partly because they never paid anything for material. They were like the Midwestern tent manager who said that he had a \$6,000 rolling outfit which to show a \$8 play for customers to get happy over. The showboats of my day had less talent than any of the tent tricks I met over the years were on the amateur side, but good folks to meet."

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# Paris Peek

By ANNE MICHAELS

Continued from page 2

Council went away full blast. The problem that has worried many of the European companies about America is: How far is TV hurting films? The recent Life article on the amount of closings of theaters throughout the States has had a profound effect on Europe, and one of the first things that the U. S. delegation was tackled on was this subject. The MPAA delegates, America's major representatives, assured Europeans that America has more film houses going now than ever before. Many of the houses shut down were done so because of their age and depreciation. They pointed out that the article failed to mention how many new houses have been constructed to take their place. Hollywood doesn't fear TV but only bad films, they said. Whether Europe was satisfied by this or not we do not know, but at the Congress the argument seemed good.

## Bertrand Russell

**TELEVISION**—Reviewed Sunday (11), 5:30 p.m. EDT. Sustaining via National Broadcasting Company TV network. Producer, Romney Wheeler. Director, John Irwin. Editor, Bill Henry.

Continued from page 3

many things, his childhood, his grandparents (particularly his grandfather who knew Napoleon), his days at Cambridge and his period of "disagreements." He touched upon "what he has learned and what he has not learned" during a life. History, education, political science all fell within the purview of his talk. Primarily, tho, he spoke of the changing world and how it differed from the world of his youth. Queried as to whether he could offer a positive philosophy for a more hopeful future, Russell stated: "We should not dogmatically believe any philosophy... not even mine." He pointed out, however, that a philosophy should be inspired by kindly feelings. Therein, he indicated, was the great failure of Communism.

"Do you feel there is hope for the world?"

"Yes. But how far this feeling is rational or temperamental I cannot say.... There may be dreadful times ahead."

The program may be a forerunner of a series which would present the philosophies and ideas of distinguished people. Let's hope the network will see its way clear to do this. It would appear to be a wonderful idea to bring to the viewer the outstanding men and women of our time; to present them simply and with dignity, so that people might be exposed to those factors which make for greatness.

## Broadway TV Theater

**TELEVISION**—Reviewed Tuesday (20), 7:30 p.m. EDT. Sponsored by General Tire & Rubber Company and Cavalier cigarettes via WOR-TV, New York. Producer, Warren Wade. Directors, Richard Lukin and Richard Barr. Sets, Ray Temple. Fashions, Stein & Blaine. Cast, Edward Everett Horton, Melville Cooper, Lola Montes, Gavin Gordon, Wendy Drew, William Post Jr., W. O. McDeters, John Farrell, Erik Rhodes, Casey Walters, Wayne Carson. Vehicle, "The Nightcap," by Guy Bolton and Max Marcin.

Continued from page 3

young ward, and the other cast members were adequate to their parts.

### Cameras NSG

Camera work remains on the unimaginative side. Perhaps the idea of the reliance on the medium shot is to give the feeling of watching from a theater. If so, it overlooks the basic differences between the legit and TV media, and the potentials inherent in the latter. For heightening effect are not being utilized. Plugs for General Tire and Cavaliers are effective.

# London Dispatch

By LEIGH VANCE

Continued from page 2

ganza by Britain's film censor, A. T. L. Watkyn, which folded after four nights and lost him \$20,000. Now he is planning to revive "Merrie England" to coincide with the coronation of Queen Elizabeth next year.

## TV of Play Series

### Two Purposes Well . . .

This week actor-manager Brian Rix let the BBC televise the first act of his current comedy, "Reluctant Heroes," at the Whitehall. It was the first telecast of a West End play since before the war, and it came off for both sides. Viewers acclaimed the piece's comedy and pestered the box office for seats, which seems to point a moral to a number of sports-headed gentlemen on the sports world.

# Shop Talk

Continued from page 44

**MANAGER**—John C. Wilson will go to England, June 25, to inspect Noel Coward's "Quadriple," which stars the Lunts, and to get a decision from Robert Morley as to whether or not he'll appear on Broadway in "The Little Hut," a hit in London. . . . **SYLVIA SIEGLER**, founder of the Show-of-the-Month club, has opened a Show Shop in the theater district featuring theater books, records, greeting cards, jewelry and toys. It's an information center on legit and a place for theater parties to meet.

## All-Star Revue (Ritz Brothers)

**TELEVISION**—Reviewed Saturday (17), 8-9 p.m. EDT. Sponsored by Snow Crop, Pet Milk and Kellogg thru Maxon, Gardner and Kenyon & Eckhardt agencies via National Broadcasting Company TV, Hollywood. Producer, Bill Harmon. Director, Charles Isaacs. Script, Charles Isaacs and Jack Elinson. TV Director, Grey Lockwood. Music, Lou Brigg. NBC-TV supervisors, Pete Barnum and Hal Kemp. Cast: Ritz Brothers, Harold Stern. Specializing in Strings, Evelyn Knight, John Payne, others.

Continued from page 3

come off, but the routine was a strong one.

On the strength of their first video effort it seems as tho the Ritz Brothers could take a regular turn on the hour-long comedy shows on NBC and satisfy a healthy audience.

## Crossfire

**RADIO**—Reviewed Wednesday (21), 9:30-10 p.m. EDT. Sustaining via the American Broadcasting Company. Producer, Donald Coe. Director, Jack Logan. Panelists: Martin Agronsky, Paul Harvey, Elmer Davis, Bert Andrews. Guest, Gael Sullivan.

Continued from page 14

ists seemed rather unimpressed with this answer but could not get any farther.

The last minutes of the program were a turnout, with Sullivan asking the newspapermen whether it would be a wise idea to have a national primary where voters throughout the republic could express their preference for a presidential candidate. This was approved by the panelists, with some reservations.

Sullivan probably cemented many fences between Kefauver and those Democratic chiefs who were listening in, as Sullivan thought Jake Harvey of Chicago was. At the same time he did not express any opinions of where Kefauver stood on political issues, of which plenty abound in the U. S. today. And in playing this and other questions as he did on the show, Sullivan helped his man machine-wise, but possibly did not enlighten the intelligent

# The Final Curtain

**BACKMAN**—Gay, former choralist and lyricist speaker, May 10 in Chicago. He was the author of "Morally We Roll Along," a book based on circuit experiences. Her husband, Carl, and a sister, Mrs. Richard March, survive. His wife, Helen Kronau, survives.

**BANNAVAT**—Eugene J. K., actor in advertising in Baltimore and Chicago and at his death vice-president of the Cecil & Pease ad agency, New York, May 11 in New York. He had also held trips with Blackett, Sample & Burnett in Chicago and New York. Survived by his wife, Helen Kronau.

**BASHA**—J. A., owner of the Palace Theater, Corner Brook, Newfoundland, in Miami April 21. He had spent the winter in Hollywood, Fla., and underwent an operation after removal to a Miami hospital; body was transported to Corner Brook for services and interment. Survived by his widow, son and daughter. The son, Fred, manages the Palace Theater.

**BASSETT**—Albert, 78, Swiss-born, in Zurich Switzerland, May 15. He recently returned from the United States where he had resided since shortly before the war.

**BERRY**—Fred W., 71, was a member of California State Fair board, May 17 in Long Beach, Calif. (Details in Fair section.)

**BLOOM**—Max, 78, assistant manager of the Oriental Theater, Chicago, and former cab and vaude comedian, suddenly May 21 at his Chicago home. A native of Louisville, he got his start in show business in vaudeville, later teaming with his wife Alice, as Bloom and Sheer, to play vaude.

**BUARDABASI**—Gust Francesco Marie, 55, former Metropeter, May 11 in Palm Beach, Fla. Also a painter, he came to the U. S. in 1931 for an exhibit. He made his Met debut as Sylvio in "Wallace" in 1932.

**CHAPLAIN**—Mrs. Marion, 80, former actress associated with Ada Rehan, May 18 in Haddon Heights, N. J. About 70 years ago she appeared on Broadway in "Lady Windermere's Fan" and "Trilby."

**CHRYMAN**—Bert J., 65, well-known circus figure, May 19 in Los Angeles following long illness. (Details in Circus section.)

## John Garfield

John Garfield was found dead of a heart ailment in New York on May 21 morning. He was 39 years old. Funeral services were held Friday (23) in the Riverside Memorial Chapel.

Garfield caught the public's eye with his stage performances in "Golden Boy," "Waiting for Lefty" and "A Wake and Sing." His last Broadway appearance was in a seven-week revival of "Golden Boy" this spring. He spent 10 years in Hollywood where he starred in "Four Daughters," "Blackwell's Island," "Castle on the Hudson," "East of the River," "Juarez," "Saturday's Children," "The Sea Wolf," "Out of the Fog," "Tortilla Flat," "The Postman" "Always Rings Twice" and "Body and Soul."

He also played leading screen roles in "Air Force," "Fallen Sparrow," "Destination Tokyo," "Pride of the Marines," "Humoresque," "Citizen's Agreement," "The Breaking Point," "Under My Skin," "Force of Evil" and "He Ran All the Way."

He was born Jules Garfinkle in the lower East Side of New York, attended public schools, was a semi-finalist in the Golden Gloves boxing tournament and a scholarship student at the Hecksher Foundation drama school. While a high school student he earned his way as a newsboy to study the theater under Mme. Maria Ouspenskaya and Richard Boleslavsky.

He was a member of Eva Lee Gallienne's Civic Repertory group, and appeared with the Group Theater acting company. In 1936 he won his first starring role on Broadway in Arthur Koehler's "Waiting a Wonderful Time." Later he appeared with the Group Theater in "Johnny Johnson," "Awake and Sing" and "Peace for the Virgins."

The years between 1938-48 were spent in Hollywood. In 1948 he returned to Broadway in "Skinner's Next Door." The next season he played the lead in "The Big Knife," and in 1951 he did Ibsen's "Peer Gynt."

His widow, the former Roberta Sideman; two children, David and Julie, and a brother survive.

**CREAMER**—Mrs. Minnie O., active in the carnival business for 25 years and for 10 years a close associate with the J. & B. Show, May 31 in Winston Salem, N. C. She was born in Monticello, N. C. The daughter of Matthias and Susan Van Buskirk. Survived by her mother, sister and two brothers. Burial in Elmwood Hill Cemetery, Concord, N. C.

**FLINT**—Mrs. Leticia, 73, mother of Al Flint, executive secretary of the Pacific Coast Showmen's Association, Los Angeles, May 27. She died after a long illness. (Details in Carnival section.)

**GALLAGHER**—Merton, oldtime vaudeville man who was known professionally as Bill Mack, the Leam Mack and Bernard, May 8 in Erie County, Pa. At one time he appeared on the Keith-Orpheum Circuit.

**GILBERT**—Richard W., 71, one of the best-known figures in British vaudeville and the man who gave Sophie Tucker her English name in London, Thursday (23). He retired in 1947 after 30 years in vaudeville. A former showman at the Kingsland Circus, he had managed and managed or had bookings with 10 others. He also booked Paul Whiteman.

**GOLDMAN**—Edward, 67, former candy store operator on the former Conroy coasting operation, recently in Pineville, Ky.

**JENNINGS**—Mrs. Lovena Sanderson, 73, mother of Chris C. Jennings, widely known outdoor showman who is associated with Sport Amusement Park, Charlotte, N. C. May 16, five months after the death of her husband, C. C. Jennings Sr., at the home of a daughter, Mrs. Emma Hargrove in Mount Olive, N. C. Also surviving are three other sons, Herbert, Raleigh, M. C. James, Eugene, Fla., and David, Washington, and another daughter, Mrs. William Bellinger, Washington. She was the grandmother of author Marion Harlow. Services May 18 at the home of Mrs. Jennings in Maplewood Cemetery, Mount Olive.

**JUNOD**—William F., 61, former circus musician, May 10 in Alhambra, Cal. He played cornet with the Ringling Bros. Circus band in 1905 when it and the following year trouped with the Barnum & Bailey Circus band. He also spent several years with Ship & Pelton in Central and South America. Survived by his widow, Edythe; his mother, Mrs. M. C. Jones; and two sisters. He also was a former musician who played with the Hagenbeck-Wallace, Campbell Bros. Circus, and the original Buffalo Bill Wild West show.

**KANE**—Eustace, 63, vice-president of Quigley Publications, May 15 in Los Angeles. He was former editor of "The Daily News" and the Motion Picture Daily and Bookette. He also served as editor of the Motion Picture Almanac and wrote a weekly column for the Motion Picture Herald. He was a member of Motion Picture Promoters, an organization composed of persons who have worked in the industry 20 or more years. He leaves his widow, Frances, and two brothers.

**LAMMO**—Frank, 62, manager of H. W. Jones' rings on the Ross Manning Shows for a number of years, May 20 at his home in Memphis.

**MANFROT**—Albert E., 63, May 8 at Toronto. A native of Truro, Mass. He was a musician and composer. His best known song was "We'll Never Let the Old Flag Fall."

**MAYSON**—Mrs. Isabel Mayson, 68, former actress and coach of stage of the Riverdale, N. Y. High School. She made her stage debut in 1912 in England and appeared in the "Ben Grey" plays and on Broadway in 1925 in "The Little Poor Man." She also acted in motion pictures.

**MONTREZZI**—Italo, 77, Italian composer and conductor, in Verona, Italy, May 15. He resided in the United States for a number of years.

**MOORE**—P. M., 71, assistant manager and founder of the Milwaukee Showmen's Association. He died in Hastings, Neb. hospital. (Details in Carnival section.)

**O'SHEA**—Eileen, 47, an employee in the office staff of the Milwaukee Showmen's Association. She was in Milwaukee. She also played the viola in the local Music Under the Stars orchestra and the Waukegan Symphony. Her mother, Mrs. Mae O'Shea, and sister, Mrs. Gladys Gray survive.

**PEPPER**—John James, 73, at Delmar, Mass. May 10 of injuries suffered in a fall. He was for many years president of the Delmar Fair and rode man, and was the first president of the Great Western Horse Racing Circuit. Survived by his widow and one son. Burial was in Delmar cemetery.

**PETERSEN**—Rolph, 78, international known restaurateur and theater operator, in Götterburg, Sweden, May 11. Born in Nykoping, Denmark. He had acted in several plays as that of superintendent of the Cranidge Hotel, London, and manager of Hotel

d'Antierens, Copenhagen. In 1910 he acquired control of the large Bergsberg establishment in Götterburg, which included a restaurant, summer theater, park and stadium where circus performances were held. Survived by two sons, Sven and Hans, and a daughter, Inger. Sven, head of the Bergsberg establishment, and Hans, a director in Stockholm.

**POLOU**—William F., 71, at Potter's Lake, N. S. A native of Turkey, where he was born of Greek parents, he acted at Winston-Salem, N. C. in 1916. There and at several other places he was managed and instructor in roller rinks. Survived are his widow, Essie and two daughters.

**SACKS**—Joseph L., 71, theatrical producer known as "The Popover" in West End, May 19 in Johannesburg, South Africa. At one time he was a page with a circus there and then went to England before coming to the U. S. His first managerial stint was in 1900, at the age of 18. Beginning with "The Circus" in 1918 in London, he subsequently produced more than 30 shows, among them "The Little Domino," "The Circus" and "The Circus." He died in Johannesburg.

**SCHLESER**—Clara T., 55, for 18 years company manager for road shows, such as "George White Scandals," "Rio Rita," "Vesuvius King" and the "Ziegfeld Follies." May 21 at his home in Cincinnati. At one time he had been associated with his brother-in-law, George E. Winta, New York producer and general manager of a Cincinnati food products firm. Survived by his widow, Martha Winta Schaefer, and a daughter, Mrs. Virginia Corbin. Burial May 20 in St. Monica Catholic Church, and burial in St. Joseph Cemetery there.

**SCHULTZ**—John, 38, former automobile racing driver, May 18 at his home in Mount Healthy, O. He was a veteran of World War I and a racing accident at Salem, Ind. He was brought home May 15 from Miami where he passed part of his time since he was injured. He was a veteran of World War I. Survived by two sisters, Mrs. Nell Rosendahl, Mount Healthy, and Mrs. Betty Westwood, Columbus, Ind. Services May 21 and burial in Arlington Memorial Park, near Cincinnati.

**SMITH**—Harry, 65, who toured in vaudeville and with circuses years ago with his brother, Tom, at the Smith Brothers, acrobats, May 15 in Gloucester, Mass. During his career he trouped with the World, Vankee Robinson and Oelmer Bros. circuses. Survived by his brother and a sister, Mrs. Nell Littlefield, with whom he made his home the past 15 years. Services and burial May 9 in Gloucester.

**SMITH**—John Paul, 27, auto racing driver May 18 in West Palm Beach, Fla., of injuries suffered May 11 at Palm Beach Speedway when his car spun out of control. Survived by his widow, Mary, and three children.

# Marriages

**BRONS-HARMON**—Joseph Julius Brons and Annie Marie Harmon, executive of the New England Printing & Lithography Company, Bridgeport, Conn., in that city May 17.

**DEPASQUALE-MATTIOLI**—Theophilus DePasquale, cellist with the Philadelphia Symphony Orchestra, and Flora Mattioli, operatic singer, in Bridgeport, Conn., May 17.

**HENNIS-FRITTS**—Daisy Hennis, mother of Harry and the late Orville Hennis, outdoor showmen, to Carl Fritts, outdoor showman, May 17 in Huntsville, Ark. (Details in Carnival section.)

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

**CARL HADA**  
Passed Away June 1, 1950  
What would I give to kiss his hand,  
His happy face to see,  
To hear his voice and see his smile,  
That meant so much to me.  
Loving Wife,  
**STELLA HADA**

In Memory  
**OTTO BEROSINI**  
Died May 25, 1950  
"In loving memory to our  
beloved son and brother,  
The ones who love you  
will never forget."  
**MR. & MRS. BEROSINI  
& DAUGHTER**

## WESTINGHOUSE TELE-THEATER

### High Tariff Stymies Video For Carnival and Park Ops

NEW YORK, May 24.—Amusement park and carnival operators are taking slowly to the Westinghouse Tele-Theater, according to F. S. McCarthy, sales promotion manager of Westinghouse Electric Corporation. McCarthy blamed the high cost to the dealer (\$2,335) and the cost to the operator (\$2,700) for the slow sales pace.

However, McCarthy disclosed that a new unit, Westinghouse, with four 24-inch screen sets and selling for \$825, is being put on the market and that the first set has been sold to Olympic Park in Irvington, N. J.

The more expensive set includes one 24-inch Westinghouse console, one TV antenna, a 20-foot square tent capable of seating 50 to 60 persons and the personnel to man the tent and operate the set. The park or carnival operator in turn gets a monthly rental from the dealer, who uses the Tele-Theater to boost local sales.

#### Has Four Sets

The newer set differs from its more expensive mate in that it contains four sets rather than one, but is devoid of the expensive tent unit.

McCarthy said that 40 requests for information about the \$825 unit have been received from carnival and fair operators throughout the nation. He added that with the Federal Communications Commission approving new channels in areas which have never had video before, attendance at the carnivals and fairs should boom if video is offered as an added attraction. Naturally, he added, the Tele-Theater won't hurt sales of Westinghouse sets.

A pilot model has been set up at the Taffel Electric Company in Louisville, Ky., and plans are under way to have the unit displayed at the Rural Electrification shows in the area, McCarthy added. If sales warrant it, he explained, the unit will be put in mass production by July.

## HOT IDEA

### Dallas Fair Preps Chili Competition

DALLAS, May 24.—The State Fair of Texas believes it has a hot attraction in a new chili-making contest set as feature of this year's expo. Altho under the banner of the Women's Division, fair execs think more men than women will compete, pointing out that every male Texan has his favorite chili recipe.

The contest will be supervised by Joe Cooper of Dallas, author of the book on chili, "With or Without Beans," to be published during fair time. The contest will be held the first Sunday of the fair.

Other new features for the Women's Show include a frozen-food contest, gift-wrapping contest, and a tie-tying contest. The dahlia show again will be held, and a nationally-known horticulturist has been booked for free lectures on Garden Club Day. Women's Department premiums total about \$4,000.

### 500 BLEACHER SEATS SET UP AT BALL RANGE

BROOKLYN, May 24.—Two rows of bleacher seats, enough to accommodate 500 fans, have been added to Coney Island's Bat-A-Way Baseball Range. This is the first indication that the game, in which the fan bats against balls thrown by a mechanical pitcher, is catching on as a spectator sport. The Coney Island Bat-A-Way Range consists of 12 coin-operated automatic pitching machines and wire batting cages.

McCarthy pointed out that the National Association of Amusement Parks, Pools and Beaches approved the Tele-Theater at their 1951 fall convention, and that one operator testified that a dealer showing TV in an ordinary tent sold 349 sets at his park in Angola, Ind., a fringe area, 60 miles from Chicago.

McCarthy expects that the Republican and Democratic national conventions will have a strong effect on Tele-Theater attendance as many persons who normally would stay home to view the confabs would be able to kill two birds with one stone by taking the family to the fair and carnival and still keep an eye on the political developments.

Westinghouse lists two fundamental needs which the Tele-

Theater would fulfill: (1) To give the dealer a means of exhibiting TV at fairs, expositions, rodeos and other outdoor events with an exciting, crowd-getting display on the high traffic land of the midway; (2) to provide promoters of expositions with a means of inviting and holding crowds thru television showings.

Meanwhile the World of Mirth Shows have worked out a deal with the Philco Corporation for use of video sets at all stands to be played by the shows (The Billboard, April 28). A video receiver will be mounted in a special trailer unit and located each week so that a large audience can view their favorite programs in comfort. Nearly all the stands played by the World of Mirth are in television areas.

## TOO LATE FOR AID

### N. Y. Safety Law Stymies 'Managers'

• Continued from page 1

hearing, and wound up on Governor Dewey's desk. It was reportedly signed before a single interested person or group, including bookers and operators of multiple showplaces which use this type of attraction—or even the artists themselves—became aware of its existence.

All are affected. At present the full force of the new edict—which holds the unique distinction of being the only law of its kind adopted by any of the 48 States—is difficult to gauge. But at best, its results can be drastic, according to many persons who come under its provisions.

#### Criminal Penalties

Law abiding persons who earn all, or part, of their livelihood thru show business endeavors, including many who can claim the absence of even a bout with the truant officer as a youth, may now face criminal charges in New York if any act appearing under their auspices should fall and be killed as a result of a defect in their own rigging. They might also be jailed, or at the very least fined, if the act, which has built its career and worth on thrills,

should miss on an attempt to squeeze in an extra bit of business by way of thanks to an appreciative audience.

The fairman, who might be the butcher or baker, is asked to assure the performer's safety at the risk of his own financial loss or even personal freedom. In so doing, presumably, and according to the letter of the law, he must have X-ray eyes and, so reject crystallized pipe that might be included in aerial rigging. The night club operator who books Elly Ardely to swing on a trapeze and do a breakaway over his audience, and the manager of

(Continued on page 51)

### Initial S. C. Dates Okay For Marion

COLUMBIA, S. C., May 24.—Martin Levy, former pro wrestler, is currently operating a Fat Show on the Marion Greater Shows. The 625-pound Levy broke his leg some time ago and was told at the time that he would never be able to work in the ring again.

Marion Spillers, co-owner of the show that bears his name, said that business at local stands was fair.

Marion Greater, out of Columbia, has been playing still dates in the area for several weeks prior to hitting other South Carolina locations later in the summer, and the usual fair circuit in the fall.

### Chitwood Show Grosses Mount

RICHMOND, Va., May 24.—Joie Chitwood's Eastern unit continues to rack up good grosses on its Southern swing, showing before a capacity crowd of 5,000 at the new Richmond Speedway, Sunday (18), despite threatening weather.

Gerry Walker handled the advance for the date, scoring with TV plugs, appearances over radio Station WMBG, and good space in The Richmond News Leader and The Times-Dispatch. Eddie Allen's balloon ascension was featured as an added attraction along with Don Forrester's "basket" thriller.

According to Buddy Wagner, unit manager, the Chitwood stunts have chalked up the best spring grosses in their history since prying of the lid of the '52 season at Miami's Medley Stadium, April 28. The show was played 19 straight one-nighters without a rain-out.

COLUMBIA, S. C., May 24.—Joie Chitwood's Auto Thrill show drew a disappointing crowd of less than 1,000 paid admissions at a one-nighter here Friday (16). The show, at Columbia Speedway, was poorly exploited, which probably explains the slim attendance. Last year Chitwood drew more than 3,000 paid. Kids under 12 got in free this time.

## Thrill, Novelty Acts Collect \$1,250,000 On Video in a Year

### "Big Top" Is Principal User; Market Full of Jobs; TV Aid to Booking

• Continued from page 1

the exception of cannon or family riding acts. Flyers, high perch, acrobats, wire and all kinds of animal acts, including herds of ponderous pachyderms, have all been utilized, and many have won high favor, on the video lanes.

#### Big Top Biggest

Principal user of the circus and novelty attraction is "Big Top," the latest sponsor of a Columbia set which will round out its second year on the air next June 17. At that time the 52-week-a-year offering will have presented 624 acts—an average of six every Saturday.

"Big Top" booker Leo Grund, of Grund & Solt, is very likely the biggest agent in the field nationally, since he arranges upwards of 500 television appearances annually for the thrill and novelty artists. In only two years time television has become a big factor for Grund & Solt, who had previously concentrated on clubs, theaters, parks, fairs and banquets. Talent costs for "Big Top" alone run to \$182,000 annually. The firm's gross television sales may easily double this amount since bookings on major stanzas often bring triple or even more money.

While the minimum wage set up for video appearances is \$200 for single acts, \$275 for doubles and \$375 for triples, Grund points out that very few of the thrill-novelty performers can be had for the minimum. Earnings have

sometimes soared above the \$1,000 mark—a nifty chunk of dough for any outdoor group.

#### No Market Glut

Interest in the thrill-novelty turns isn't going to slacken, Grund says. To begin with, they add the very necessary change in

(Continued on page 50)

## COUNSELOR VALDO

### Advises White House Brass On Personnel

WASHINGTON, May 24.—An unprecedented visit to President Truman at the White House by Pat Valdo, personnel director of Ringling Bros and Barnum & Bailey Circus, yesterday (23) yielded some highly useful advice on how Uncle Sam can handle its millions of employees.

Accompanied to the White House by Melvin Hildreth, D. C. legislator and charter member of Circus Fans Association of America, Valdo followed up a lengthy, sociable confab with Mr. Truman with a closed-door conference with government personnel brass in the cabinet room. Valdo told the White House group that "understanding" is the key to handling personnel, and he added that "circus personnel are undoubtedly a lot like government personnel," having the same basic desires, aspirations and nature.

President Truman was visibly thrilled by the visit. Denied a chance to attend the circus because of Secret Service refusal to authorize the risk in the crowded "Big Tent" (The Billboard, May 24), Mr. Truman talked enthusiastically.

(Continued on page 51)

### Truman's Pic Autographed By Griebling

WASHINGTON, May 24.—President Truman yesterday (23) showed boyish delight when he was presented with a picture of himself signed by Otto Griebling, celebrated clown with Ringling Bros. and Barnum & Bailey Circus. The presentation was made during a White House visit by R-B personnel chief Pat Valdo and Melvin Hildreth, D. C. legislator (see separate story). Hildreth, Democratic committeeman and an inveterate circus enthusiast, informed the president that a number of epic-sized pictures of Mr. Truman, which had been used in one of the circus acts and which adorned the walls of the armory here during the last Jackson Day Dinner, were being turned over by the circus as permanent property of the Democratic National Committee. The pictures will decorate the party's convention walls in Chicago in July.

### Miami Readies For Shriners' June Blow-Out

MIAMI, May 24.—This excited city is shaping itself up for the Shrine convention skedged for June 15-20, all reports indicating it will be the biggest ever held by the organization.

Harry Goldstein, chairman of the concession committee expects nearly 100,000 persons will attend, and points out that every hotel in the city and on the beach already have enough advance reservations to keep them packed to capacity. All night clubs and hotels have engaged special talent for the duration of the convention, and the city's Orange Bowl has been booked by the Mahi Temple, convention hosts, who will use the stadium for several big shows.

Fireworks, supplied by Art Briese, of the Thearle-Duffield Fireworks Company, will be shot off every night from barges on Biscayne Bay.

### Forkum Injured, Relatives Sought

BOONE, N. C., May 24.—Anyone knowing the whereabouts of relatives of Bill Forkum, whose lion act was with the Beers-Barnes Circus, is requested to contact the show management as per route in The Billboard.

Show officials report that Forkum was badly injured May 22 in an encounter with the lions. He is unable to work and the show can not move trucks and trailers carrying the cats.

## Outdoor Gross Climbs 258% From 1929 to '50

• Continued from page 2

by year, to a peak of \$103,200,000 in 1947. Legit shows and opera then dropped to \$95,500,000 in 1948, \$91,800,000 in 1949 and \$90,100,000 in 1950.

One of the biggest success stories appears to have been written in the area of carnivals, fairs, circuses and similar commercial amusements. Admissions from this source surpassed \$100 million for the first time in 1944, when the take was \$109 million, and then climbed to \$122 million in 1945, \$172 million in 1946, \$198 million in 1947, \$214 million in 1948, \$224 million in 1949, and jumped \$8 million higher than that in 1950.

In the span from 1929 to 1950 horse and dog race track admissions climbed from \$2 million to

\$35,500,000. The rise was unsteady, however, with a record peak of \$41,000,000 reached in 1947 and a \$3 million decline in 1948, with the gate continuing to descend in the two years thereafter. Non-profit organization entertainments, outside of athletics, increased in admissions from \$32,600,000 in 1929 to \$69,500,000 in 1950. Professional baseball revenue rose from \$17 million in 1929 to \$55,400,000 in 1935, a gain of 226 per cent. Professional football admissions jumped from \$700,000 in 1929 to \$8 million in 1950, a gain of 1,043 per cent; college football revenue climbed from \$22,500,000 in 1929 to \$102,700,000 in 1950; professional hockey from \$2.8 million in 1929 to \$6.5 million in 1950.

**Let's Talk It Over—**  
and see if *The Billboard*  
42nd Annual Summer Special is  
**TIMED RIGHT FOR YOU—**



**JUST WHO AM I SELLING**

and why is the timing of  
The Billboard's 42nd Annual Summer Special  
so important to my sales and profits?

The Billboard's 42nd Annual Summer Special  
is **TIMED JUST RIGHT** for big sales to . . .



**8061** CONCESSIONERS, OUTDOOR SHOW OWNERS,  
OFFICERS AND DEPT. HEADS,  
FAIR SECRETARIES AND BOARD MEMBERS.

They're beginning to prepare right now for the Big Booming Fair Season ahead! They'll be looking for your supplies, services and equipment to help them in their free-spending activities preparing for the most profitable part of their season—and they'll be looking for your offerings in *The Billboard's 42d Annual Summer Special*, their regular fair-season buying headquarters!

**2353** AMUSEMENT PARK OWNERS,  
DRIVE-IN THEATRE OPERATORS,  
RINK OWNERS, ARENA OPERATORS.

The peak season for most of these groups, too, is in the months just ahead and that demands that they be fully stocked and their equipment completely geared—to meet the needs of the millions of entertainment-hungry patrons during the peak season ahead.

**4558** PROMOTIONAL MERCHANDISE AND  
NOVELTY JOBBERS, GIFT AND  
SOUVENIR SHOPS, NOVELTY DEALERS.

These big, year-round buying forces generally hit their peaks during the warm, summer months because many of them service the fast-moving outdoor and concession buyers, and because the warm-weather months mean huge purchases by the hordes of traveling, amusement-conscious vacationers who purchase a high volume of souvenirs, gifts and novelties of all kinds. These healthy, cash-with-order jobbers and dealers make *The Billboard* their regular market place week-in and week-out all year around!

**16,229**  
COIN MACHINE & SALESBOARD OPERATORS,  
PITCHMEN & DEMONSTRATORS, SPECIALTY  
SALESMEN, PERFORMERS, WAGON JOBBERS,  
AUCTIONEERS, FARM MARKET OPERATORS  
AND RELATED BUYERS

All of these year-round buyers look to your offerings in *The Billboard* for the valuable premium, prize, promotional, novelty and gift merchandise that will keep their businesses operating at peak through the warm months ahead!



These are all regular weekly *Billboard* Readers . . .

**WHAT EXTRAS CAN I EXPECT**

from *The Billboard*  
42nd Annual Summer Special?

You can be sure of at least 5,000  
**EXTRA** Copies of the Summer  
Special . . . and you can be sure  
they'll go to the same type of  
volume buyers shown here.



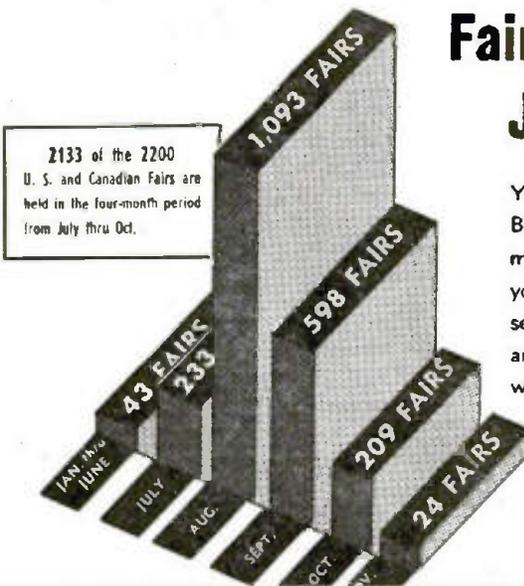
Another **EXTRA**—one of *The Billboard's* famous hard-hitting subscription promotions, totalling 100,000 pieces of direct mail, will back up this famous annual special—not to mention hundreds of thousands of **EXTRA** reader impressions via house ads and general publicity.

And most important—there will be at least a dozen extra special editorial features and lists including the year's most complete listing of 1952 FAIR DATES!

**AD DEADLINE . . . . . JUNE 18**  
**ISSUE DATED . . . . . JUNE 28**  
**DISTRIBUTION BEGINS . . . . . JUNE 24**

**TIMED  
JUST  
RIGHT—**

**—for the Big Booming  
Fair Season  
Just Ahead!**



2133 of the 2200  
U. S. and Canadian Fairs are  
held in the four-month period  
from July thru Oct.



**HOW MUCH DOES IT COST?**

to sell all of these important buyers thru  
*The Billboard* 42nd Annual Summer Special?

Much less than you think! Despite all of the **EXTRAS** that make your ad sell **EXTRA BIG** . . . despite the **PERFECT TIMING** of your ad . . . despite the big **EXTRA DISTRIBUTION** . . . despite the hard-hitting **EXTRA PROMOTION** . . . despite the **EXTRA** valuable **FEATURES** and **LISTS** . . . despite the **EXTRA LONG-TERM VALUE** of your ad—rates are exactly the same as for any regular weekly issue of *The Billboard*!



**WHERE CAN I GET MORE INFORMATION  
or  
HELP IN MAKING UP COPY AND LAYOUT  
or  
RESERVE SPACE FOR AN AD**

Any of these six *Billboard* offices will be glad to help you on any of your needs!

- NEW YORK**  
1564 Broadway  
New York 36, N. Y.  
PLaza 7-2800
- CINCINNATI**  
2160 Patterson St.  
Cincinnati 22, Ohio  
DUmber 6450
- CHICAGO**  
188 W. Randolph St.  
Chicago 1, Ill.  
Central 6-8761
- DETROIT**  
Fox Theatre Bldg.  
Detroit 1, Mich.  
WOodward 2-1100
- ST. LOUIS**  
390 Arcade Bldg.  
St. Louis 1, Mo.  
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6000 Sensel Blvd.  
Hollywood 28, Calif.  
HOLlywood 9-5831



**USE THE  
CONVENIENT  
COUPON  
TODAY!**

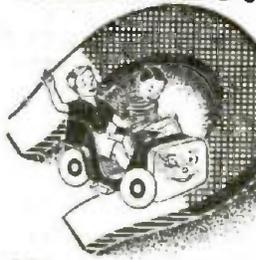
Gentlemen:  
I'm interested in *The Billboard* 42nd Annual Summer Special.  
Please take care of my needs as checked below—

- Please make up suggested ad copy and layout in a space to cost me no more than . . . . . This does not obligate me in any way. If I approve it, I'll return it in time for your June 18 deadline.
- Reserve ad space to cost me no more than . . . . . I let my agency will supply copy, layout and cuts (if necessary) in time for your June 18 deadline.
- Send me complete advertising rates.
- Have a salesman call to give me more data.

Name . . . . .  
Company . . . . .  
Address . . . . .  
City . . . . . Zone . . . . . State . . . . .



# A Kiddieland MAGNET!



## Allan Herschell KIDDIE JEEP RIDE

Not "just another jeep ride" — but a jeep ride with ACTION! As cars move forward, undulated track produces "up-and-down" motion while cars rotate by gravity. A safe, thrilling ride for youngsters. Ideal for Drive-Ins, too. Write for free literature.



**ALLAN HERSHELL COMPANY, Inc.**  
N. Tonawanda, N. Y.  
World's largest manufacturer of amusement rides

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All Readings Complete for 1952  
On hand in store...  
120 Pages, 2 Sets Numbers, Clearing and Policy, 120 Dreams found in Sleepy Field Paper Covers, Good Quality Paper, 200  
HOW TO WIN AT ANY KIND OF SPECULATION...  
PACK OF 75 EGYPTIAN LUCKY NUMBERS...  
SIMMONS & CO.  
145 S. Dearborn St., Chicago 5, Illinois  
Send for Wholesale Prices

## NATIONAL SHOWMEN'S ASSOCIATION

**GREETINGS**  
You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Clubrooms in the center of the amusement world.  
Meetings 2nd and 4th Wednesday each month Palace Theatre Building 1564 Broadway New York 19, N. Y.  
Almost every one of the Eastern amusement family is a member. Are you?  
Write for information  
Initiation \$10.00  
Dues \$10.00 Yearly

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Are BIG MONEY MAKERS  
**ARLAND**  
Builders of America's Most Popular Miniature Golf Courses  
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444 Brooklyn Ave., New Hyde Park, N. Y.

**ROLL OR FOLDED TICKETS**  
CASH WITH ORDER PRICES...  
**STOCK TICKETS**  
WELDON, WILLIAMS & LICK  
FORT SMITH, ARKANSAS

# Bert Chipman, Vet Trouper, Dies in Calif.

### "Hey Rube" Author Was Advance Agent, Side Show Manager

LOS ANGELES, May 24.—Bert J. Chipman, circus figure and author of "Hey Rube," died here Monday (19) at the age of 85. He had been ill for several months. While he was generally conceded to have been a "circus man," his activities were varied. At various times, he was a girl show operator, press agent, legal adjuster, advance agent, concessionaire, and ticket seller. He also served as the executive secretary of the Pacific Coast Showmen's Association, being honored with a gold life membership card in 1926.

Chipman started in show business when he was only 9 years old. He began by distributing handbills for the Witherell Bros. Tent Show. In 1885 he was with the Forepaugh Circus and later advance man for Whitney's Minstrels. On the Lemon Bros. Circus he was Side Show manager, press agent, and legal adjuster. Soon after the turn of the century he trouped with Sells & Downs and in 1903 took out Vernon the Great and His Hypnotic Comedy Company. He joined Hagenbeck & Wallace in 1912, moving from there to Al G. Campbell's 10-car Cole Bros. Circus. Between show assignments, he handled the Great Raymond, illusionist, and was advance for "The Virginian." After a stint as Side Show manager on the Circle D Ranch Wild West & Cooper Bros. Shows, he joined Gollmar Bros.

With Floto, Bernhard In 1918, Chipman was press agent on the Sells-Floto Circus under H. B. Gentry. A post he left to join the Acme Amusement Company which was presenting Harry Lauder on his farewell appearance in this country. After a brief stay on the Coop & Lent Motorized Circus, he became associated with Sarah Bernhard on her tour.

When the influenza epidemic of World War I hit, Chipman decided to make this city his home. However, in 1922 he was on the road again, this time with Foxes Great London Shows. It closed in Iowa and he joined his son, Harry, then with the Hugo Players.

In 1925, he became manager of the Hollywood Masonic Temple, combining this post with that of the PCSA for a year. He held the Masonic office for 20 years, retiring in 1944 when a farewell banquet was tendered him. During his years with this group, he wrote "Hey Rube," a series of big top stories, which was published in 1933 and widely circulated.

Chipman is survived by a son, Harry, former circus press agent and now restaurant owner in the San Fernando Valley. Funeral services were conducted Thursday (22) at the Breese Bros. & Gillette Mortuary with the Knights Templars officiating. Pallbearers were James Dunn, Ben Beno, Meyer Schlem, Dan Stover, Harry LeMack, and Lou Johnson, his friends of long standing in show business. Burial followed in the PCSA's Showmen's Rest, Evergreen Cemetery, here.

## Louisiana, Mo., Preps Bridge Cele

LOUISIANA, Mo., May 24.— Chamber of Commerce here will celebrate the opening of the city's new Champ Clark bridge, June 7, with free acts to be booked thru Joe Enterprises, St. Louis, a midway furnished by Midway of Mirth Shows, and free fireworks.

# Safety Law Stymies 'Managers'

Continued from page 48

New York's Palace theater, who recently had Betty Hutton doing virtually the same act, are subject to the same penalties in case of mishap. So, too, are the managers of all other show business enterprises, circuses and carnivals and many others, whether they present one or 100 acts.

Naturally, there is going to be considerable reluctance on the part of the talent buyer, who may spend up to \$1,000 or more for a thrill act, to lay himself open to possible criminal charges that may land him in jail.

Two Meetings Held All of these points, and many more, were brought out at the public meeting held in the Empire State Building offices of the Department of Labor here yesterday. A copy of the proposed Rule No. 41, which will govern the application of the new law, was submitted to all interested parties. Yesterday, and next Tuesday (27) in Albany, it will be their privilege to seek as liberal an interpretation as they can. At the conclusion of these meetings the adopted rule will be used to enforce the law.

Surprisingly, only a handful showed up to voice their views on the language of the rule. However, the clear and all-inclusive language of the bill leaves little room for interpretation. This knowledge might well have been responsible for the avoidance of the meeting by many other interested persons.

Attending yesterday's hearing, chairman by George S. Raymond, a member of the Board of Standards and Appeals, were Charles N. Morgan, and engineer for the board, Henry Katz, house counsel for the American Guild of Variety Artists; Arthur Myers, equipment manager, Atlas Safety Equipment Company; Howard C. Geist & Netter, representing Rockaways, P. I. and Park; Joseph H. Hughes, representing George A. Hamid & Son, talent agency specializing in circus thrill acts; F. W. Groepfer, Code Unit engineer; John F. Reddy Jr., a member of the law firm of Ensel, Judge, Miller and Sterling, and H. D. Genders, representing Ringling Bros. and Barnum & Bailey Circus.

## Against His History

Attorney Reddy had ardent supporters when he said that the whole history of this phase of show business, lodged with the responsibility in the artist who devised and constructed his own unique equipment for financial gain.

Joe Hughes sought to place the responsibility under the rule in the manager, or owner of each act, arguing that they were the only persons fully qualified to

## Counselor Valdo

Continued from page 48

siastically with Valdo and Hildreth about circus affairs and even inquired into attendance at the show which is having its annual under-canvas season opener here. (For details, see separate story in outdoor department.) Mr. Truman commiserated Valdo on the way he has managed R-B's vast personnel. Valdo pointed out that administering personnel in the biggest circus "had his problems but the job is absorbingly interesting and worth the effort." He pointed out that circus folk "like all showfolk and, for that matter, like government workers, are temperamental." The juggler who makes a mistake during his act is a very dangerous fellow indeed, said Valdo, and his moroseness can have an effect on his performance, but, fortunately, the good performer is quick to recover from his blues.

Altho Valdo was not the first R-B official, by far, ever to get an invitation to lunch with the president at the White House, the visit established a precedent inasmuch as the White House has never before asked a circus personnel chief to come over personally and give some tips to Uncle Sam's personnel brass on how to handle the nation's civil servants. Valdo and Hildreth, after their visit with Mr. Truman, were accompanied to the cabinet room by Donald Dawson, a key presidential aide, where several government personnel officials were gathered to hear the R-B administrator.

pass on the equipment and performance. But the language of the law specifically excludes this possibility.

Attorney Amron contended that Rule 41 was more demanding than the law, in part. It was pointed out that work would be missed by the acts if they were forced to wait an okay on their equipment before performing. It was conceded that inspection could not be expected even within three days' time. On this basis, those present generally agreed that a written notification to the board attesting to the safety of specific equipment used more than once before would "presume" its acceptability. Attorney Katz objected to this interpretation, claiming that this avoided the intent of the law, which is to place the full burden of responsibility on the "manager."

An acceptable term for the supervisory person was difficult to arrive at and none was chosen. "Manager" was objected to on numerous occasions since, it was pointed out, managers are often business execs with only sparse knowledge of routines and equipment.

# THE NEW SUPER DELUXE



The candy floss machine you will eventually buy, so why not start out with the BEST? You get a spinnerhead that is different and works like magic. New style bowl—different and larger bracket, holders, spindles, smooth running. Heavier mechanical and PERZE parts. Wonderful opportunity to start your own business—big money. Write for literature TODAY. Old customers—Send your machine in now for check-up.

**ELECTRIC CANDY FLOSS MACHINE CO.**  
724 Benton Avenue Nashville 6, Tenn.

## Special Discount for the Month of June

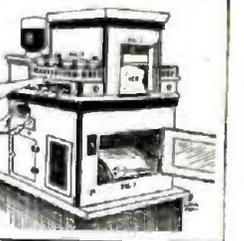
Write Today  
**BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE**  
We also handle Snow Supplies.  
P. O. Box 7803, Fort Park, Dallas, Tex.

## Park Operators! Labor and Time Savings! TIMING DEVICE

Automatically stops rides for any portion from 1/2 minute to 5 minutes. 10 other time units available.  
Weather-proof metal base.  
5"x7"x4" for outside installation.  
Emergency switch to stop at any time.

## JUNIOR AMUSEMENTS, Inc.

**The "BIG"**  
Beautiful Red, White, Blue & Yellow Enamel  
**Sno Cone Cabinet Machine**  
Speed, Volume, Economy—Extra Profits.  
Prompt Shipments.  
Write for Information  
SNO CONE SIGNS, Red, White & Blue 20"x28", \$1.00 each, delivered  
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POPPERS has the most complete line of equipment and supplies for concessionaires. Get everything from one source.

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**HERE'S DYAMITE!**  
THE "CURRIER" FULLY AUTOMATIC Baseball Pitching Machine  
Adjusts easily and simply speed of balls, interval between balls, and number of balls you want for 25¢. Hinges can be made to hold as many balls as desired.  
Fully tested for over 3 years on locations from Coast to Coast.  
**WRIGHT PRODUCTS CO.** Watertown, Mass.

# KEEP POSTED on the OUTDOOR FIELD

Concessionaires, pitchmen, bookers, performers, game and ride operators, manufacturers and suppliers of all kinds—you need The Billboard every week to get all the important, timely news of the outdoor amusement field.

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Subscribe Now to The Billboard  
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Yes! Please send me The Billboard for one year at \$10.  
Check here for trial subscription of 12 weeks at \$3.00.  
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**GIVE TO DAMON RUNYON CANCER FUND**





## DU MONT TV TO FEATURE PALISADES NATIONALLY

Spot Chosen for 7¾ Hrs. of Programs Weekly; Area Funspots May Benefit

NEW YORK, May 24.—Final details of a tie-in between Palisades (N. J.) Amusement Park and the Du Mont Television Company, which will almost certainly result in making the funspot one of the best known mass entertainment media in the nation and help the amusement park business generally, were worked out here this week.

The deal calls for the park to supply the backdrop for 7¾ hours of WABD-TV programming throughout the summer season for a total of 18 weeks. The Wednesday night segs will go coast to coast, and it is this stanza that is expected to hypo interest among viewers adjacent to amusement parks throughout the nation.

Programs include an across-the-board daytime disk jockey show titled "Summer Matinee" and featuring Bill Silbert. The diskster will work out of the Circus Restaurant where he will spin records and interview celebs. The first stanza will be aired next Monday (28).

### Night Show in 2 Parts

Night shows will be presented in two parts with the first screening set for Wednesday (28). Don Russell will emcee the 8 to 8:30 seg. called "The Midway." The format calls for participation and

### FREE CONCERTS

## Detroit Orch Brings Back To the Beach

DETROIT, May 24.—Jefferson Beach Park swings into the classical music field June 18, when the Detroit Symphony Orchestra begins the first of 24 free concerts to be given over an eight-week period. Orch had played the last three seasons at Michigan State Fair grounds, but was forced to move because of hazardous weather conditions which caused some cancellations.

Ballroom at the park, which seats an estimated 4,000 will be used with a special platform being erected to accommodate 80 musicians. Additional seating is planned for 2,000 at beach tables, with arrangements also being made to carry the music to this group.

The concerts on-the-cuff are made possible by the Pfeiffer Brewing Company, which coughed up \$30,000 and by the Music Performance Trust Fund of the American Federation of Musicians.

Sked calls for 8:30 p.m. concerts on Wednesday, Friday, and Saturday, the Wed.-Fri. galas to be aired over radio Station WJR. The indoor location, it is felt, will not only afford weather protection for patrons, but will also insure broadcast time.

## Lyndwood Adds Beach, Boats

LYND, Minn., May 24.—A lake for swimming and boating has been added at Lyndwood Park, Dave J. Lamphere owner, announced. His spot opens for the season on Decoration Day (30). Picnic promotion is being extended to a larger area around the park this season. Beauty, talent and baton twirling contests are scheduled. Some food prices are to be increased, he said.

Success of the season depends largely on crop results, Lamphere pointed out, and last year's crops were poor. Prospects for this year's farm yields will determine whether prospective patrons will loosen their purse strings.

prizes totaling around \$1,500. Answering a simple question will entitle the participant to try his luck at a dart game, or patronize the shooting gallery, with his scores aiding, or stopping, his progress toward bigger prizes. The final test will call for such antics as riding the Whirl while balancing a glass of water without spilling it.

The 8:30-9:30 seg is titled the "Strawhatters" or "Summer Talent Search." Bob Haymes will emcee, with much of the action taking place alongside the park's

mammoth swim pool. Aquatic maneuvers will be included.

A hedge against adverse weather has been provided at the open-air establishment. A roof has been added to the bar-dancing area where the Strawhatter can get in out of the weather. In addition, a sliding roof provides cover over four of the concessions so that contestants and station personnel will be protected.

### Credit to WABD

Irving Rosenthal, co-owner with his brother Jack, and Bert

## BUCK LAKE BOOKS NAME H. B. TALENT

Indiana Spot Sets Sunday-Holiday Shows; Rides, Contests, Bouts Complete Offering

ANGOLA, Ind., May 24.—First of nine Sunday and holiday shows featuring name hillbilly stars will mark the opening here Sunday (25) of Eleanore and Harry Smythe's Buck Lake Ranch.

Kenny Roberts, Coral recording artist, will head the first bill which will include Judy, Jen and George; Herb Hayworth, Nancy Lee and the Hilltoppers, George Troxel and Jay Gould. The date is Smythe's birthday, and cake will be passed out free to customers.

Decoration Day (30) will bring the second show. On the program are the WLW "Midwestern Hayride" with Judy Perkins, the Kentucky Boys, Country Cousins and Harpo Kidwell. Extra event will be a tri-State horse-pulling contest with \$250 in prizes.

Tim Holt, Western movie name; Chico Martin and Black Jack O'Shea, all of RKO Pictures, will be on the June 1 bill. Little Jimmy Dickens and his WSM "Grand Ole Opry" come in for June 8. The Buccaneers and Patsy Montana, of the WLS "National Barn Dance," are the June 15 features. Hank Snow and the "Grand Ole Opry" are scheduled for June 22.

### July 4 Show Set

One June 29, Buck Lake will have Granny Harper and Slim Miller, with others of the "Renfro Valley Folks." WLW's "Midwestern Hayride" will be back for July 4, when the bill will include Sally Holmes and Matty, the Pine Mountain Boys and Charley Gore. Another horse-pulling contest will be staged and a free-

## Knoebel's Grove To Open Sunday; Sees Cost Hike

ELYSBURG, Pa., May 24.—Knoebel's Grove will start full-week operation Decoration Day (30), with Hartman H. Knoebel Jr., manager, foreseeing no change in the grosses but a 10 per cent hike in costs.

The spot is booking bands for Sundays and both shows and bands for Thursday evenings. About \$20,000 was spent this season on improvements in the line-up of rides and other attractions, but no new rides were added. The spot began week-end operation May 4.

## Elitch, Lakeside To Host NAAPPB

CHICAGO, May 24.—National Association of Amusement Parks, Pools & Beaches will conduct its summer session August 6 at Denver. Elitch Gardens and Lakeside Park will be joint hosts.

New England Association of Amusement Parks and Beaches will meet July 29 at Revere Beach, Mass.

works shows will be set off at night.

Hank Williams, of the "Grand Ole Opry," will be on hand for the July 6 show. In each case the spot will stage performances at 1, 4 and 8 p.m. Admission will be 75 cents. Square and round dancing will be free. Two hundred picnic tables are available and the spot also operates rides, a kiddieland and concessions.

Wrestling is booked for June 7 and 21, July 5 and 19, August 2, 16 and 30, and September 13.

### INTERURBAN SPOT

## Picnics Stressed At Port Stanley

PORT STANLEY, Ont., May 24.—Early business points to prospects for a good season at Port Stanley Park on the North Shore of Lake Erie Under management of Albert Marck since 1937, emphasis is placed on family picnics and the dining room and ballroom catering to banquets.

The spot is one of few parks continuing as an adjunct of an electric railway. It is leased to Marck by the London & Port Stanley Railway, which operates hourly trains and special excursions. The 24-acre fun zone has a bathhouse accommodating 1,100 and a number of independent concessions.

Only ride currently in the park is an inclined railroad linking the main part of the park with a second section located atop a 200-foot hill. A small ride operation under different management is located on adjoining property during the season.

### Name Bands Coming

Ballroom is operating regularly with Johnny Downs orchestra. A

## Redondo Spot Schedules Bow For July 1

REDONDO, Wash., May 24.—Passing up the Decoration Day starting time, selected by most spots, Redondo Beach Park here will not open for full-week operation until July 1, Owner Weston J. Betts reported. However, it will continue the week-end operation started April 1, and thus will be in position to tab a holiday score.

Main project in preparation for the season was a \$2,000 remodeling job on the Merry-Go-Round. Betts said he expected grosses to run about 10 per cent higher this year, with costs up about 6 per cent.

## Indian Point Preem Socked by Weather

Brisk Biz Indicates Fine Run, However; Kelmans Plans Bi-Weekly Use of Talent

PEEKSKILL, N. Y., May 24.—A big percentage of the potential Indian Point Park got off to a better-than-expected start last week-end after heavy rains had nipped the prospects for an excellent full-schedule start.

Hudson River Day Line excursion boats went into operation for the first time Saturday (17). Tho very early in the season for the river trade, three sizable parties were scheduled. Auto traffic was fair and business brisk with per capita spending indicating a bright future. Heavy rains beginning Saturday night and lasting thru the late morning hours on Sunday (18) created a dismal outlook. Park patrons, for the most part, travel a considerable distance with

a big percentage of the potential made up of picnickers. Rain in the morning, or even a dismal forecast, can cut deeply into the gate.

A steady stream of cars arrived with the clearing weather after noon with midway action starting immediately. Boat traffic added

(Continued on page 73)

## Rose Park Zoo Installs MGR, New Buildings

PRAIRIE DU CHEIN, Wis., May 24.—John Petters's Rose Park Zoo here has added a Merry-Go-Round, animal barn, lion house and monkey house for this season, which opened May 1. Stageshows will be Sunday fare, and Petters expects to repeat his auspices of a circus at the zoo-park.

Radio advertising is being used this season for the first time to boost picnic bookings and reservations for outings have been coming in rapidly. The promotion budget, however, is below last year's.

Major increase in the Prairie Du Chein Chamber of Commerce promotion of the area is expected to be reflected in the Rose Park grosses. Attractive brochures are being mailed out by the Chamber and these include mention of the zoo.

## Launch New Funspot at Lake George Site

LAKE GEORGE, N. Y., May 24.—Four local businessmen have incorporated Lake George Enterprises here, to launch the first amusement park in this up-State area.

Capitalized at \$100,000, the corporation's initial investors are George McGowan, owner of Sky Harbor Restaurant; Fred Lyons, Lake Luzerne lumber dealer; John Parrott, local realtor; and Paul Lukaris, resort hotel manager. Latter is active manager of the corporation and Paul Denis is the New York rep.

Park will start next month with an Indian Village of 20 tepees and other trappings, directed by Ray Fadden, who will bring in fifteen Indians from the St. Regis Reservation in Canada.

Strategically located on a slope behind the new State-operated Lake George Beach, the Village adjoins an open-air theater. Lukaris is looking for concession rides, but may close a deal with a carry. He says the next structure to be erected is a restaurant, followed by a miniature railway and pony ride.

## Morgantown Hikes Gate

MORGANTOWN, W. Va., May 24.—Riverside Park has added new bathhouse and enlarged picnic facilities for what Owner-Manager S. C. Reynolds sees as a potentially big season. The spot began daily operation Thursday (15). It opened May 1 for week-ends.

The funspot has increased its paid gate by 15 per cent. Newspapers, radio and outdoor advertising are being used to promote picnic bookings. Reynolds said he expected both grosses and costs to be about 20 per cent higher this year.

## Beulah Funspot Puts in Train, Enlarges Shop

BEULAH, Mich., May 24.—A new train ride and an addition to the gift shop will be features of the lay-out at Crystal Park here this season. C. W. Patterson, manager, has scheduled full-time operation to start June 29, while week-end business will get underway Sunday (25).

The same ride line-up will be used this season, and Patterson also expects to repeat the spot's television advertising program. He said TV had proved successful for the park last season.

## Council Bluffs Spot Installs Video Theater

COUNCIL BLUFFS, Ia., May 24.—A Crosley television theater for patrons wanting to see special programs while at the park will be featured this season at Abe Slusky's Playland Park here. The park opened Thursday (15) for full-week operation, and had been open for week-ends since April 20.

New rides include an Eyerly Octopus and Schiff Bump 'Em Boats. For the Kiddieland, a Hodges Handcar and Schiff Kiddieland Roller Coaster are new. A Snee-Ball building, new drive-in diner and an outside dance floor also are new.

A limited amount of advertising is scheduled for television, but most of the budget will remain with radio, Slusky reported.

Fireworks will be used July 3, and free acts and free dances will be booked as they are available.

# TV Theater Draws For Atlanta Spot

ATLANTA, May 24. — A free television theater is drawing big adult attendance at Fun City here, according to Mike Benton, president-manager of the park and of the Southeastern Fair.

The theater, installed this season, is designed for use of adults, while children patronize other park attractions. Leading TV programs from all networks are carried.

Also new at Fun City this season is a regulation golf driving range. The brightly lighted layout is one of the city's busiest thoroughfares. Benton said it is drawing big crowds.

The miniature train also is doing well, Benton stated. The layout comprises a locomotive, four cars and 1,000 feet of track. The park has undergone a face-lifting, Benton said, with additional street lights and toilet facilities among the new features. An orchestra shell will be constructed in the picnic grove and will be used for weekly entertainment events. The Fun City Queen Contest will be staged June 25, and the shell also will be the scene of the Miss Atlanta Junior Contest July 23.

Pleasure bookings are being added

rapidly. Benton predicted the spot will draw one of its most successful outing seasons.

The park opened April 26 to one of the largest crowds in its history, according to T. H. Read, director of public relations.

## Cincy Coney's Pre-Season Biz Equals '51

CINCINNATI, May 24. — Pre-season week-end business at Coney Island here closely approximated the gross for the corresponding period of 1951. Edward L. Schott, president and general manager, reported this week.

Good weather favored operations the first two week-ends, April 26-27 and May 3-4, and excellent business was registered. Inclemency during the May 10-11 span, however, killed any chance for the park to hang up a new mark for pre-season business.

The park went into its daily schedule last week-end with everything operating, including Sunlite Pool. However, a bad weather break again put a crimp in business that might well have registered big since Johnny Ray, one of the hottest properties in the recording business, was in as the special attraction. Ray appeared in Moonlite Ballroom and as a free attraction on the mall and pulled good crowds despite the bad weather, said Schott. With fair skies this week-end, (Continued on page 74)

## BLUE MAN WINS PREAKNESS; 86G FOR ART ABBOTT

BALTIMORE, May 24. — Arthur Abbott's Blue Man, who had the personnel at Riverside Park, Agawam, Mass., in a dither last week when he ran third in the Kentucky Derby, won the Preakness here Saturday (17). The horse, bought by Abbott, frozen custard operator at Riverside and Playland Park, Rye, N. Y., for \$10,000 in 1951, won \$36,135.

Riverside operator, Eddie Carroll, and Harry Storn, park publicist, caught both major runnings.

## Rocks' Spot On 7-Day Sked

NEW YORK, May 24. — Rockaways Playland, begins its 24th consecutive season today, operating on a full-time, seven-day-a-week basis, according to A. Joseph Geist, president.

Open Sundays this past winter for the first time in its history the park now offers daily more than 65 attractions from 1 p.m. to midnight, and until 1 a.m. Friday and Saturday nights. On Sundays, the funspot is open from 10 a.m. to midnight.

The inaugural will see 50 professional and amateur lensmen in a day-long photography competition sponsored by the Queens Council of Camera Clubs. Models, provided by the park, will help the photos capture the spirit of "happiness," theme of the borough-wide contest. Geist says the park will donate four trophies for the best six depicting "laughter and happiness." Winning prints will be selected in November.

### "SKEE-BALL" ALLEYS

REG. U.S. PAT. OFF.

#### America's Favorite "SKILL" Game

FOR PARKS—RESORTS—ARCADES—LOCATIONS

HIGH EARNINGS—TROUBLE FREE OPERATION  
80 GAMES PER HOUR—5¢ OR 10¢ SLOTS OPTIONAL

NOW IS THE TIME TO REPLACE YOUR OLD ALLEYS WITH NEW 1952 MODELS

PHILADELPHIA TOBOGGAN CO.  
130 E. DUVAL ST. PHILADELPHIA 44, PA.

ALSO COASTERS—PLANS—CARS—EQUIPMENT  
STUNTS FOR FUN HOUSES & DARK RIDES

### PARKS, RESORTS, POOLS

An important part of the billboard's complete coverage of the OUTDOOR AMUSEMENT FIELD

You'll know in advance just what's developing in your business — and where — with a subscription to The Billboard!

Act Now — Fill in Coupon Today for Money-Saving Subscription Rates.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.  
Yes! Please send me The Billboard for one year at \$10.  
Check here for trial subscription of 12 weeks at \$3.  
Foreign rates upon request.

998

Name .....

Address .....

City .....

Occupation .....

### SET UP A BATTERY OF SHUFFLE GAMES

We create banks of Shuffle Games for use in Parks and Amuses, and have games available in all lengths, with all latest improvements — to book speedy money!

WRITE—WIRE—PHONE

**DAVE LOWY & CO.**  
594 10th Ave. New York, N. Y.  
Phone: CHickering 4-5100

### PROMOTORS

Get our Rating 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 to titles from your territory to you. Please make the name 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 Above Auditorium Department, The Billboard, 134 W. Randolph St., Chicago 3, Ill.

ANY SIZE  ANY CAPACITY

### MINIATURE TRAIN CO.

RENSSELAER, INDIANA

### WANTED

Experienced Ferris Wheel Operator 1852—No. 13—New. Also work for other members of family.

Roy Richwine  
WILLIAMS GROVE PARK  
Mechanicsburg, Pa.  
Give full details in letter. Salary Wanted. Experience, Etc.

### WANT for LAKEVIEW PARK

Lowell, Mass. 30000 visitors within 15 miles of park.  
Lone Ranger Shooting Gallery, Monkey Game, Grapevine Racer, Miniature Golf Course, Whip, Scroller or Dodgem Rides, Ferris Wheel, Air Extension Boat.  
Write to Lakeview Amusements, Inc., 76 Arbor Road, Lowell, Mass.

### IMAGINATIVE GOLF

Our regular packaged miniature course may be just right for your 15,000 square feet. Or perhaps you'd like us to create an exclusive layout packed with imagination. None of our installations have ever failed.

HOLMES COOK MINIATURE GOLF CO.  
23 Pearl St. New London, Conn.

### WANTED

Major Rides to be set up permanently in one of the finest parks in Pennsylvania State. Write or phone.

EVERGREEN PARK CORP.  
St. Johns, Pa.—Drums, 2661.

### TO MANAGERS OF PARKS AND FAIRS:

TOP PROMOTION AND STAGE ATTRACTION available to be offered by you exclusively in your territory, of interest to entire family, guaranteeing tremendous publicity and record gate receipts. Details mailed at no obligation. BOX 769, Billboard, 1564 Broadway, New York City 36.

## Large Crowds Mark Olympic Park Opening

IRVINGTON, N. J., May 24. — Despite an overcast day with rains in the evening, Olympic Park here opened its 1952 season Saturday (17) on a bright note with large crowds patronizing the park over the week-end. According to Robert Gunther, owner, opening week-end gross surpassed that of last year.

Opening free acts included the Oliveras, head-balancing; three London Girls, jugglers; Eve Walker, aerialist, and Baudy's Greyhounds, here for a nine-day stay. Acts will change each week thereafter.

The 4,000,000-gallon swimming pool is slated to open Monday

(26) with continuous music as a feature. The pool covers approximately two city blocks, and Gunther says it has accommodated as many as 10,000 bathers in a day.

Due Monday (26) is a four-act show for the Decoration Day week. Featured will be the La-Blonde Trio, aerialists; Gonzales sisters, gymnasts, and Lott and Joe Anders, unicyclists. Some 2,500 free seats are available for the shows which will be presented at 4 and 8:30 p.m., daily.

Free simultaneous showings of all New York area television programs will be shown at the "Felt" theater. Regular park hours are from 2 p.m. to midnight.

## Weather Kills Riverview Bow; Rotor to Be Ready for Holiday

CHICAGO, May 24. — First week of operation at Riverview Park here suffered badly at the hands of the weather. Low temperatures and rain killed off any chance for business. The lone exception was Sunday (18) afternoon, but the cold weather was back by Sunday evening.

Bill Schmidt said the Sunday afternoon crowd was a good one. He said no comparison with the first week of last season was possible because, while this year's weather was abnormally bad, last year's was unusually good. Meanwhile, erection of River-

view's newly imported Rotor ride got under way Thursday (22) under the direction of May Myers, head of Rotordomes, Ltd., London. Ten trips by an over-sized truck were required to haul the parts into the park.

While it will require an estimated three days to get the big ride erected, Schmidt said he was not counting on operating it until Decoration Day week-end. First break in publicity on the Rotor was a television film showing an English Rotor in operation. Schmidt said park patrons had commented with interest about the film.

## Coney Island, N. Y.

By UNO

A third baseball-hitting range, this one more pretentious than the rest and featuring two rows of seats for 500 spectators, is getting a big play. Called Bat-A-Way Baseball Range, it has been located at West Sixth Street and Surf Ave., on a plot formerly tenanted by four rides, by Jerome Belson, general manager, Milt Dobkin, Max D. Levine and Monroe Cohn. Twelve wire cages, entrance to which is gained by dropping a quarter in the slot, allow plenty of room for the batter to slant at the ball pitched by a machine that can be geared to any speed. Milt Dobkin developed the machine. (Continued on page 74)

### A FAMILY RIDE

Our steam trains gross more the second, third and fourth year than the first. Hauls from 15 to 100 people at every trip. Your customers like real train operations.

OTTAWAY AMUSEMENT CO.  
224 W. DOUGLAS  
WICHITA 2, KANSAS

### AMUSEMENT PARK FOR SALE

Modern, complete park with 12 rides, bar, games, dance and rink. 78 acres. Closest park to Syracuse. 500,000 people in 40 mi. radius. Present owner-manager 28 years wishes to retire. \$65,000.00 cash, balance 10 years.

FRED W. SEARLE, Mgr. and Owner  
Suburban Park, Manlius, N. Y. Phone: Manlius 2-4811.

### High Quality KIDDIE RIDES

ROTO WHIP—SPEED BOATS—PONY CARTS  
GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N. Y.

### BINGO OPERATOR WANTED

MUST BE THOROUGHLY EXPERIENCED OR WILL RENT

NORTH BEACH, MD.

Draws from 2 million people 35 miles from airport Washington, D. C., less than 50 miles from Baltimore, Md.  
Also have new Masonry Concession Building with living quarters. For Novelties, Candy Apple and Cotton Candy, Juice and Grab, Games, etc. Apply:

J. E. ROSE  
NORTH BEACH, MARYLAND

### WANTED

SIX GOOD CONCESSION RIDES FOR NEW AMUSEMENT PARK ADJOINING MILLION-DOLLAR STATE BEACH. Contact: Paul Lukaris, Lake George Enterprises, Lake George, N. Y.

### WANTED

—MERRY-GO-ROUND AND FERRIS WHEEL—

Operators must be sober and no junk. Commission basis or will rent ground. Amusement park located in America's greatest Negro resort. Write and colored operators, give list nearby towns to draw from. An open May 30 and run full season. Write for information to

PHIL GILES ENTERPRISES  
BOX 267, IDLEWILD MICH.

### RAILS

12—16—20

With Solter Bars, Frog, Switches, Bolts and Ties for Kiddie Car Railroad. Also Locomotives. Cars and Equipment for same.

M. K. FRANK  
480 Lexington Ave., New York 17, N. Y.  
105 Lake Street Reno, Nevada

### ROLLER SKATING CONCESSION AVAILABLE

INDUSTRY AND SERVICE IMPACT

Ocean Beach Park, New London, Conn.

### FOR SALE

Two (2) Asbestos Merry-Go-Rounds. Frame in good condition. Needs new horses. Best offer will be accepted.

EVERGREEN PARK CORP.  
St. Johns, Pa., or call Orvum, 2461.

### FOR SALE

COMPLETE KIDDIE PARK

Six Rides. Parking space for 300 cars. Main highway Nassau County. BOX D-197

1/2 The Billboard Cincinnati 22, O.

## CIRCUSES

# Ringling Scores Capacities As Washington Skies Clear

## Show Flashes New Entrance Plan; Big Top Houses Rest Room Wagons

WASHINGTON, May 24.—The nation's capital gave a big welcome to Ringling Bros. and Barnum & Bailey for the show's annual under-canvas debut here. The engagement continues thru Sunday (25), after which the show moves to Philadelphia.

Although a heavy downpour discouraged customers on the opening day, Tuesday (20), fair weather contributed to better-than-usual turnouts thereafter. On the basis of the major pickup following the first day, R-B officials anticipated capacity weekend business. In the rain, the matinee drew about 2,100 and the night crowd was estimated at 5,500. Both performances Wednesday (21) were to full houses.

The Washington stand marked the first of Ringling's long string of sponsored dates this season. Sixty-five American Legion posts were the auspices here.

### New Entrance

It also brought the inauguration of a new front door system, tried in part during the late

portion of last season. Ticket wagons are spotted side by side at the entrance rather than at the side of the midway. This year the four wagons are painted purple, a departure from the traditional red, white and yellow. Ticket windows on the wagons have been relocated.

Behind the wagons here was an unusually small marquee. It was not certain this week whether this one would be used at future stands or if a standard marquee would be brought from Sarasota.

Flanking the marquee here were the large rhino and hippo cages, putting these animals on stage display. Again, it was possible that this set-up would not be repeated in subsequent stands.

Two 35-foot show-owned wagons housing restroom facilities

are spotted just inside the entrance this season. The wagons represent a long-felt need on shows and reportedly are well-equipped and neat. One wagon includes a private section for show personnel.

Space in the menagerie section of the big top required for the restroom wagons were said to have forced the outside spotting for the two cages.

### Blue, White Canvas

The all-new canvas includes a blue big top and white side walls, stake-to-stake dimensions of this year's top are 540 by 290 feet, as against 540 by 240 last year. Center poles remain at 89 feet. The revised big top, however, provides for no more seating capacity, it was understood. Two

(Continued on page 74)

## 8,000-10,000 DAILY

# Ringling Starts Use Of Mail-Away Heralds

CHICAGO, May 24.—Ringling Bros. and Barnum & Bailey Circus has joined the ranks of shows using mail-away heralds as part of the advance advertising program. The show began use of a courier-type herald at Cumberland, Md., for its June 2 stand.

From 8,000 to 10,000 copies of the booklet will be mailed to box-holders in territory surrounding each stand on the show's route except in the case of large cities. No heralds are being used for such spots as Washington, Philadelphia and Chicago.

Booklets are being printed and mailed by Cuneo Press, Chicago. The bill car is not concerned with circulation of the heralds, as it was in the past with streamer heralds.

This is the first time Ringling has used heralds or couriers in the United States since 1938, when it circulated a courier featuring Gargantua, the gorilla.

Ringling, however, has used throwaways for its annual winter appearances in Cuba.

Ringling's use of heralds adds to the already strong popularity of the mail-away system. Al G. Kelly & Miller Bros' Circus has been a heavy user, buying as many as 1,030,000 annually. This year it is using from 5,000 to 8,000 daily. King Bros. & Cristiani is using a color printed mail edition and is distributing streamer heralds from the bill car. Wallace & Clark, Cole & Walters and other circuses also are using from 1,000 to 3,000 daily.

# Hamid-Morton Opens Strong At Montreal

MONTREAL, May 24.—Hamid-Morton Circus opened to a capacity house at the Montreal Forum Saturday (17) afternoon. After shuttering for Sunday, it scored two more full houses on Monday (19). Advance sales gave assurance of big business thru Saturday (24), after which the show moves to the new Coliseum at Quebec.

The Altoona, Pa., and Kitchener, Ont., units were combined here. At Kitchener, the unit had a successful three-day stand at Kitchener Memorial Auditorium. After five days in Quebec, Hamid-Morton will move on to Chicoutimi, Que., and then to Richmond, Va. Negotiations were under way for a repeat date at Kitchener next year and for additional Canadian dates in 1953.

Lee Humphries was in charge of production at Kitchener and also was emcee.

At Montreal, Bob Morton was in charge of production and announcing. Joe Basile was musical director. Band and clowns made a hospital show. George A. Hamid and Joe Hughes visited in Montreal. Rex Billings of Belmont Park, the Five Amandis, the Aerial Winters, and Pedro and Durand also visited.

# Mills Signs Detroit; Ohio Business Strong

DETROIT, May 24.—Mills Bros' Circus will be first into Detroit this year, with a two-day stand scheduled for June 4-5. It will be Mills' first appearance in the Motor City. Auspices will be an Exchange Club and the De LaSalle College Alumni Association. Advance ticket sale was opened at an East Side drug store. The show will locate at Eight Mile and Kelly roads. The show played a pair of

BEGAN IN '83

# Dock in Dock For 1st Time In 69 Years

READING, Pa., May 24.—Sam Dock is staying home this season. It's the first time since 1883 that the veteran circus owner and trainer hasn't trouped. Dock hit the road while the Ringling brothers still had a half show and while Ben Wallace was still in the livery business.

Re trouped with the Harris Nickel Plate, French & Company, and Forepaugh shows in the 1880's and by 1887 he had the Dock & Jordan Circus. After a stretch as superintendent for Al F. Wheeler's show, Dock had his own circus again, using Great Keystone, Lee Bros. and Sam Dock titles. The last time he owned a show was in 1942, and subsequently he worked dogs and ponies on various truck shows including that of his grandsons. The latter operated under the Lee Bros., and Sam Dock titles in 1951, but they, too, are staying off the road this season.

# Tom Packs Primed For Longest Trek

ST. LOUIS, May 24.—Tom Packs' Circus will open the longest season of its history June 7 at Gadsden, Ala., it was announced this week at its headquarters here. The season will run thru August 18, when the show will be in Boston.

The Gadsden stand will be a repeat engagement for the Civitan Club there, and it will be followed by a trio of Tennessee stands under auspices of the Nashville Shrine. Packs will again make his annual trek thru Southern Illinois under auspices of the East St. Louis Shrine and its affiliated clubs.

Among the dates will be those at Terre Haute, Ind., for the Shrine and Springfield, Ill., for the Illinois Police Association's Mid-State Division. Both are set for mid-July showings. Other

new dates are booked under police and firemen's auspices in Central and Eastern Pennsylvania and at Boston, where the show will play in the Boston Braves baseball park under church auspices.

Packs will have Bill Nelson and Jack Leontini as production assistants and Ray Goldschmidt as treasurer-auditor. Julius

(Continued on page 74)

# Ringling Quits Chi Lakefront, Seeks New Lot

CHICAGO, May 24.—Ringling Bros. and Barnum & Bailey Circus has decided definitely not to use the lake-front lot in Chicago. At present, no substitute has been selected for the show's agents are studying several possible sites. These include lots at Cicero and Roosevelt Road, 95th Street and Western and suburban sites, including one in Skokie.

It was understood that the show and the Chicago Park District, which controls the lake front and Soldier Field parking lot, which the show has used for the past number of years, were unable to agree on terms. Whether the show would return to the park district land has been uncertain for some time. One alternative under consideration would have put the Ringling show into the International Amphitheater shortly after the close of the two national political conventions there this summer.

Ringling has used either Soldier Field, the field's parking lot or the Grant Park area, all on the lake front, since the combination with Barnum in 1919. Earlier, Ringling Bros. opened its annual treks with indoor appearances at the Chicago Coliseum.

# Wallace & Clark Has Good House Despite Weather

OAK HILL, W. Va., May 24.—Wallace & Clark Circus was held to a half house for the matinee here Thursday (15) by cloudy weather. But the night performance drew a three-quarter house. Many of the evening customers left early because of lightning, thunder and wind. The night house was registered despite a downpour shortly before show time.

# Weather Trims Hunt's Matinee at Berlin, N. J.

BERLIN, N. J., May 24.—Weather cut Hunt Bros' matinee to a half house here Thursday (15), but the night house was an overflow. Stand was sponsored by the Chamber of Commerce. Advance sale was only fair. Schools were dismissed early.

# Orrin Davenport Year Shows Increases; Houston Signed

CHICAGO, May 24.—Orrin Davenport, circus producer just back from his final date of the season, said this week that business had increased between 5 and 10 per cent at almost all stands on his route.

The lone exception was Detroit, where a change was made in the ticket sales plan. There was a slight drop in the still big gross there, he said.

Winnipeg, the show's final stand, was about 10 per cent better than a year ago. St. Paul's business was far above last year, when bad weather held down the take. Dayton,

O.; Saginaw, Mich., and Rochester, N. Y., as well as all other spots on the Davenport route card, showed increases.

Davenport also confirmed that he will produce the Houston Shrine show next October. While he has not had the date in the past few years, he has produced the Houston show several times in the past.

Davenport denied a report that his operations would be doubled next year, and said that he expected to add few, if any more stands to the present list. Davenport said he had started lining up talent for next year's shows.

# Wallace Named In Injury Suit; Business Okay

PHOENIX, Ariz., May 24.—Wallace Bros' Circus was named in a \$50,000 damage suit this week as a result of injuries received by a patron who accepted the show's challenge to ride its bucking elephant.

Mrs. Doris Scott, whose husband said she had worked with elephants on a circus about eight years ago, was thrown from the bull when she tried to ride it during a Wallace performance here Friday (16).

The show has featured the elephant-riding challenge in advertising this year as it was last season on the Campa Bros' Circus.

At Prescott, Ariz., Monday (19), the Wallace circus won a near-full matinee and three-quarter night house. Lions Club auspices reported it cleared about \$500. Schools were dismissed in the afternoon, and advance promotion of children's tickets led to the big matinee.

Business on the show has been generally good recently, it was reported. Bob Stevens was reported to be in charge at present.

# Wirth Canada Date Records Top Business

OTTAWA, May 24.—Following a big week in Syracuse under Shrine auspices, the Frank Wirth Circus opened Saturday (17) at the Auditorium to top business.

Line-up for the show, which closes today, includes Captain Heyer and Starless Night; Aida, Lady in the Moon; Will Hiff's Elephants and Dog and Pony Circus; Mickey King, aerialist; Great Arturo, high wire; The Zaccchini, flying trapeze and trampolines; Bushboom's Liberty Horses; Monte De Ocas, equilibrist; Kay and Kaye, hand balancing; Los Riolas, comedy tables and burlesque zebra; Kinko, comedy car; Billy Barton, trapeze; Tiebor's Seals; Beebe's Bears; and Mickey Sullivan and band. Clown alley was headed by Herb Taylor and included Dutch Jordan, Roy Barrett, Charlie Frank and Charles Young.

# WALLACE BROS. CIRCUS

**Wants! Wants! Wants!**  
Reserve Best Ticket Sellers. Man for  
Tax Box and Ding Man for Snake  
Show. If you don't want to work  
don't answer. All replies to  
B. C. DAVENPORT, General Manager  
Albuquerque, 27 E 20; Santa Fe, 29;  
Los Alamos, 30; Los Vegas, 31;  
Raton, June 1; all New Mexico.

**Top Men who call for money.**  
Banners, Lining, U.P.C. & Block  
Tickets. All calls carded for Greater  
Schooled. This is a Kansas Club-  
Mallory Bros. Circus deal. Lots of  
money here, everybody wants. Ex-  
pected for underprivileged children's  
fund. If you don't have the right to  
drink, can use you, keep you busy to  
December with no layoffs or lost time  
between deals. Don't phone, come on  
in. Pay every day as collected. Write  
me your complete Circus Manager  
Office, 1649 Humboldt St. Scher-  
wood, N. Y. 14135. Pastor Hotel.

## 4 PHONEMEN

Tickets, Program—25%—pay  
daily.  
**COAST GUARD LEAGUE**  
Attention, Malone, Schmidt of  
Chicago, Gene Lloyd, Ed Bailey  
—If you can get money, you can  
get it here. Plenty of work.  
Russell 8597  
Hammond, Indiana

## W-A-N-T-E-D

**8 EXPERIENCED CIRCUS  
TELEPHONE SOLICITORS**  
Banners, U.P.C. tickets. Steady work,  
good pay plus drawing account. Play-  
ing entire Eastern seaboard, Indian  
and Outdoor Circuses. No collect wires  
or telephone calls.  
**JOE DEAL**  
1490 Main Street Springfield, Mass.  
Springfield 9-9635

## WANTED

**PROMOTIONAL  
AGENTS, PHONE MEN**  
Contact  
**BOB STEVENS**  
170 Wallace Bros. Circus  
Las Animas, Colo. 8105; Lamar, 8;  
Becky Ford, 9; Waterbury, 6; Monte  
Vista, 7; Alamosa, 5; Pueblo, 4;  
F.R. Good supplies, good deals, 35%  
No numbers. Contact: Quinn & Hartung,  
stay where you are.

## PROMOTERS

Get on our Mailing List. Each week the  
Billboard receives inquiries asking for names  
of individuals who might underwrite and  
promote attractions for amusement and  
circus. We can refer inquiries from your  
territory to you. Please state the date and  
type of event or attraction which you  
have promoted in the past; specify whether  
or not you were financially responsible or  
satisfied responsible underwriting. Write  
Arena-Auditorium Dept., The Billboard, 185  
W Randolph St., Chicago 1, Ill.

## 5 PHONEMEN 2 PROMOTERS

To sell ads for National Convention  
Program, Fraternal Organization, Pay  
Daily.  
818 South Spring St., Springfield, Illinois  
Telephone 8-8232

## NEED CIRCUS ACTS

**FOR SOUTH AMERICA**  
Desire doing more than one act. Round  
trip fares paid. Start July 31st. 1952.  
Send photos, state lowest salary.  
**ED MCGUIRE**  
28 Fort Charles Place, P.O. Box 11  
Louisville 2-616

## PHONEMEN

Have opening for one Man. Year  
round work. Contact  
**BILL KAY**  
Wallace Bros. Circus  
Shrine Circus Office  
222 Fremont St. Las Vegas, Nev.

## WANTED AT ONCE

Band Man and strong Circus Trumpet.  
Union scale, best of music and accom-  
modations. Write or phone.  
**BANDMASTER**  
A. G. Kelley & Miller Bros. Circus  
Route: Longmont, May 27th; Loveland,  
28th; Fort Collins, 29th; Greeley, 30th;  
Fort Morgan, 31st; all Colorado.

## WANT FOR CAPELL BROS.' CIRCUS

Franchise Moore, Humby, Etheridge or  
any capable Players.  
Contact **HARRY FITCH**  
Crawford, Neb., 28; Chadron, 29; Rush-  
ville, 30; Gordon, 31; all Nebraska.

## CAPELL BROS.' CIRCUS WANTS

Lithographers, Billposters, top salaries,  
Dresses, save 20% time. Also want Street  
Builders, Man for Pony Ride, Family  
Act. Capable Act. Write or phone.  
**COE CAPELL, MOB.**  
Crawford, Neb., 28; Chadron, 29;  
Rushville, 30; Gordon, 31; all Nebraska.

# Dressing Room Gossip

### Mills Bros.

Our second trip into the home  
State, Ohio, with clear skies, dry  
weather and loads of friends and  
fans. At Canton, Billy Hammond,  
Al Weir, Rita Stroud and Fred  
Stafford broadcast over Station  
WAND at Kent, virtually entire  
performing personnel participated  
in taped broadcast from back yard  
during matinee by Kent State Uni-  
versity station. Kent State photo-  
graphy students also were on hand  
all day. Fan Don Fossage was with  
us from dawn till center poles  
came down.

Canton's grassy fairgrounds was  
one of the nicest lots we've hit.  
Several performers staged a spec-  
ial benefit there for Johnny Drab-  
ble, known to many showfolks,  
Irish McCrea, of Canton Reposi-  
tory; K. C. DeLong, Tony Diano,  
the Ken Thomas Bros., acrobats,  
Tom Thompson and several other  
fans and model builders were vis-  
itors. Murray Powers, of Arkon  
Benson Journal; Pete and Florence  
Mardo, Joe Stratton, Carl Elvick  
and son, Frank; Rutman, Jess  
Arnett, and Spokane, Wash., fans  
Mr. and Mrs. Leonard Gross caught  
us at Kent and Carlton Smith  
clowned for the day.

Entire back yard grief stricken  
at news of Tom Gregory's passing.  
Several acts had visited Tom  
earlier and entertained at his home  
where he was confined following his  
long illness.

Literally hundreds of friends and  
fans were on during the Cleveland  
lakefront stand. The Droguettes,  
Billy Hammond, Harry Huster,  
Harry (Atom) Simms, Hugo  
Schmidt and his chimps, Al Weir  
and Tyron, Jack Mills and others  
visited St. Lukes Hospital to do  
a special show for bandleader Ted  
Lewis and patients in children's  
wards. Margie Butcher, a Cleve-  
land native, made a radio show  
over WERE and the writer was on  
two TV programs. It was this  
show's first two-day stand in two  
years.

Doc and Mrs. Schlack and  
brother Herman joined at Cleve-  
land for several days' visit and  
Harper Joy, Spokane fan, caught  
show there. Mills families spent  
the two days greeting friends and  
relatives in their home town.  
Other visitors included: George  
Durham, Arles Jones, Steve  
Cawwe, Eileen McGovern, David  
Grant and nephew, Murray and  
Mildie Fine, Oliva Wilson, Aurelio  
Ataydo, Wilson Story, Margie  
Butcher's family, Leroy Kendis  
and many we didn't catch.

Back yard scenes: Joe Rosi cele-  
brated Cleveland stand with a  
new uniform. Young Gary  
Seibonberger clowned in alley  
as winner of Exchange Club ticket  
selling contest. Johnny Boyle, en-  
route back from Gainsville, mis-  
sioned the Cleveland stand. Hugo  
Schmidt has added teeterboard  
stand to bull act. Jacques Gordon  
visited his parents, the Rosetts,  
before sailing for London. Lots  
of laughs for Whimsical Walker  
and dwarf, Jeff and Harry, with  
their mystic suitcase gag.  
**JACK LA PEARL.**

### Cole & Walters

Sweaters McFarland has been  
getting the big top in the air in  
good time. Norman Audrey is  
now electrician. Corky Clark has  
bought a panel truck and is ar-  
ranging it for living quarters.  
Smokie Joe Simpson was kicked  
in chest while working his camel  
act—no serious results. Jack Bell  
has a snappy five-piece band. Dan  
McLaughlin, who has been on sick  
list, is better. Mrs. Jean Wells  
and twin sons, Ronnie and  
Dannie, have arrived to spend  
rest of season. Lee Roe, niece of  
Mr. and Mrs. Jackson also joined.  
Chief Keys is holding a large per-  
centage for the concert. Chief and  
Tillie have a new pick-up truck.  
Visitors: Mr. and Mrs. Glenn  
Henry and two daughters, and  
Tiny and Fuzz Potts, all from  
Gil Gray show, and Art Miller,  
general agent for Kelly-Miller—  
AL CONNER.

**ELASTIC NET  
HOSE AND TIGHTS**  
FINE Grade Only  
**\$4.95 and \$7.50**  
Rhinestones — Metal Spangles  
Feinges — Plumes  
Free Folder  
**E. ROWE**  
Box 233, Radio City Station  
New York 19, N. Y.

### Kelly-Morris

A pleasant day was spent in  
Havana, Ill., original winter quar-  
ters of the show and hometown of  
the Kellys. Relatives were much  
in evidence and Mr. and Mrs. Pat  
Kelly were busy entertaining. Jo-  
Bernie Morris again came on and  
garnered favorable comment on her  
fringe and working the baby  
elephant.

Frank Doyle joined with his hel-  
met and toe Sammy Steffen is now  
painting banners. Bob Moore finds  
it a little hectic to announce  
menage and then rush to the back  
door for his horse. Bill Morris con-  
tracted blood poisoning in his fin-  
ger but is coming along. Show  
gave first Sunday show (matinee  
only) of the season in Polo, Ill.,  
to packed house. Katy, former  
Cole show elephant, looked quite  
dismayed when her tub collapsed  
during her coach. Mrs. Bennett  
was quite bappy when her daugh-  
ter Bernice Morris is working the  
Palominos to big hands. Johnny  
Wall and Walter Raudenbush are  
getting the show up and down  
despite lack of workmen. Gladys  
Gillem was all enthusiasm as she  
showed everyone a big portrait of  
her daughters. Freddie Jones is  
a much-traveled person taking  
frequent business trips to near-by  
Chicago. Willie and Ann Eggs look  
nifty in their twin lewis and sports  
shirts.

Show blew first day in several  
weeks in Henry, Ill., where heavy  
rains made set-up impractical.  
Fred A. Schmager visited in Ster-  
ling, Ill. Visitors included Mr. and  
Mrs. Kelly, Wayne Larry, Jack  
Wright, Gene Ennis, Ed Roycraft  
brother.  
**JOE HODGES HODGIN.**

### Hagen Bros.

In Danville, Ill., we showed on  
the same lot with the A.C.A.  
Shows and thru co-operation on  
the part of both shows, both the  
circus and the carnival enjoyed  
good business. Tommy Arenz re-  
ports that after 32 years he and  
Nobie Fairly got together again  
on the same lot. Recent birthday  
celebrant was clown Roy Adkisson,  
who was presented with a birth-  
day cake in center ring. Jack  
Banta's mother left in Lawrence-  
ville, Ill. He and Medea are pre-  
paring their wire act to go in the  
program. Many of the show per-  
sonnel visited Rogers Bros. on  
Sunday off in Lawrenceville.

In Danville, Mr. and Mrs. Harry  
Allen had a surprise visit from  
Jimmy and Bobby Schlofer, from  
Tampa, and midget Carl Schlofer,  
of the Singer Midgets. Their as-  
sociation dates back to Mr. Allen's  
public relations work with Elmer  
and Curtis Velare's Amusement  
Enterprises in Los Angeles. Jimmy  
and Bobby are builders, owners  
and operators of a large portable  
Roller Coaster, featured on the  
A.C.A. org.

Owner Howard Suez visited  
the show for two days in Law-  
renceville. Louis McNeese runs a  
well organized and efficient con-  
cession department. Bill Ward's  
mother, sister and nieces visited  
recently. The writer was visited  
by his cousin, Faith Helsingstine  
and her husband, when we showed  
Deatur. Other recent visitors in-  
clude Paul Pyle's parents; Mr. and  
Mrs. Arthur Pyle, his sister and  
brother-in-law; Mr. and Mrs.  
Ralph Porter; Bertha Drane's fam-  
ily; Ross Engle, Everett and Earl  
Correll, 83-year-old Charles  
Thomas; Benny Fowler; Mr. and  
Mrs. Bud Jones; O. C. Cox, legal  
adjuster, and Ben Thomas.—JOHN  
TOY.

### Under the Marquee

Don Fossage, CRS of Kent, O.,  
has seen a number of the big tops  
this season, including Mills Bros.,  
King Bros.-Cristiani and Polack  
Eastern.  
Visitors to Polack Bros.' Eastern  
Unit during the stand in Austin,  
Tex., included Henry Barrett, Le-  
land Antes, John Beard, C. Ralph  
and Naomi Dumar, Oliver Wolf,  
Jean Allen, Ben Davenport, Roy  
Edwards, Don Norman, Major  
James Green, Mr. and Mrs. Tuber-  
ville, Ms. and Mrs. Fred Iches,  
Duck and Dorothy Berg, Miss  
Skaggs, Mr. and Mrs. Les Yates,  
Jim Kibben, Harry Marshall, Ed  
(Continued on page 66)

### Wallace Bros.

A light plant caught fire at  
Casa Grande, Ariz., but it soon  
was put out. Bob Drake is pro-  
ducing clown. H. Henry is big  
top boss; Annabelle Schuyler  
has the wardrobe and Cleo Plunk-  
ett is equestrian director. Ram-  
bling Tommy Scott, has the Wild  
West and Chester Gregory the  
Side Show with Ted Milligan on  
tickets; Lady Yvonne, sword  
swallower; Rube Arnold, musical  
act; Sondra and Henry Thompson,  
knife throwing. James Scales has  
the cookhouse with Charles and  
Bonnie Welch, Herbert Mayfield  
and Frank E. Harris. Johnny  
Brown Jr. and Annabelle had  
birthday party at Phoenix,  
Ariz.—MAURICE MARMOLEJO.

### Rogers Bros

Bill Gaines received a new  
trailer at Evansville, Ind. Lydie  
Chappell and Jean Nelson had  
birthdays. Sue Bible has new  
wardrobe for her dog act. Marie  
Doucet is on front door. Per-  
sonnel of Hagen Bros. visited at  
Evansville, Ind. Slim Girard  
missed the arrows and arrived in  
time for concert. Recent visitors  
included Gladys Kirk, Art Mix,  
Happy Kellens, Pauline and Dick  
Herrick, E. R. Gray, Carl Wil-  
liams, Lucy and Tommy Arenz  
and Walter Herob.—BUCK  
LEAHY.

### Polack Western

Oakland, Calif., date was its  
usual annual success. Morning  
matinees, especially for school  
children, were packed houses.  
Charles Parr and Madeline Ma-  
honey, both of Mickey Blue's  
promotion staff, were married  
May 10 at St. Louis Bertrams  
Church. Nearly the entire per-  
sonnel were able to visit the  
Clyde Beatty Circus at San Jose,  
Palo Alto or Richmond. Many  
of Beatty show were able to catch  
our opening in Oakland, en route  
to their Richmond stand. A  
special performance was given at  
the Oakland Naval Hospital.  
Participating were the Myrons,  
Francis Brunn, Excess Baggage,  
Joe Lemke and chimps; the  
Therons and all clowns. New  
baby elephant is rapidly gain-  
ing weight.  
Rene and Madeline Geraldos'  
native French cooking is out of  
this world. Laurence Cross is  
(Continued on page 74)

## WANTED BOSS CANVASMAN

FOR BIG TOP ALREADY STANDING.  
LOCATED NEAR SYRACUSE, NEW  
YORK. ONE STAND ALL SUMMER  
BEGINNING IMMEDIATELY. SAL-  
ARY \$75.00 WEEKLY. Write:  
**FINGER LAKE LYRK CIRCUS  
SKANATELES, NEW YORK**  
In your reply: State experience—if  
you have a trailer or need housing,  
and if you can be reached by phone.

## Circus People Wanted

Sideshow Colored Musicians. Boss  
Cameosman for Sideshow, Truck  
Mechanic and Seilmaker, Meals  
and sleeper berth furnished.  
Address:  
**KING BROS.-CRISTIANI CIRCUS**  
Meriden, Conn., May 28; Nor-  
wich, 30; New London, 31; Fall  
River, June 2.

## WARD HALL and HARRY LEONARD

Contact Harry Pyle, Hagen Bros. Circus,  
Miami, Ohio, May 10; Springfield,  
31; Delaware, June 1-2; Merion, 1; Mans-  
field, 6; Ashland, 8; Wellington, 6.

## \$25.00 REWARD

First person wiring called whereabouts of  
**Charles "Tex" Forkum**  
BILL FORKUM  
Beert & Barner Circus, per route.

## WANT ONE REAL FEATURE ACT

With 4 or more people for Big Show.  
Also Wild West People for Concert.  
Thurs. (29), Bernardsville; Fri. (30),  
Dover; Sat. (31), Danville; Mon. (1),  
Caldwell. All New Jersey.  
**HUNT BROS.' CIRCUS**

## ROGERS BROS.' CIRCUS WANTS

A capable Man to handle Cookhouse that  
will feed the best Weather Jackson,  
Shaver, Wild West People for Concert.  
Cincinnati, O., Monday, Tuesday, Wednes-  
day, Lexington, Ky., Thursday, Friday,  
Lexington, Ky., Saturday, Sunday.

## AT LIBERTY

General Agent, Contracting Agent,  
State proposition, as time is short.  
**J. S. RAMSEY**  
Monroe Hotel Butler, Pa.



**LIGHTHOUSE—Your Guide to Better Living**  
There's no business like show business—especially when you follow  
your job with the carnival, show or circus, family and all—in a livable,  
Lighthouse home-on-wheels. Here's comfortable, homey living with  
no sky-high rents to pay. Lighthouse "2700" gives you so much—a spa-  
cious combination living-dining room; modern kitchen; bedroom; bath-  
room with separate shower. Write for name of your nearest dealer.  
There's a Lighthouse Trailer Home for you in every price range.  
**Lighthouse Trailer Company**  
5757 WEST TOLSON AVENUE DEPT. 31 CHICAGO 31, ILLINOIS

## PROMOTIONAL MANAGERS

To recruit, train and supervise Telephone Salesmen for America's foremost railroad  
magazine, servicing established accounts (once each year) in over 75 key railroad  
centers in the U. S., Mexico and Canada. Selling advertising space only (no sub-  
scriptions). We have co-operation of Class "A" railroads. This is a bona fide deal  
for men of high caliber interested in a permanent connection where earnings are  
the highest in the telephone business; our men ALL earn in EXCESS of ten thousand  
per year. Need resident managers for Omaha, Kansas City, Dallas, Los Angeles, Seattle,  
Spokane, Toronto; Vancouver, B. C. and Mexico City. Offers to travel in smaller  
railroad division points. Can use Phone Men who speak EITHER French or Spanish.  
Will furnish new car to right man and wife team. Write, wire or phone; pay your  
own plane.  
**JOHNNY GAYNOR**  
RAILWAY EXC. BLDG., OTTAWA, KANSAS. PHONE 289.

## REQUIRE 2 MEN

WITH PLEASANT TELEPHONE VOICES WHO ARE WILLING TO TAKE  
INSTRUCTIONS. WANT MEN WHO UNDERSTAND PROPERTY AND THE EXTENT  
OF \$1500 WEEKLY. NEW PROMOTION. SOLID 4 MONTHS' EMPLOYMENT  
IN MISSOURI AND SOUTHERN ILLINOIS. APPLY:  
**ED MCGUIRE**  
OFFICE 328, 728 OLIVE ST., ST. LOUIS, MO.

## Ill. Offers 428G; Inks Phil Harris

Trotters to Compete for \$235,000; Parking, Exhibit Areas Expanded

SPRINGFIELD, Ill., May 24.—Illinois State Fair has increased its premium list by \$80,000 and this year will offer a total of \$428,993 to attract exhibitors and race horse owners, Hubert Elliott, general manager, announced this week. Of the total, \$235,000 will

be the purse for the six days of harness racing which will be highlighted by a new feature, the \$80,000 Illinois State Fair Colt Stakes.

Elliott also announced this week that Phil Harris had been contracted as the name attraction for the grandstand show the first two days of the run. Harris will be supported by a group of acts, not yet set but which will include the Sportsmen's Quartet.

Plant improvements this year have been confined generally to painting and refurbishing of existing buildings, Elliott said. Additional parking and exhibit space has been obtained, however, thru the addition of a 34-acre tract to the grounds.

Premiums offered in some of the major departments include beef cattle, \$18,000; dual purpose cattle \$9,000; dairy cattle, \$17,000; goats, \$2,000; sheep, \$11,000; swine, \$19,000; poultry, \$8,000; farm products, \$3,500; light horses, \$42,000; stock horses, \$5,000; and heavy horses, \$6,000.

## Dallas Gives Premium Book Big Send-Off

DALLAS, May 24.—State Fair of Texas carried out a complete, pocket-sized publicity campaign to mark the appearance of the expo's new 1952 premium list this month.

The publicity department felt that unveiling of the premium list, one of the fair's most important single pieces of literature, deserved a good send-off and also served as an excellent means to obtain much valuable early publicity.

Premium classifications were broken down and listed in vorns mailed to the fair's list of about 1,500 daily and weekly newspapers in Texas, Oklahoma, Arkansas and Louisiana, plus livestock writers and breeder magazines all over the country. Premiums were well publicized in the Dallas dailies, with story breaking Sunday (11). Both papers carried the stories and one Sunday paper also carried a photograph of James H. Stewart, executive vicepres of fair, placing a new book on a tall stack of old premium books dating back to 1886.

The publicity department prepared background material for the premium book, pointing out that the book served as a social document when compared with old literature chronicling development of Texas livestock and agriculture thru the years. Material included items from old premium books of historical interest and this story was carried on the editorial page of the Dallas Morning News under byline of the publicity director, something unusual for Dallas.

## Xenia, O., Adds Beverage

XENIA, O., May 24.—Greene County Agricultural Society has expanded its plant here by the purchase of an additional three acres of land, Mrs. J. Robert Bryson, secretary, announced. The new plot is expected to be used for additional parking with other plans for ensuing years.

New attractions will include one evening's entertainment to be arranged by the Dand Mothers Club while the horse show and a 4-H celebration will be featured another night. Other features will be acts booked thru the Gus Sun agency and one performance of the Lucky Lott auto thrill show.

## Jackson, Minn., Rebuilds Track

JACKSON, Minn., May 24.—Jackson County Fair is rebuilding its racetrack this year with an eye to step up running time for its big car auto racing program, Anton C. Geiger, secretary, announced.

The speed events, which will be produced by National Speedways, Inc. (Al Sweeney-Gaylord White) will be featured on two afternoons. Other attractions include two night grandstand shows booked thru the Irving Grossman-Gus Sun agency and Buck Steele's Frontier Days for one afternoon.

## Short Course Highlights of Fla. Conclave

GAINESVILLE, Fla., May 24.—The Florida Federation of Fairs, Livestock Shows and Expositions held its semi-annual meeting May 11-13 in the Thomas Hotel here. Karl Lehmann, association president, announced that about 50 fairs were represented at the conclave, and plans were laid to help secretaries to better manage their events.

For the first time, a Florida short course in fair management was conducted by the agricultural extension service, University of Florida. This course was presented in Newell Hall, on the campus, and lasted two days.

Committee in charge of the short-course program included: K. S. McMullen, district agent, Gainesville, chairman; J. C. Huskisson, assistant manager, Florida State Fair, Tampa; Phil Lucy, manager, Florida Citrus Exposition, Winter Haven; C. T. Bickford, manager, Central Florida Exposition, Orlando; J. Wayne Reitz, provost of agriculture, University of Florida, Gainesville; and H. G. Clayton, director of agriculture, extension service, University of Florida.

It was decided to hold the next Federation meeting the second week of December in Ocala.

## Lisbon, O., Event To Stress Variety

LISBON, O., May 24.—Columbiana County Fair this year will go in for variety in its night grandstand show with a complete change of programs each evening. One exception will be the Great Knoll, high trapeze, who is scheduled for the entire run, September 10-16.

This year's night attractions were booked thru Hetzer's Theatrical Agency, Huntington, W. Va.

## Bakersfield, Calif., Erects Three New Exhibit Buildings

BAKERSFIELD, Calif., May 24.—Kern County Fair will go all out on building projects this year with three new hangar type exhibit buildings and two new livestock barns. Lloyd H. (Stonic) Goad, secretary, announced.

The new exhibit buildings will each contain 24,796 square feet of floor space while the barns will house 1,000 head each of sheep, swine and dairy cattle. In addition, much work is being done to roads, sidewalks and restrooms.

New attractions at this year's event, September 22-28, will include free vaudeville acts, a free junior horse show and cutting horse contests.

## Dallas Electric Show Takes Over, Food Bldg.

DALLAS, May 24.—The State Fair of Texas will take over its entire Foods Building this fall for its Electric Show, which formerly occupied space in the General Exhibits Building. The Foods Building will be re-named the Electrical Building, and the structure's 240-foot tower, a landmark on the fairgrounds, will be appropriately flashed up with neon and other illumination.

The 44,000 square feet in the new Electrical Building will be occupied by displays of appliance distributors and dealers in the Dallas area, the show to be coordinated by the Dallas Power and Light Company. In addition, a number of large manufacturers are expected to have special displays, much on the order of displays in the fair's Science-Engineering show last year. An auditorium will be built inside the building for demonstrations and special shows. Space in the building will be more than double that occupied by the Electrical Show last year.

The fair is having its agriculture show re-designed but will use the same "Story Book of Texas Agricultural" theme that proved so popular last year. The show includes a row of stage-like promenade arches giving the effect of open pages of a giant book. The displays feature crops and agricultural methods of the 14 Texas agricultural extension service districts. Extension agents of Texas A&M College, as before, are aiding in lining up themes for the individual exhibits.

In addition, a huge central exhibit, larger and more impressive than last year's, will be built. Winniford Morion, who designed

the 1951 show, will again do the show.

Ray Wilson, fair's livestock and agriculture manager, also has lined up the King Ranch for a more ambitious exhibit than the ranch has ever attempted at the fair. The ranch, the largest in the world with nearly a million acres covering several counties in South Texas, has in previous years exhibited several head of its Santa Gertrudis cattle. This year, however, the exhibit in the cattle barns will be designed by Morton with a view to eye-appeal and showmanship. The ranch will bring famous quarter horses (strain from which Assault and Middleground were developed), saddles, saddle blankets and other gear as well as a number of Santa Gertrudis

## INDIANA STATE POSTS RECORD 405G PREMIUMS

INDIANAPOLIS, May 24.—Indiana State Fair this year will celebrate its 100th birthday by offering an all-time record of \$405,914 in premiums and horse race purses, Carl Tyner, secretary, announced this week. The amount is approximately \$50,000 more than was paid out last year, he said.

Of the total, \$205,400 is earmarked for running and harness race purses. Beef cattle will vie for \$34,000 in prizes, while the society horse show entrants will compete for \$29,500. Other major departments and premiums offered include dairy cattle, \$19,900; swine \$26,221.20; sheep, \$18,196; floriculture and apirary,

## AUTO BIGGIE TO EXHIBIT

## Gen'l Motors Buys Space At Seven Major Expos

CHICAGO, May 24.—General Motors Corporation this year will use exhibit space at seven of the nation's major fairs to promote its line of trucks, Carole May and Ira S. Woodhouse, of the National Bureau for Fairs here, announced. Under terms of the contract negotiated by the exhibit space sales agency, GM will use outdoor space at the Wisconsin, Minnesota, Iowa, Illinois, Indiana, and Ohio State fairs, while the State Fair of Texas has allotted 7,000 square feet in its automobile building.

Details regarding the physical appearance of the exhibit were not available this week, Woodhouse said. Tentative plans for a big promotion tie-in, to include

sizeable purchases of tickets from fairs involved, were being considered by GM, he said.

In lining up the contract, the May-Woodhouse organization complied with what is believed a record for fast action in the fair field. Four hours after receiving a telephone call from General Motors execs in Detroit, the local agency had a tentative fair schedule in the mail. During the four hours they talked with the seven fairs they obtained facts about space availabilities ranging from 6,500 to 15,000 square feet, together with costs and other details.

The GM deal is the largest swung by the May-Woodhouse organization for fairs. Previously it had lined up exhibit space for six other national concerns, which was the bureau's prime aim. Included are Swift & Company; Eastman Kodak; Pfaff Sewing Machine Company; Gateway Seed Company; Textile Bag Manufacturers Association and the Book House for Children.

In addition to exhibit space, May and Woodhouse are preparing a campaign for the sale of premium book space to national advertisers, which will be started this summer for 1953 books.

## Davenport, Ia., Creates New Video Center

DAVENPORT, Ia., May 24.—Mississippi Valley Fair, which last year allowed partial spot television coverage of some of its attractions and special events, this year has created a new TV center in its merchant's arcade under the grandstand, Frank Harris, manager, announced. Daily video shows will be aired from the fairgrounds thru the facilities of station WOC.

The fair's night grandstand show will be a split arrangement, Harris said. Sam Howard's Acqua Thrills will be the entertainment the first three nights with Ernie Young's State Fair Revue to take over for the final four evenings. Both units will give two shows nightly, at 7:30 and 9 p.m.

Newest exhibit set for the fair is a Quad Cities Industrial Show which will include displays from various factories in the four cities here. Livestock-wise, the fair has a new market hog classification which, in addition to paying \$100 for the winning animal, will pay off on runners-up.

Don Franklin Shows, along with the permanent amusement park here, will provide the fair's midway attractions.

## Galt, Ont., Event Hikes Stand Tax

GALT, Ont., May 24.—South Waterloo Fall Fair, as a result of an expanded attraction program for its 100th fair this year, has boosted its grandstand admission price to 50-cents, double last year's quarter tab, Hugh C. Elliott, secretary, announced. Outside gate will remain at 50-cents, he said.

Event, which is scheduled for September 18-20, will present the Bell Singers, Commodore Quartet, Videocets, and the Preston Scout House Band.

## Minn. State Gets Oak Ridge Atom Exhibit

ST. PAUL, May 24.—A specially-built atomic energy exhibit at the Oak Ridge Museum at Oak Ridge, Tenn., has been signed for the 1952 Minnesota State Fair, Douglas K. Baldwin, secretary, reported here Friday (23) as he prepared to leave for Washington to line up other exhibits for this year's exposition.

Last year the Oak Ridge Museum put on an atomic energy exhibit at the Texas State Fair, but Baldwin said that this year's exhibit was being built especially for the Minnesota Fair.

Atomic Energy He said the exhibit would carry demonstrations of atomic energy of everything that does not come under security regulations. Emphasis will be placed on the possibilities for civilian use, such as the development of power and atomic energy for agriculture purposes.

Details of the exhibit will be worked out during his visit to Washington, Baldwin said. He declined to indicate what other exhibits he was hopeful of signing up, but hinted that there might be a "few surprises for everyone" when he returns to St. Paul about June 1.

## Sonora Event Pulls 17,075

SONORA, Calif., May 24.—With figures complete for the four-day Mother Lode Fair and Horse Show, which closed May 11, the event pulled an attendance of 17,075 with a grandstand crowd of 3,000. Gate admission was 50 cents and the show \$1.50, Cecil B. Mathews, secretary-manager, said.

Featured entertainment included Harry Richards, organ grinder; Hector and Marco, Los Angeles; Jack Reese Jr., emcee; Bob Brown and Company, magic, and Betty Burdick, dancer, thru Jack Reese Entertainment. Shaftons Puppets, Hollywood, were featured in the free show. Gene Holter, LaHabra, Calif., supplied the racing ostriches which appeared in conjunction with the rodeo.

# Complete Plans For Revival of Nazareth Event

**NAZARETH, Pa., May 24.**—First showing of the Nazareth Fair in 25 years is scheduled for August 4-8. Annual is located at the intersection of highways 12 and 45. Numerous improvements to the plant have already been started and officials have been assured of the completion of all projects prior to opening.

Entertainment features already set include the Flying LaForma, Great Arturo, Ranger Joe and his horse, Topaz, plus members of his CBS-TV program; Jole Chitwood and His Hell Drivers, Sunnysdale Ramblers and Jean's School of Dancing, Bethlehem, Pa. Joe Sherman is secretary; John W. Sills, director of exhibits, and Sidney E. Litt, publicity director.

Extensive agricultural and livestock exhibits are assured, executives, including all branches of the armed forces, are expected to be represented.

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# Fair Dates

The following corrections and additions to the list of Fair Dates were received during the week ended May 31.

The complete list of Fair Dates was published in the issue dated April 12. A copy of this issue may be had by mailing 25 cents to the Circulation Department, The Billboards, 2106 Patterson Street, Cincinnati 22, O. See each issue of The Billboards for corrections and additions.

**ILLINOIS**

Benton—Franklin Co. Fair, July 28-Aug. 1.  
Joe Bauer.

Decatur—Macon Co. Farm & Home Show, July 31-Aug. 2. Melvin J. Nicol, Maroa, Ill.

Georgetown—Georgetown Agri. Fair, Aug. 18-20. G. E. Blayney.

Jacksonville—Morgan Co. Fair Assn. July 28-30. William L. Wallace.

Ottawa—La Salle Co. Junior Fair, Aug. 6-7. Dennis Abbey, Tilton, Ill.

Walesboro—Monroe Co. Fair, Aug. 22-23. Edgar S. Amrine.

Wardana—Lake Co. Fair, July 31-Aug. 2. L. A. Nordhausen, Graylake, Ill.

**KANSAS**

McPherson—McPherson Co. 4-H Fair, Aug. 18-20.

**KENTUCKY**

Hartford—Ohio Co. Fair, Sept. 4-8. J. R. Risher.

Pikeville—Pike Co. Fair Assn. Sept. 25-27. Charles D. Shouse.

Winchester—Christian Co. Fair Assn. Sept. 25-27. Charles D. Shouse.

**MISSISSIPPI**

Starksville—Oktobaha Co. Fair, Sept. 29-Oct. 4. D. F. Farler.

**OKLAHOMA**

Waurika—Jefferson Co. Free Fair Assn., Sept. 10-13. Hugh De Woody.

**TENNESSEE**

Crossville—Cumberland Co. Fair Assn. Aug. 28-31. Ruth Turner.

Newport—Coke Co. Fair Assn. Sept. 22-27. Jack Vinsen.

Spencer—Wan Duren Co. Fair Assn. 10-13. H. L. Hollingsworth.

Warsburg—Morgan Co. Fair Assn. Sept. 18-20. Ross Wilson, Coalfield, Tenn.

**VIRGINIA**

Bedford—Bedford Co. Fair, Sept. 16-20. W. Henry Wagon.

Chatham Hill—Rich Valley Fair Assn. Aug. 28-30. J. T. Gardner.

Covington—Highway Co. Fair Assn. Sept. 1-4. R. R. McCallie.

Danville—Danville Fair Assn. 7-11. B. F. Bartz.

Duggansboro—Scott Co. Fair Assn. Sept. 10-13. Charles W. Compton, Wood Va. Plaines—Bedford Co. Fair Assn. Sept. 16-20. Mrs. F. D. Thomas.

Harrisonburg—Rockingham Co. Fair Assn. Aug. 19-22. Charles W. Wampler, Jr.

Lynchburg—Lynchburg Agri. Fair, Sept. 1-4. L. H. Shrader.

Martinsville—Martinsville Fair Assn. Sept. 8-13. O. B. Hensley.

New Castle—Craig Co. Fair Assn. Sept. 24-27. E. T. Fritch.

Nokesville—Prince William Co. Fair, Aug. 21-30. J. R. Beaham.

Rainsburg—Campbell Co. Am. Legion Agri. Fair, Aug. 11-14. J. Thompson.

West Point—Tidewater Fair Assn. Sept. 8-12. J. Lester Lusher.

**CANADA**

**BRITISH COLUMBIA**

Abbotsford—Central Fraser Valley Fair, Sept. 9-16. L. J. Kettle.

Charlton—Cassiar Fair, Sept. 5-8. Mrs. A. McDonald.

Chilliwack—Chilliwack Agri. Assn. Aug. 18-19. M. G. Leitch.

Cowichan—Lower Fraser Valley Agri. Assn. Sept. 12-13. J. A. Prinsen.

Coombe—Arrowmont Agri. Assn. Sept. 12-13. A. J. Mason, Hilliers, B. C.

Courtenay—Comox Agri. Assn. Aug. 29-30. Stan McCowan.

Clixon's Landing—Oibson Agri. Soc. Aug. 18-19. Mrs. M. LeFevre.

Hamp—Maple Ridge Agri. Assn. Aug. 7-9. J. P. W. Greenhill.

Ladysmith—Ladysmith Agri. Soc. Sept. 24-25. Mrs. C. McDonald.

Langley—Langley Agri. Assn. Sept. 5-8. J. W. Bevers, I. Hutchinson.

Lillooet—Lillooet Fair Assn. Sept. 16-17. Mrs. M. Beley.

Mission—City Mission & District Agri. Assn. Sept. 6-8. James Mall.

Nanaimo—Nanaimo Agri. Soc. Sept. 18-20. Lois Moran.

Nelson—Kootenay Agri. Soc. Sept. 11-12. G. B. Mulchler.

Port Alberni—Alberni District Fair, Sept. 11-13. Mrs. B. Dorsey.

Port Moody—Port Moody Fair Assn. Aug. 24-25. Mrs. G. M. Thompson, Pleasantville.

Quebec—Cariboo Agri. Assn. Sept. 6-8. Mrs. B. Magnuson, Bouchie Lake, B. C.

Rosland—Golden City Fair Assn. Sept. 5-8. Mrs. J. J. Quinn.

Saanichton—N. A. Saanichton Agri. Assn. Aug. 16-20. J. E. Oakes.

Salmon Arm—Salmon Arm Agri. Assn. Sept. 18-19. Mrs. J. P. Doe.

Sault Burnaby—S. Burnaby Hort. Assn. Sept. 19-20. G. M. Conboy.

Williams Lake—Cariboo Fair Assn. Aug. 21-22. J. J. Saulte.

**MANITOBA**

Winnipeg—Red River Bahn, June 14-21. Kinross Club.

**NEW BRUNSWICK**

Campbellton—Campbellton Exh. Week of Sept. 18.

Stanley—Stanley Fair, Aug. 24-29. T. Allan Best.

**QUEBEC**

Ayers Cliff—Stanfield Co. Agri. Soc. Aug. 31-25. M. B. Corey, Hatley, Que.

# Macon, Ga., Reroutes Traffic Flow

**MACON, Ga., May 24.**—Georgia State Fair will spend over \$7,000 on its city-owned Central Park plant this year, with the cost to be shared equally by the fair and the city.

Main projects will include reworking the main entrance to provide for two lanes of traffic into the grounds, opening another road near the old river levee to provide another exit, application of brick veneer to the livestock exhibit building, and improvement of the over-all drainage system.

The annual is sponsored by the Macon Exchange Club and a percentage of each year's proceeds goes to a fund to provide for permanent park improvements. E. Ross Jordan, veteran general manager, is in his office daily working on plans for the October fair.

# Stock Cars to Bow At Attica, O., Event

**ATTICA, O., May 24.**—The Attica Fair this year will for the first time present stock car races during fair week with the cars to run on the new three-eighths mile track recently built inside the half-mile oval, according to Carl B. Carpenter, secretary.

In addition to using the races as a fair event, plans are to run them as a regular Sunday afternoon feature thruout the season.

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## Early St. Louis Days Gives RAS '51-Topping Biz

Claxton Unit Paces Back-End Increases; Closing Memphis Days Rated "Fairly Good"

ST. LOUIS, May 24.—The Royal American Shows, playing at the Grand and Leclade lot here, has been getting good weather and matching crowds since it opened Tuesday (20). Grosses for the first three nights were running slightly

higher than last year, show execs reported. Negroes comprise 70 to 80 per cent of the patronage. Leon Claxton's "Harlem in Havana," annually the biggest draw on the lot, is doing bumper business, eclipsing that of last year.

In previous years the "Moulin Rouge"—or its predecessor white gal revues—did but light business here. Thus far in the current run, the patronage has been up over previous years.

Of the other back-end shows, the Lowry Bros' Shows is doing outstanding business. Flashy new front, and solid entertainment fare on the inside, are credited with the brisk play given it.

The Jones Siamese twins, making their only appearance of the season on the Royal American, have been getting only fair business. The twins are presented as a separate attraction. Last year, they were featured with the Lowry Show here, and enjoyed their best reception of the entire Royal American route.

The Royal American's stand here will run thru June 1. Visitors to the show lot have included Bev Kelley, circus-legit show press agent; Howard Saunders, retired circus executive; Bill Thomas, brother of J. C. (Tommy) Thomas, the show's assistant concession manager, and Kinky Wolfe.

Memphis Cotton Carnival, played prior to the stand, ended on a strong note, the final three nights yield being described as "fairly good."

## Orville Crafts Pacts Navy Relief Show

Three Coast Units Getting Good Takes At Early Festivals

NORTH HOLLYWOOD, May 24.—Crafts 20 Big Shows will play the Navy Relief Carnival and Rodeo to be held at Camp Pendleton near Oceanside for three days starting June 6. Orville N. Crafts, show's owner, said. Contract was signed here recently with Monroe (Moe) Eisenman representing the celebration as civilian consultant.

Signing for the appearance at the Marines' largest camp rounds out Crafts' schedule of celebrations thru July 4.

The Crafts shows have been turning in good business during recent weeks, the owner said. The third unit, Fiesta Shows, managed by Leo Haggerty, had good business at the Elks Heli-dorado celebration in Las Vegas. The event closed Sunday (18). Crafts used 8 major and 8 kiddie rides, 4 shows, Pretzel and Penny Arcade and about 50 concessions on the date.

The No. 1 unit, Crafts 20 Big, closed Sunday (18) at Monrovia, Calif., where the show was featured on the midway for "Monrovia Days." Show used 10 major and 8 kiddie rides. A pony foaled during the run was named "Miss Monrovia" at an impromptu celebration that garnered the show good publicity.

At Oceanside for the Marines, Crafts will use 10 major and 7 kiddie rides and 2 shows. Concessions are being booked independently.

## Pete Kortez Expands Sideshow Operation; Adds Second Unit

FLINT, Mich., May 24.—Pete Kortez, veteran Side Show operator, who in recent years operated a Side Show at Belmont Park, Montreal, this year will have two units, one of which opened here at Flint Park Thursday night (22).

The unit which preemed here is expected to stay at the park for four weeks, then shift to other parks before playing fairs. The other unit is to open next week on Jimmie Sullivan's Wallace Bros' Shows.

## Shows Hit Road In New Brunswick

ST. JOHN N. B., May 24.—At least three shows will hit the road during the next week in the Maritime Provinces here. The season normally opens the last week in May. Poised to bow were Bill Lynch Shows, now based at Halifax, N. S.; Elliott Shows, at Amherst, N. S.; and the All-Maritime Shows, which make their quarters here.

Lynch org has two units, one of which will play Nova Scotia, New Brunswick and Prince Edward Island, the other to remain in Nova Scotia.

## Southern Stands Give Cavalcade Break-Even Biz

Still Date Route To Take Wagner Org Thru Va., W. Va., Ky.

JOHNSON CITY, Tenn., May 24.—"We haven't lost any money," Al Wagner, owner-manager of the Cavalcade of Amusements, declared this week in summing up recent still date operations. Wagner added that business has been mixed with enough good grosses to offset the week takes.

Here this week rain hit Monday and Tuesday but Wednesday and Thursday yielded good grosses and prospects were for a strong finish. Knoxville, played last week, provided fair grosses. Earlier, Marietta, Ga., had turned up with a good week.

From here the Cavalcade will go to Bristol, Va., with Williamson, W. Va., and Ashland, Ky., to follow in order. All three of the spots are new for the Cavalcade. Most of the general agenting is being handled personally by Wagner.

## P. M. Moser, Central States Founder, Dies

HASTINGS, Neb., May 24.—P. M. Moser, 71, assistant manager and founder of the Central States Shows, died in a local hospital May 19. The shows had played here the previous week.

Moser organized the show in 1934 and since that time it has played thru the Middle West. He began his career as a cook-house operator with the Enterprise Shows in 1924 and was with the Siebrand Bros' Shows from 1925 to 1933.

Surviving are his widow; two sons, W. W. and M. M. Moser, who now operate the show, and two daughters, Mrs. J. D. Steinbeck, show secretary-treasurer, and Mrs. C. A. Goree. Services were held May 21 in Hastings and burial took place today in Aransas Pass, Tex.

## Lottie Flint Dies in L.A.

LOS ANGELES, May 24.—Mrs. Lottie Flint, 75, mother of Al Flint, Pacific Coast Showmen's Association executive secretary, died here Thursday (22) following a long illness.

She was the widow of W. L. Flint, a manufacturer of group games. He died in November, 1950. Funeral services will be held Monday (26) at Breece Bros. & Gillette here.

In addition to Al Flint, Mrs. Flint is survived by another son, Lewis, of Culver City.

## Four Men Burned In Crafts' Wreck

NORTH HOLLYWOOD, May 24.—Four members of the Crafts 20 Big Shows suffered burns near Sunland Sunday (18) when a panel truck went out of control, turned over several times and caught fire. There were six men in the vehicle at the time.

Those requiring hospitalization were Roy Shepherd, superintendent; Charles Kirkley, C. W. Higginbottom, and Eddie Morris. Jimmy Lawrence and Eddie Johnson escaped injury.

Orville N. Crafts, owner of the show, said that the men would be hospitalized for another two weeks. The truck was destroyed. The group was enroute from Monrovia, where the show was playing, to its winter quarters here.

## Eight Gooding Units Are Pelted by Rain

18 Straight Days Are Hit by Weather; Quarters' Crew Readies Minstrel Show

COLUMBUS, May 24.—Playing area of eight Gooding units thru Thursday (22) caught 18 straight days of rain. Reports from the units—all of which are up to full strength—indicate that operations have been at half schedule since the opening, according to Floyd E. Gooding, president.

A ninth unit is planned, and it will be staffed by factory employees who currently are busy readying shows for the fair season. Plans for the new Minstrel Show have been completed and it will open a solid route of fairs starting in July. The front, designed by Bert Miner, will be 82 feet long and will be of strictly modernistic design containing all indirect lighting.

Top for this show is scheduled for early delivery by the U. S. Tent and Awning Company, Chicago. Stage settings and traveler curtain have been ordered from the Spelt Scenic Studio of this city, with the American Theater Equipment Company contracted to provide spotlights and floods. Letter firm also will furnish 20 new-type baby spots, several olivettes and a modern switchboard, complete with automatic color frames and rimming switches.

Trailer to transport the front and other equipment of this show has been skedded for delivery by the Gramm Trailer Company within 30 days.

Two new custom-built offices are being built by the Merry Manufacturing Company, Detroit, as replacements for old ones now in use. The offices will, in addition to a cashier-type secretary-treasurer's office and an office for the unit, will contain substantially more cupboard space than the units now in use.

Recent arrivals here to join units include D. Rex Barnes with his Hollywood Educated Monkeys and his Big Bertha Alligator Show. Tio Zaccchini and his new Dark Ride. Bert Britt and his new Auto Scooter and Ghost Town Dark Ride, and Sailor

## George Hall, Emmett Bufkin Join Forces

DALLAS, May 24.—George Hall, former owner of the Black Gold Shows, and Emmett Bufkin, veteran independent ride and concession operator, have joined forces to frame the Texas Centennial Shows.

Org, which will bow here Thursday (29), will play Dallas lots for about a month before heading for the Northwest, where it will play celebrations on a two-a-week schedule.

## Midway of Mirth Sets Second Unit For Missouri Cele

BARRY, Ill., May 24.—Midway of Mirth Shows will frame a second unit to play the big bridge celebration at Louisiana, Mo., the first week in June. Esther L. Speroni, manager, announced.

Bill Shelford left recently with his cookhouse, being replaced by Robert Koek. Al Barker joined with bumpers, Charlie Kalkie added another hoop in to his lineup and Mr. and Mrs. Joe Marvin joined with a glass pitch. New faces in the ride line-up include Charles J. Shoulders, Herman Wells, Lacey Enoch and Bob Brown.

Recent social activities included birthday parties for Midge Warwick and Beckey Garrett. The ladies gave a farewell luncheon for Betty Hampton, who left for the William T. Collins Shows with Moss diggers.

Recent visitors included Mr. and Mrs. Jack Ogle, May Karna, and Mrs. Bill Hoffener, the latter retired ride owner.

Katzy and his enlarged Jungle Reptile Show.

Harry Lottridge, former railroad and truck show owner and more recently a staffer at Celeron Park, Jamestown, N. Y., has joined the Gooding Greater Shows to assist manager Gerald Prantz and handle advance and lot lay-out. Mrs. Lottridge will manage her concession interests.

Johnny Enright, manager, and Joe Gaskell, secretary, and assistant of the No. 1 Gooding Unit, are again teamed this year and have been busily engaged in re-vamping equipment here while the show is playing in Columbus.

## 20th Century Starts Okay At Peoria

Illinois Location Yields Best Early Turnouts Thus Far

PEORIA, Ill., May 24.—20th Century Shows moved onto a wet lot here this week but despite this handicap was up in time and had good turnouts both Monday and Tuesday nights (19-20). Al Martin, co-owner of the show with E. C. McCrary, said the first two nights were the best openers thus far this season.

Org is in Illinois for the first time since it was organized and will play Aurora, Ill., next week. Equipment is being prepped for a paint job, which is expected to be completed by mid-June. Joe Scortintino has about another week's work on the new girl show front and the shop wagon is busy turning out new ticket boxes.

The Martin-McCrary organization will open its fair route July 2, in Jamestown, N. D. with annuals to follow thru October. Included are the North Dakota State Fair, Minot; South Dakota State Fair, Huron; Steele County Fair, Ottumwa, Minn.; Clay County Fair, Spencer, Ia., and the Tulsa State Fair, Tulsa.

Mr. and Mrs. Martin were scheduled to leave the show Friday (23) to attend their son's graduation from the Ottawa, Kan., high school. Jim Dunlevy joined here with his Micky Mouse Circus, bringing the back-end up to twelve units.

## Larry Nolan Joins Boggle As Gen. Agent

ARKANSAS CITY, Ark., May 24.—Larry Nolan, former owner of the shows bearing his name, has joined F. C. Bogle, show's general agent. Light towers from the Nolan org also are being used, and Mrs. Nolan has joined with a pan game, glass pitch, stock skillo and clothes pins.

Business this year has been substantially ahead of 1951 according to F. C. Bogle, owner. Org is toting 8 rides, 14 shows and 25 concessions and is painted in the Bogle color scheme of red and yellow.

## Daisy Hennies, Carl Fritts Wed

HUNTSVILLE, Ark. May 24.—Daisy Hennies, mother of Harry and the late Orville Hennies, veteran outdoor showmen, was married here Saturday (17) to Carl E. Fritts, former showman.

The ceremony was performed by W. H. Hankins, Madison County, judge. The newlyweds will make their home on Mooney Drive, Hot Springs.

# Midway Confab

Mr. and Mrs. J. Preston, Salem, Va., popcorn concessionaires, attended the recent Winchester (Va.) Apple Blossom Festival and while there saw Nina (Honey Bear) Warren, daughter of California's Gov. Earl Warren, being treated to rides on the midway of Winchester Amusement Company. The Stones also visited L. Harvey Cann, of the World of Mirth Shows, at Washington. They reported the show in fine shape.

W. E. Page, manager of Page Bros. Shows, last week entered a hospital in Franklin, Ky., for observation. He expected to be released in about three days following the physical check-up. . . . While Twin City Shows were playing West Plains, Mo., Jim and Lou Moran enjoyed visits from Jack and Virginia Barnes. Barnes is general agent on Inland Shows, while Moran is legal adjuster with Twin City. . . . Homer Bower, who is with the Night in Harlem Revue or Brown & Wallace Shows, reports from Marion Va. that business has been good thus far on the unit.

Frankie Shafer, West Coast concessionaire, played the Memphis Cotton Carnival and renewed acquaintances with Slim Donaldson, Bonnie Fields, Georgia Donaldson and Harry Gallup, all of whom had stands at the event. . . . Leon Long visited Leon Claxton on Royal American Shows during the stand in Memphis. Long also visited Dr. H. Thomas, who has the colored show on Wallace Bros. Shows, and the winter quarters of the Rabbit Foot Minstrels.

Mary E. Daniel, better known as Walking Mary, spent a recent holiday with her brother, James Daniel, at the latter's home in New Brunswick, N. J. It marked the first time she had seen her brother in 22 years. . . . Leroy Rome, general agent for the Night in Harlem Revue, is routing the org thru Virginia and West Virginia. . . . John O'Brian, son of Mr. and Mrs. Ed O'Brien, formerly with Wallace Bros. Shows, will be graduated magna cum laude from Notre Dame University, South Bend, Ind., June 1. John majored in English.

Jackie Lynn, annex attraction on Bobby Garry's Side Show on Interstate Shows, last week enjoyed visits from Bobby Jones, Bob Hewitt and Jimmy Gates at Morristown, Tenn. . . . Helen Pappas, of Paradise Trailer Park, Ruskin, Fla., is in County Hospital, Tampa, and would like to read letters from friends. . . . J. H. (Slick) Bickett and Louella (Toots) Brown, former world's champion cowgirl and who now manages Girl Shows, were married in Houston, recently while en route from Tennessee to Texas to open on Bob Hammond's midway. Tiny Clark was maid of honor. Celebrating the wedding were Idabel and Speedy Powell, Brownie Hara and Wally and Viola Stacy, former showfolk.

Avery's Modern Shows, owned by Mrs. Verna Avery, has opened for the season at Clawson, Mich., with rides only, and will add concessions for full-scale operation to play a stand for St. Agatha Church on Beech Road, just west of Detroit.

New on the Virginia Greater Shows are the photo gallery, operated by Gene Delaney, and the Snake and Jungledand shows, operated by Frank Delaney. Geradine Trout, of the show's cookhouse, left recently for her home in Suffolk, Va. Show owners, Mr. and Mrs. Rocco Masucci, were

guests at the home of their niece, Mrs. Louis Capano, when the show plays Manville, N. J. Recent visitors on the orgs included Frank Varga and Kelly Chaidas, of the John Calvin Brotherhood Association, Perth Amboy, N. J.; Mike Crosin, Orange, N. J.; Mrs. Louis Capano and Mr. and Mrs. Michael Masucci, all of Bound Brook, N. J. and Mrs. Madeline Genovese, Orange, N. J.

Ralph Rothrock recently arrived in New York from South America and is slated to take over advertising duties with Lawrence Greater Shows.

C. J. Sedlmayr Jr., general manager of Royal American Shows, was guest of honor at a surprise birthday party given by his father, Carl, Monday night (19) at the House of Ruggeri, St. Louis dining spot. In addition to young Sedlmayr's parents, other guests included Mr. and Mrs. Sam Gordon, Bill and Bertie Perrod, Owen and June Laurence, Connie Austin, Bob Lohmar, Tommy Thomas, Leon Miller, Harry Julius and Frank Morrissey.

B. C. McDonald, veteran circus and carnival secretary, now managing a commissary car for a St. Louis railroad contractor, recently visited Plumerville, Ark. where he renewed acquaintances with Mr. and Mrs. W. E. Avery, former cookhouse ops. and Glen and Ruth Weston, of Fat Show fame. Glen Weston is now in the insurance business, while his wife is teaching school. The Averys operate a cafe and sewing machine business.

Nellie Kramer and her granddaughter, Jackie Morris, of Cliff Younger's Life Exhibit Show, were released recently from an Abilene, Tex., hospital where they were treated for head lacerations following an automobile crash near that city. They were in a house trailer off the highway when an automobile crashed into their mobile home. They have rejoined the Younger unit, which has been playing celebrations en route east from California. Others with the show include Cliff Barber, Thale Barber and Hazel Morris.

Joe Dix, Ansted, W. Va., requests that his daughter, Mrs. Leonard Ainsley, whose husband is a ride man, contact him at once. He reports that Mrs. Ainsley's mother and uncle are near death. . . . Cassie Lynn Collins, former Motordromist on the Morris & Castle and Rubin & Cherry shows, would like to hear from friends, who may address her at P. O. Box 17, Tiernan, Ore. . . . Pat W. Paxton reports he is operating one of Frankie Tisano's girl shows on the Brown & Wallace Shows, fourth midway org of the season for him. Biz has been good for Biz, says Paxton, who says that Firda, Brown and Al Wallace are not sparing expense in putting a first-class motorized org on the road.

Hot Springs Notes: Al Baysinger is readying his Fly-o-Plane to make fairs with 20th Century Shows. Mrs. Baysinger has been sidelined with a strained nerve in her back. . . . Harry and Vivian Zimdars, former show owners now operating rides and concessions at Whittington Park, report business slow due to rain and cold. . . . Lee Moss, of digger note, is on an extended Northern trip. . . . Truman Acree, former concessionaire, is now operating a tavern and tin shop here. . . . William (Blind Bill) Darsant, former outdoor showman, is now operating a newsstand to good business in Hot Springs. . . . Charles and Ivy (Continued on page 62)

# W.G. WADE SHOWS

**DETROIT-8 MILE ROAD & NORTHWESTERN HIGHWAY (COUZENS)**  
*One of the State's Busiest Corners!*  
**7 DAYS—MONDAY, JUNE 2, TO SUNDAY, JUNE 8**  
 Can place NOW and for a long season's route with 30 fairs to pick from, including  
**MICHIGAN STATE FAIR, DETROIT**  
**CATERPILLAR MOON ROCKET FLYING SCOOTER**      **LIFE — FREAK ANIMAL CIRCUS SIDE SHOWS**  
 Can Use LEGITIMATE HANKY PANKS—Now and for season, W. C. Wade Shows, Jackson, Mich., all this week  
 P.S.—Pontiac, Mich., week June 10-15.  
**THEN OUR FAMOUS MONEY-GETTING UPPER PENINSULA TOUR.**

W. R. GEREN Presents

# MIGHTY HOOSIER STATE SHOWS

**WANT for Camp Atterbury pay day and balance of season: Custard, Snow, Ice Cream.**  
 This show plays Franklin, Ind., June 2-7, one block from Court House square. This is the bus stop for all Camp Atterbury soldiers. Don't be misled.  
 Connersville, Ind., June 9-14, downtown at 11th and Western; then Lawrenceburg, Ind., Firemen's Celebration on the main street, June 16-21. This show plays Camp Atterbury at gate A week of July 4th under USO sponsorship. All replies this week.  
**W. R. GEREN, Scottsburg, Indiana**

# THE MIGHTY GEM CITY SHOWS

Tullahoma, Tenn., 12,000 construction workers this spot. Then downtown Clarksville, Tenn., 100,000 soldiers paid June 1st. This is the only show that has played in the city limits for the past 8 years, then north.

<b>WANT CONCESSIONS</b> Concessions of all types that work for truck. Liberal privilege, good treatment. Treating plenty of people.	<b>WANT RIDES</b> Will use any Grand Show with own outfit such as Unborn, Fun House or Glass House. Good percentage deal. Can use organized Girl Show with own outfit. Ready to start, get in touch. Dale Baron, get in touch.	<b>WANT SHOWS</b> Will use Rolltoppers or any other High Rides, also Kiddie Rides or any that don't conflict.
<b>SPECIAL NOTICE</b> Can use a few high class Grand Shows, and Peak Show Agents, Pete, Wherry Campbell, Fanny Webb, get in touch. All call King Hotel, Tullahoma to <b>DON GRECO, Concession Mgr.; TOM HICKLEY, General Mgr.; or JOHN REED, Business Manager</b>		

# L.J. HETH Shows

<b>WANT SHOWS:</b> <b>WANT HELP:</b> <b>CONCESSIONS:</b>	Side Show, have outfit for 5-in-1, Motor Dreams, Monkey Show, Animal Show, any other Grand Show not conflicting. Pictorial Artist; Operator for Glass House, must be Semi Trailer Driver; Help on all Rides, all must be Drivers; Cecil Allen, Moples Brothers, answer; Second Man for Rock-o-Picme. Cookhouse, Frozen Custard, Long and Short Range Gallery, all other Hanky Panks open. Joe Sparks wants Hanky Pank Agents. Floyd Nash wants Mouse Game Dealer, other Concession Help. We play Connersville, Ind., 4th of July. Our fairs start Paducah, Ky., week July 8th. All replies: <b>North Birmingham, Ala., Now; Huntsville, Ala., Next Week.</b>
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# HAPPYLAND SHOWS

**DUE TO DISAPPOINTMENT CAN PLACE ORGANIZED SIDE SHOW WITH TRANSPORTATION.**  
**FRANK LENTINI—Let us hear from you. Can offer you real proposition. CAN ALSO USE SEVERAL OTHER ATTRACTIONS**  
 Especially interested in MOTORDROME, LIFE SHOW, FAT SHOW, MIDGET SHOW and other meritorious attractions.  
 Our route of MICHIGAN STILL DATES, FAIRS and CELEBRATIONS is second to none. We will again play the BIGGEST FOURTH OF JULY CELEBRATION IN THE MIDWEST of Ypsilanti, Mich., on the DOWNTOWN location. This is not just a one-day event, but is promoted for ten days, and every one big. Last year over 100,000 people attended. This is to be followed by the Elks' Golden Jubilee Celebration in the heart of downtown Pontiac, the Annual Wayne Homecoming and EIGHT OF THE BEST MICHIGAN FAIRS, including the Centennial Celebration with Michigan's Greatest County Fair at Allegan.  
 Can place a few more LEGITIMATE CONCESSIONS. Eddie Miller can place GIRLS FOR REVUE—top salaries in permissible performers. All address:  
**HAPPYLAND SHOWS, Albion, Mich., or JOHN F. REID, 3426 Iroquois, Detroit, Mich. Phone Walnut 1-7924**



**LAWRENCE Greater Shows**  
 AMERICA'S MOST PROGRESSIVE CARNIVAL

**WANT FOR CHOICE STILL DATES AND FAIRS**

CONCESSIONS: Age and Gender, Long and Short Range, Pops, all kinds. Will both Popcorn and Candy Apples, No Cakes or Fats.  
 RIDES: Live Flurry, Little Dipper and Delop.  
 SHOWS: Organized Girl Revue and Midget Shows, Motordrome, Snake Show and Fun House Operators, Talkers for Monkey and Flying Shows.  
 HELP: Foreman for Ferris Wheel and Rides, top salary and bonus. Ride Superintendent, Second Men on all rides who drive well.  
 WANT LOT MAN AND SNOW BUILDER.  
 NEW BRICHTON, PA., this week.  
**PHONE SAM LEVY, BROADHEAD HOTEL**  
 BEAVER FALLS, PA.

**ATTENTION—SHOOTING GALLERY OPERATORS!**

**IF YOU NEED GALLERIES ACT NOW!**

Due to unsettled conditions and recent contracts we cannot guarantee availability on Evans' Galleries later this year! This is the time to get set for the long haul. Do as many successful operators do... ensure your future with Evans—the Gallery built to last.

Complete details in our **FREE CATALOG** Parts and Targets also available

Write Today

**H. C. EVANS & CO.**

1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

**IMMEDIATE DELIVERY—NO WAITING for These EVANS' Quality LONG RANGE GALLERIES**

**GALLERY #1**—8 ft. high, 10 ft. wide. One of the best small units. Good assortment Bullseyes, moving and stationary targets, winners. With or without meter and bell.

**GALLERY #2**—10 ft. high, 12 ft. wide. One of the most popular medium sizes, with plenty of targets of every kind for real excitement with or without meter and bell.

**PAY DAY CAMP ATTERBURY**

**60,000 Soldiers' Pay Day—Rain or Shine**

CONCESSIONS: Can place Hanky Panks of all kinds. Don't waste time writing, come on.

RIDE HELP: Can place Men on all Rides. Footmen, \$6.00 a week. Positively no drinks.

SHOWS: Can place Monkey, Snake, Ulfsson, Fun House and Motorcycles.

**PLEASURE ISLAND SHOWS**

**BARON PAUL**

P. O. Box 311, Indianapolis, Indiana. Phone: Market 1461.

**REYNOLDS & WELLS SHOWS**

**2 A WEEK STREET CELEBRATIONS—2 A WEEK FAIRS. CELEBRATIONS ON THE STREETS UNTIL JULY 25, THEN FAIRS STARTING IN MINNESOTA.**

Can place well-finished Stock Concessions of all kinds. Ball Game, Photos, Balloon Darts, Cake Baking, Pitch-Till-You-Win, Heart Pitch, African Dip, Novelties, High Striker, Derby Racer, Cantard, Arcade or anything new.

Can place Men to take charge of Buses, up and down and keep in Best-condition, able to sell. Salary depends on year. Also Bingo Centermen.

Can place all Shows starting week July 4, Colodonia, Minn., on the streets. Not carrying Shows now account of space on streets. Contact and make arrangements now, will give you a fair route second to none. Girl Show, Grand Shows of all kinds, Pit Shows, Donation Attractions. Showmen who have been with Reynolds & Wells or World of Today in past, let's hear from you, we'll not again. Write or call, will give route and details.

Can place Show Builder, Painter, Carpenter, Towner and Front Care Men. Second and Third Men on all Rides. Address per route below:

**ROUTE**—Chanute, Kansas, May 29 to 31; Ft. Scott, June 2-4; Yates Center, June 5-7; Lyndon, June 9-11; Topeka, June 12-14.

**CAPITAL CITY SHOWS**

Want Stock Concessions and Hanky Panks of all kinds. American Mitt Camp. Good opening for Bingo. V. L. Collier wants Swinger Agents. Ted Bama, contact.

**SHOWS**—Snake, Wild Lfr, Side Show, Monkey or any good Grind Show. Good proposition.

**RIDES**—Kiddie Auto, Airplane, Train.

All replies

**J. L. KEEF, Mgr.**

Danville, Kentucky

**JAMES E. STRATES SHOWS CAN PLACE**

Photo Gallery, String Game and other legitimate Concessions. Want Ride Help, Canvasmen, Caterpillar and Tractor Drivers.

**JAMES E. STRATES**

Hazleton, Penn., this week; Albany, N. Y., June 2 thru 14.

**WALLACE BROS.' SHOWS**

**WANT WANT**

SHOWS: Want Motorcycles, Monkey Show, Illusion, Side Show, Mechanical City, RIDES: Will book Octopus, set of Kiddie Rides.

HELP: Want Foremen for Dodge 'Em, Spitfire, TR, Little Dipper, Second Men on all Rides.

CONCESSIONS: Can place all Stock Concessions. Also want Show and Custard.

All replies E. E. FARROW, Mgr.

Pans, Ill., this week; North Chicago next; then into Michigan.

**GIRLS - - - GIRLS - - - GIRLS**

For Girl Show and Posing Show. 340 week. 2 Talkers for Girl Show, 2 Ticket Sellers and Canvas Men. Want Candy Pitchman. Wire or write

**F. W. MILLER**

c/o WADE SHOWS

Battle Creek, Mich., this week; 8 Mile Rd. & Northwestern (P. O. Box 1488). Detroit, Mich. next June 2.

**FORM UNIQUE HUB**

# 15 Units Jockey For Pennsy Dates

NEW YORK, May 24.—Not less than 15 shows, a sizable percentage of the units currently jockeying the Middle Eastern sector, were squeezed within the boundaries of Pennsylvania last week. Hardly a corner of the State was without one or more of the traveling units as the result of an unusual concentration, the like of which escapes comparison with any recent season.

Advance booking information indicates that the blanketing of the Keystone State will continue for at least several weeks. While only a few shows are routing out this week-end, at least as many are slated to move in.

With spotty weather continuing this week, earning reports are not expected to be over-joyous. However, every outfit should have a crack at good earnings since day-and-dating is noticeably lacking, despite the near-saturation coverage provided by the multiple shows.

**Railroaders Present**

Four railroaders, the World of Mirth, James E. Strates, Model Shows and Cetlin & Wilson are included in the line-up of shows. The World of Mirth, at Chester in a usual one-stop showing in Pennsylvania, exits tonight for its annual Decoration Day stand at Plainfield, N. J. Strates jumped out of Western Pennsylvania last year in an exploratory maneuver but turned around and headed

back to more familiar country when it failed to pay off.

Cetlin & Wilson, to date, are pretty much sticking to usual routing while heading west for early fairs. The new Model unit is in familiar territory, showing Pottsville, hometown of Dave Endy, general manager, who toured his Endy Bros. Shows thru the State's farm and coal regions for many years.

C. C. Buck, Carl Ferris, Ferris' Pioneer, Lawrence Greater, John H. Marks and Vivona Bros. are units that might normally be located in other States at this time of the year. The first three, and Buck in particular, are closely identified with New York dates usually.

**Natives on Hand**

Beam's Attractions, Garden State, Morris Hannum, Keystone Attractions and George Clyde Smith apparently are steering by compass and on their regular routes.

Early season maneuvering has been noticeably brisk this year, with considerable switching of dates needed to stave off the possible entanglements of double-dating.

The lure of being first in brought many shows North a week or two earlier this year. After this week in Pennsylvania, it is unlikely that any of the principal towns have escaped harboring at least one show this season.

# Weather Hinders RC But Outlook Bright

MARION, O., May 24.—After five weeks of inclement weather that has kept grosses to a minimum at times, Dolly Young, owner-operator of the Royal Crown Shows, still is optimistic about the 1952 season.

Mrs. Young says that with the strong route of fairs the show has contracted, she feels that the show cannot miss having a good year. When the show has been able to work, business and per capita spending has been far ahead of last year.

Lockland, O., a new date for the org. turned out fair despite a Saturday night rainout. Mrs. Young said this would have been an outstanding date with good weather.

In Johnson City, Tenn., the show was rained on Saturday and every piece of equipment was towed off the job with caterpillars. This boosted expenses and loss of Saturday was a blow, since crowds earlier in the week were good and a big Saturday was expected.

At Lockland, the show looked good. With a complete new outlay of canvas, rides well painted and lighted, several new showfronts and a good lot layout, the midway looked as tho it had just come from quarters. Earning power is good, with a strong array of talent on the back end.

General Agent Bobby Mack, back after attending the May 11-12 meeting of the new Florida Federation of Fairs, Livestock Shows and Expositions at Gainesville, announced the contracting of two more fairs. South Georgia Fair, Valdosta, November 10-15, is the 10th event to be signed and closes Royal Crown's 1952 tour.

Mack also signed several Florida fairs for the 1953 winter tour, including South West Florida Fair, Fort Meyers, February 2-7, new to the Royal Crown route. Signing for the fair were Jack Hughes, secretary-manager, and John R. Jacks, board member. The show will furnish a free act during the event.

Other fairs on the show's 1952 route are Ozark Empire Fair, Springfield, Mo.; Nebraska State Fair, Lincoln; St. Clair County Fair, Belleville, Ill.; North Central Missouri Fair, Trenton; North Central Kansas Fair, Belleville; Garfield County Fair, Enid, Okla.; Oklahoma Free State Fair, Muskogee; Ark-Okla Livestock Exposition and Fair, Fort Smith, Ark.; Etowah County Fair, Attalla, Ala.; Talapoosa County Fair, Alexander City, Ala.; Montgomery County Fair, Montgomery, Ala.; Legion Fair and Fourth Celebration, Olney, Ill.; Alton (Ill.) Service Organization Celebration and Legion - VFW Summer Festival, Peoria, Ill.

# Strates Org Subject of Times Story

NEW YORK, May 24.—The James E. Strates Shows were the subject of a three-page, illustrated feature article in the Sunday (11) magazine section of The New York Times. The author, Gilbert Millstein, quoted The Billboard in part.

The Strates Shows was tagged as one of the largest in the country, employing 300 persons and using 45 double-length flat cars, to move its 128 wagons, 30 rides, 20 Side Shows, plus trucks and tractors. Strates' normal gross was listed as between \$1,000,000 and \$1,500,000.

Among the members of the show mentioned in the article besides Strates, were Starr DeBell, press agent; Dr. Serge Urlling, trainmaster; William Parnell, alligator boy; Louis William (Duke) Jeanette, Freak Show, and Francine Victoria (Fractured) Flanagan, specialty dancer.

Staff: Dolly Young, owner-operator; Mrs. Robert Mack, secretary; Robert L. Mack, general agent; John J. Cousins, advertising; William Tucker, lot superintendent; William Anderson, ride superintendent; William Hanson, Diesel electrician, and Carl Espy, mechanic.

Robert E. Parker is operating 18 concessions: Ace Jolly, H. Harold Gordon, popcorn and Soda, derby, Mr. and Mrs. Buddy Davis, bingo, Dorothy Parker, cookhouse; Ester Crawford, ice cream; Al Cooper, short range; Mr. and Mrs. Siebrand, pinball, hi-striker and ball game; Mr. and Mrs. Tremholm, pitch-all-you-win; Fred Mullins, French fries and King's long range gallery.

Shows: Punhouse, Glass House and Snake Show, Al Beaton and family, Wild Life, Casino and Texas Miller, Wildcat and Casino Royal, Bob and Joy Purvis and Side Show, Jimmy Chavanne, manager.

Offered: rides: Merry-Go-Round, Twin Ferris Wheels, Caterpillar, Tilt-a-Whirl, Auto Scooter, kid auto and Reliance. Buddy Davis has the Roller Coaster, Bully and pony and cart ride. Fred Mullins has received a new Root-a-Plane.

**WANTED: CARNIVAL SECRETARY**

Who understands Taxes, for large medium sized show. Must be reliable and stay long.

Box D201, The Billboard, 1164 Patterson St. Cincinnati 22, O.

America's Finest Show Convey

TENTS—SIDESHOW BANNERS  
CONCESSION TENTS  
IMMEDIATE DELIVERY  
FLAMEFOIL FABRIC  
Available in all colors.  
All dyed colors also available.

Bernie Mendelson—Charles Driver

**O. Henry Tent & Awning Co.**

4842 N. CLAY ST. CHICAGO 40

**WHEELS DOUBLE WHEELS SKILL WHEELS**

Misc. Wheels  
Paddle Wheels  
Big Sizes  
Horse Wheels  
Baseball and Cigarette  
Wheels  
Laydown and Penny Pitches

**CARDINAL MFG. CORP.**

424 Keok Street, Madison, N. Y.  
Elygreen 7497

**KIDDIE RIDES WANTED**

FOR DRIVE-IN THEATRE

Ideal location on heavily traveled highway. You furnish Rides. Give complete proposition in first letter.

All replies:

**TED LASKEY**

**LASKEY BROS' AMUSE CO.**

121 E. Fayette St. Uniontown, Pa.

**STRANGE AND WEIRD ATTRACTIONS**

Shrunken Heads, Scissors, Bent Curls, Fish Girl, Ape Boy, Snake, Stock Ball Game, Ring Pong, Candy Apples, Short Range, Promo Prizes or any Concession not conflicting.

Shows of all kinds.

Have wonderful route for Motorcycles, Robert Hemphill, contact at once. Concession Agents, contact Harold Estah, Brookfield, Mo., this week; then as per route.

**TATE'S CURIOSITY SHOP**

1015 E. Main Street, Phoenix, Arizona

**AMERICAN BEAUTY SHOWS**

WANT—RIDE HELP—WANT

TILT FOREMAN, Second Man on all Rides. Concessions: String Game, Hi Striker, American Mitt Camp, Ice Cream or Custard, Stock Ball Game, Ring Pong, Candy Apples, Short Range, Promo Prizes or any Concession not conflicting.

Shows of all kinds.

Have wonderful route for Motorcycles, Robert Hemphill, contact at once. Concession Agents, contact Harold Estah, Brookfield, Mo., this week; then as per route.

**WANT KIDDIELAND**

For 1952 Season

No junk. Popular Summer Resort town—Lake Geneva, Wisconsin. No competition. Gold mine for good operator. Reasonable rental.

Edgewater Park, Lake Geneva  
Phone: Lake Geneva 9953

**FOR SALE**

1948 Allan Herchbell Caterpillar. Will guarantee perfect condition. Will or without transportation. Must see. Reason for cash.

**W. R. GEREN**

Box 29  
Greensburg, Indiana

**NOTICE**

Suburban Location for Carnivals and Shows on edge city of twelve thousand. No City Tax.

**CHARITY OWEN**

Address, Phone, Box 261-W

**1950 CADILLAC**

Factory special gears and hitch in pull large trailer. 4 door sedan. "H", 2 tone grey. One owner. A-1 condition—\$2550—below ceiling.

**DR. L. S. SERFAS**

Easton, Pa.

**MEN WANTED**

To run Scooter Ride and Fun House at one of New Jersey's beaches for summer season. Must know how to run and keep in repair. No drinkers. Give references and salary desired.

**BOX D-158**

c/o The Billboard, Cincinnati 22, O.

**HUBERT'S MUSEUM**

228 W. 42nd St. New York, N. Y.

Open all year round

Want Freaks and Novelty Acts. State salary and all particulars in first letter.

WE ARE PROUD TO ANNOUNCE THAT WE HAVE BEEN AWARDED  
THE EXCLUSIVE GAMING CONCESSION RIGHTS AT THE 1952

# MID-SOUTH FAIR

—MEMPHIS, TENN., SEPT. 18 THRU SEPT. 27—

We are now accepting applications for Legitimate Gaming Concessions of all kinds. Also have choice locations for sale on main midway for 2 Custard Machines or will sell exclusive. Also have space for Cook-Houses, Grabs, Ice Cream, SnoCone, Short Range and catering concessions of all kinds. Can also place Shows and Rides of all kinds for this fair and other big fairs on our route.  
P.S.: The show and concession midway will be located on Tennessee Street, same as last year.

CAN PLACE NOW  
FERMS WHEEL FOREMAN  
MUST DRIVE SEMI. TOP  
SALARY AND BONUS

All Address C. C.  
Groscurth, Terre Haute,  
Ind., this week or  
Perm. Address, P.O.  
Box 621, Owensboro,  
Ky.

C.C. (SPECKS)  
GROSCURTH  
PRESENTS

## BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

NOW HAVE OPENING  
FOR SHORT RANGE  
GALLERY AND HANBY  
PARKS OF ALL KINDS.

All Address C. C.  
Groscurth, Terre Haute,  
Ind., this week or  
Perm. Address, P.O.  
Box 621, Owensboro,  
Ky.

### WANT for RODEOS, CELEBRATIONS & FAIRS

Best Territory for Concessions in the  
Heart of the Oil Center

It's Really Booming New Strikes Every Day. Plenty of People. Plenty of Money.  
RIDE HELP—First and Second Men for Wheels. Also Help on Octopus, Rolloplane and Merry-Go-Round. Must drive. Top wages, bonus and good treatment.  
SHOWS—Fun House, Monkey Grind, Card, Wild Life. Any type of Walk-In and other Shows. Good proportions. Must have own equipment. CONCESSIONS—Monkey Parks of all kinds. Photos, Fish or Duck Pond, Ball Games, Short and Long Range Shooting Gallery and others. Only one of a kind and will not overload. Basic-cable privilege. Good deal for Grab or Cook House. AGENTS—One for 6 Cans and one for Count Store. Only Grind Store on Show. Good deal for reliable Agents. PAUL KENDRICKS, call or wire Worth White. Other: wire Vince Johns. c/o Western Union.  
EDGEMONT, S. D., THIS WEEK—BIG ORDINANCE PAY DAY  
After that the BIG ONE  
HULETT, WYO., RODEO AND CELEBRATION  
7,500 to 10,000 attendance. June 5, 6, 7 and 8. And others to follow.  
DO NOT WIRE HULETT. All Wires to SUNDANCE, WYO.

### Groves Greater Shows

AMERICA'S CLEANEST MIDWAY

America's Cleanest Midway  
FERRDAY, LA., MAY 26TH THRU 31ST; RAYVILLE, LA., JUNE 2ND THRU 7TH.  
Featuring Outstanding Free Acts, Saturday Matinee Promotions, 10 Fairs and Celebrations, the best in Louisiana. Greenwood, Ark., 4th of July and Homecoming Celebration, established for over 50 years.  
Special privilege consideration for all Celebrations and Fairs to Concessionaires joining now and remaining for season.  
Will sell X on Diggins, Hi Striker, Grocery Store, Derby Racer, Basket Ball, Hats, Novelties, Short Range and Arcade. Want Hoopla, String Game, Balloon Darts, any Monkey Park working for stock.  
Will book for season: Octopus, Flyplane, Little Dipper, Rocket, Scooter, Roller Coaster or any Major Ride not conflicting. Will book Kid Rides not conflicting. Want Shows with own outfit, except Big Snake or Unicorn. Want Wheel Foreman, salary and bonus. Must be sober. All replies  
ED GROVES  
Ferriday, La. 1 then pay route

### SHAN BROS.' SHOWS

For Pitch-Till-You-Win, Coke Bottles, Hucky Back, Heart Pitch, String Game, Bumper and other Hokey Stock Concessions. Want capable Men to handle Animal Show. Will place Talker and Working Acts for Side Show. Also Show Manager and Operator for Monkey Speedway. Want Musicians, fast-slepping Chorus Girls, Comedians and Dancing Teams for high-class Colored Revue. Want Chairladies Foreman. Opening for fast Billposter. Address: Middleboro, Ky., this week; Whitesburg, Ky., next week.

### GEORGE CLYDE SMITH shows

WANTED: Ball Games, Fish and Duck Ponds, Hoop-La, Long and Short Range Lead Gallery, Custard, Barrels, Swingers, String Game, Pitch Till You Win, Seesaw and Age Monkey Shows, Side Show, Girl Show, Snake Shows, Situation shows.  
WANTED: General Ride Help, Truck and Tractors Drivers. All replies to  
GEORGE CLYDE SMITH SHOWS  
Huntsville, Pa., this week; Coaltown, Pa., next week.

### NOLAN AMUSEMENT CO.

DECORATION DAY CELEBRATION, ORRVILLE, OHIO, MAY 28-31  
CONCESSIONS AND SHOWS WANTED

Want Age Darts, Coke Bottle, Short and Long Range, Glass Pitch, Hoopla, Hi Striker, etc., for balance of season. Want Ride Help.  
Greenswich, Ohio, June 3-7  
FRED NOLAN  
Mogahza Park, So. Zanesville, Ohio.

### PAGE BROS.' SHOWS

WANT COMBINATION AGENT AND BILLPOSTER WITH TRANSPORTATION RIDE HELP ON ALL RIDES. TOP SALARIES. COOKHOUSE, CUSTARD, ARCADE, HANBY PARKS OF ALL KINDS. OPERATOR FOR OFFICE-OWNED FUNHOUSE AND MONKEY SHOW.  
MORGANFIELD, KY.  
P.S.: Jim Moran, contact. Have good preparation for you.

### BOB'S AMUSEMENTS

Foramen for Merry-Go-Round and Wheel (Blackie, answer). Will book rides not conflicting. Shows with own outfit. Especially want Side Shows. Legitimate Concessions of all kinds. Small Cook House or Set Down Crab.  
Following people contact: Lee Moss, Ted Meadows and Bob Howell. All replies  
BOB LEEDY  
Nashville, Tenn.  
Phone 976382, after 9 p.m.

### LONE STAR RIDES WANTS

For Lions' Club Celebration  
Winterville, Ohio, June 2 to 7.  
Concessions that work for stock, Fish Pond, Scales and Age, Ball Games, Coke Bottle, Photo Gallery, Shooting Gallery. One or two good small Shows: Monkey, Snake or Freak. We will book or lease a small 32 or 36 foot Merry-Go-Round for the season; all short moves. All sponsored spots. Booked solid up into September.  
J. G. BAKE, Mgr.  
LONE STAR RIDES  
207 Finley St., Toronto, Ohio

### HAROLD EUTAH WANTS

Agents for Six Cans, Beckett, Hucky Back, Dart Galleries, Fish Pond, Basket Ball and Coke Bottles. Wires or come on.  
Address:  
c/o AMERICAN BEAUTY SHOWS  
Breckfield, Mo., this week; then pay route.

### WANTED CLAYTON'S CONCESSIONS

Capable Agents for 25¢ Monkey Parks A-50, come on No. 8 and 9.  
c/o MIGHTY HOOSIER STATE SHOWS  
Scottsburg, Indiana

### LOOK—LOOK—LOOK

All Street Celebrations.  
Want legitimate Concessions, Mitt Tampa. Rides that don't conflict. Opening Lafayette, La., June 1-10. West Side, La., June 14-18-19; Greensboro, N. C., June 18-19-20-21. Write or call between 4:30 p.m. and 5 p.m. Phone: Rutherford 2-9225. Ask for SAM VENDOLA  
Lynchburg, N. J.

### ALL FAIRS SHOW

Want Foreman for No. 8 Wheel, also Second Men on other Rides who can drive Semi; Electrician for Light Plant Concessions: Steam Pitan, Balloon Darts, Hoop-La, Ball Games, Coke Bottles, Photos, Dumper, Cook Gallery, Fish Pond, Hoop-La, Game Balls, Life and Weight, Hoop-La or Long Range, or what have you. Phone: 241 1927. Wire or write 5201 McWhorter, Houston, Texas. Showings 9000 Beach Airline Road  
R. D. BREWER

### TIMED JUST RIGHT...

—For the Big Booming Fair Season Ahead!



3133 OF THE 2700 U.S. & Can. Fairs are held in the 4-month period from July thru October.

Your advertisement in The Billboard 42d Annual Summer Special starts selling for you late in June... continues to sell your products, supplies and services thru the weeks when all of outdoor show business is most active preparing for the big, lush Fair Season just ahead!

Complete Details on Page 49

### WANTED FOR GLADES AMUSEMENT CO.

Whitestone, Va., week May 26; Gloucester, Va., week June 2.  
Will book set Kiddie Rides, Animal or Big Snake Show. Can also use few more Monkey Parks, one of a kind only. No flats or gyppies. Have for Sale—Camogie Train Ride, plenty of track and fence.  
JERRY SADDLEMIRE, Manager

### 60TH ANNIVERSARY

Chates Fire Opt., Clinton, N. J., June 27th—Community Field Crowning of Queen, June 2; Baby Parade, June 4; Gigantic Fireman's Parade, June 7th. Town Decorated, Free Act Nightly.  
WANT CONCESSIONS, Street Concessions of all kinds: Kats, Drunks, Age and Scales, Novelties, Jewels. What have you? Grind Shows of all kinds. We have all street and parade rights. Want Balloons and Novelties, etc. Will place Octopus and Merry-Go-Round.  
All contact R. H. JINER, Collegeville, Pa., now

### BEAM'S ATTRACTIONS

BARNESBORO, PA., LIONS CLUB FAIR, June 3 to 7—Parades, Fireworks.  
Will book all kinds of Monkey Parks, Long Range Shooting Gallery, Arcade, Water Games, TOP WAGES FOR FOREMAN, RELIABLE FERMS WHEEL FOREMAN. Want Shows appealing to family trade. Can always use capable Show People. Contact  
M. A. BEAM or STEVE DECKER  
HOMER CITY, PENNA., this week.

### INVITATION TO CONCESSIONAIRES

The Concessions Committee of the American Legion National Convention Corporation of New York invites concessionaires to submit proposals for the period of the Convention to be held in New York City August 25-28, 1952.  
Please mail your proposal to Louis E. Drago, Chairman, Concessions Committee, American Legion Convention Corporation, 500 Park Avenue, New York 22, N. Y. For further information call Lorraine 5-7661.

**WANT SMALL CARNIVAL**

Four (4) Major Rides, Ferris Wheel and Merry-Go-Round preferred, for the Third Annual Ft. Recovery American Legion Celebration at Ft. Recovery, Ohio, June 20-22. Call

**CY BROCKMAN**  
Phone 35-J Ft. Recovery, Ohio

**RIDE MEN WANTED**

First and Second Men on Merry-Go-Round; First and Second Men on Octopus; First and Second Men on Ferris Wheel; First Man on Merry-Go-Round. Pay \$40-50 per week. Must be semi drivers, no drunks. Pay day every week here. All replies to

**TROY F. WILLIAMS**  
**WILLIAMS AMUSEMENT CO.**  
2nd St. Colored Y.C.A., Charlotte, N. C.; then Kannapolis, N. C.

**ELECTRICIAN WANTED**

Must drive, be sober and reliable, and able to join on wire. This is a 10 car show. Address

**James H. Drew Shows**  
Richwood, West Va., this week.

**PLAYLAND SHOWS WANT**

Ride Help—Foremen for Merry-Go-Round, Ferris Wheel and Kiddie Rides. Start \$50.00. Ride Superintendent who can handle four or five rides and juice, \$100.00 a week. Harold Coleman, James Dempsey and Bob Kelly, come on.

**Jack Gallagher**  
Carnivales, 101 Cleveland, Ohio  
Garfield 1-3300

**WANTED CARNIVAL**

With Concessions and Rides for July 12th, 18th and 19th or July 26th, 31st and 1st, preferably July 31st, 30th and 28th. Contact

**Fountain Fall Festival**  
G. D. KROENB, Secretary  
Fountain, Minnesota

**RIDES FOR LEASE**

Have No. 3 Elm Wheel and Allan Heasbell Blue Dooom and 10 car Aute Kiddie rides. Painted and ready to go.

**W. J. WILLIAMS**  
P. O. Box 518 Nashville, Tenn.

**CARNIVAL WANTED**

For ANNUAL JULY 4th and 5th CELEBRATION must be clean. Contact

**CHAS. C. SWINEY**  
Phone: 43-W Elmence, Mo.

**WANT**

Educational Shows and Concessions for Wade, Ohio, June 10-14, E. Canton, O., July 8-12; Month Industry, O., July 22-24. Will give \$ on phone. Candy Taffy, Jewelry, Waftles, Sweets and Lunch Stand etc. All days 12 Cents from Canton

**GEORGE MARLOW**  
911 Payne Cir., N. E. Canton 5, Ohio

**FOR SALE**

A beautiful Popcorn Trailer and Candy Toss Machine, used one season, 1949 Dodge 1/2 Tonne Truck and 1951 Chevrolet 3/4 Pick-Up and a Big 8th manufactured by Hyatt

**FRANK P. SCOTT**  
361 Mansfield Ave. Carmele, Pa.

**OLD SOLDIERS' REUNION**

MYMERA, IND., JULY 24-25-26

Good Concessions Wanted

**CHAS. DAVIS, Chairman**

**For Sale—Small Carnival**

26-seat Chairlifts, 10 car Kiddie Auto Race, Sunbath, Hot Chocolate, Popcorn Trailer, 3 Concession Tents and Frames, P. S. C. for 2000 lbs. 2 Trucks to haul show, all new motors, reasonable. Can be seen in operation at Filmore, Mo. Contact

**ROY HUFFY**, 3127 St. Joseph Ave. St. Joseph, Mo. Call 55872

**2005—SHOWMEN**

SNAKES, ANIMALS, BIRDS

Semi-trained Snakes for Nile Club Dancers, Snakes, 8 ft. 10 ft. 12 ft. 14 ft. 16 ft. 18 ft. 20 ft. 22 ft. 24 ft. 26 ft. 28 ft. 30 ft. 32 ft. 34 ft. 36 ft. 38 ft. 40 ft. 42 ft. 44 ft. 46 ft. 48 ft. 50 ft. 52 ft. 54 ft. 56 ft. 58 ft. 60 ft. 62 ft. 64 ft. 66 ft. 68 ft. 70 ft. 72 ft. 74 ft. 76 ft. 78 ft. 80 ft. 82 ft. 84 ft. 86 ft. 88 ft. 90 ft. 92 ft. 94 ft. 96 ft. 98 ft. 100 ft. 102 ft. 104 ft. 106 ft. 108 ft. 110 ft. 112 ft. 114 ft. 116 ft. 118 ft. 120 ft. 122 ft. 124 ft. 126 ft. 128 ft. 130 ft. 132 ft. 134 ft. 136 ft. 138 ft. 140 ft. 142 ft. 144 ft. 146 ft. 148 ft. 150 ft. 152 ft. 154 ft. 156 ft. 158 ft. 160 ft. 162 ft. 164 ft. 166 ft. 168 ft. 170 ft. 172 ft. 174 ft. 176 ft. 178 ft. 180 ft. 182 ft. 184 ft. 186 ft. 188 ft. 190 ft. 192 ft. 194 ft. 196 ft. 198 ft. 200 ft. 202 ft. 204 ft. 206 ft. 208 ft. 210 ft. 212 ft. 214 ft. 216 ft. 218 ft. 220 ft. 222 ft. 224 ft. 226 ft. 228 ft. 230 ft. 232 ft. 234 ft. 236 ft. 238 ft. 240 ft. 242 ft. 244 ft. 246 ft. 248 ft. 250 ft. 252 ft. 254 ft. 256 ft. 258 ft. 260 ft. 262 ft. 264 ft. 266 ft. 268 ft. 270 ft. 272 ft. 274 ft. 276 ft. 278 ft. 280 ft. 282 ft. 284 ft. 286 ft. 288 ft. 290 ft. 292 ft. 294 ft. 296 ft. 298 ft. 300 ft. 302 ft. 304 ft. 306 ft. 308 ft. 310 ft. 312 ft. 314 ft. 316 ft. 318 ft. 320 ft. 322 ft. 324 ft. 326 ft. 328 ft. 330 ft. 332 ft. 334 ft. 336 ft. 338 ft. 340 ft. 342 ft. 344 ft. 346 ft. 348 ft. 350 ft. 352 ft. 354 ft. 356 ft. 358 ft. 360 ft. 362 ft. 364 ft. 366 ft. 368 ft. 370 ft. 372 ft. 374 ft. 376 ft. 378 ft. 380 ft. 382 ft. 384 ft. 386 ft. 388 ft. 390 ft. 392 ft. 394 ft. 396 ft. 398 ft. 400 ft. 402 ft. 404 ft. 406 ft. 408 ft. 410 ft. 412 ft. 414 ft. 416 ft. 418 ft. 420 ft. 422 ft. 424 ft. 426 ft. 428 ft. 430 ft. 432 ft. 434 ft. 436 ft. 438 ft. 440 ft. 442 ft. 444 ft. 446 ft. 448 ft. 450 ft. 452 ft. 454 ft. 456 ft. 458 ft. 460 ft. 462 ft. 464 ft. 466 ft. 468 ft. 470 ft. 472 ft. 474 ft. 476 ft. 478 ft. 480 ft. 482 ft. 484 ft. 486 ft. 488 ft. 490 ft. 492 ft. 494 ft. 496 ft. 498 ft. 500 ft. 502 ft. 504 ft. 506 ft. 508 ft. 510 ft. 512 ft. 514 ft. 516 ft. 518 ft. 520 ft. 522 ft. 524 ft. 526 ft. 528 ft. 530 ft. 532 ft. 534 ft. 536 ft. 538 ft. 540 ft. 542 ft. 544 ft. 546 ft. 548 ft. 550 ft. 552 ft. 554 ft. 556 ft. 558 ft. 560 ft. 562 ft. 564 ft. 566 ft. 568 ft. 570 ft. 572 ft. 574 ft. 576 ft. 578 ft. 580 ft. 582 ft. 584 ft. 586 ft. 588 ft. 590 ft. 592 ft. 594 ft. 596 ft. 598 ft. 600 ft. 602 ft. 604 ft. 606 ft. 608 ft. 610 ft. 612 ft. 614 ft. 616 ft. 618 ft. 620 ft. 622 ft. 624 ft. 626 ft. 628 ft. 630 ft. 632 ft. 634 ft. 636 ft. 638 ft. 640 ft. 642 ft. 644 ft. 646 ft. 648 ft. 650 ft. 652 ft. 654 ft. 656 ft. 658 ft. 660 ft. 662 ft. 664 ft. 666 ft. 668 ft. 670 ft. 672 ft. 674 ft. 676 ft. 678 ft. 680 ft. 682 ft. 684 ft. 686 ft. 688 ft. 690 ft. 692 ft. 694 ft. 696 ft. 698 ft. 700 ft. 702 ft. 704 ft. 706 ft. 708 ft. 710 ft. 712 ft. 714 ft. 716 ft. 718 ft. 720 ft. 722 ft. 724 ft. 726 ft. 728 ft. 730 ft. 732 ft. 734 ft. 736 ft. 738 ft. 740 ft. 742 ft. 744 ft. 746 ft. 748 ft. 750 ft. 752 ft. 754 ft. 756 ft. 758 ft. 760 ft. 762 ft. 764 ft. 766 ft. 768 ft. 770 ft. 772 ft. 774 ft. 776 ft. 778 ft. 780 ft. 782 ft. 784 ft. 786 ft. 788 ft. 790 ft. 792 ft. 794 ft. 796 ft. 798 ft. 800 ft. 802 ft. 804 ft. 806 ft. 808 ft. 810 ft. 812 ft. 814 ft. 816 ft. 818 ft. 820 ft. 822 ft. 824 ft. 826 ft. 828 ft. 830 ft. 832 ft. 834 ft. 836 ft. 838 ft. 840 ft. 842 ft. 844 ft. 846 ft. 848 ft. 850 ft. 852 ft. 854 ft. 856 ft. 858 ft. 860 ft. 862 ft. 864 ft. 866 ft. 868 ft. 870 ft. 872 ft. 874 ft. 876 ft. 878 ft. 880 ft. 882 ft. 884 ft. 886 ft. 888 ft. 890 ft. 892 ft. 894 ft. 896 ft. 898 ft. 900 ft. 902 ft. 904 ft. 906 ft. 908 ft. 910 ft. 912 ft. 914 ft. 916 ft. 918 ft. 920 ft. 922 ft. 924 ft. 926 ft. 928 ft. 930 ft. 932 ft. 934 ft. 936 ft. 938 ft. 940 ft. 942 ft. 944 ft. 946 ft. 948 ft. 950 ft. 952 ft. 954 ft. 956 ft. 958 ft. 960 ft. 962 ft. 964 ft. 966 ft. 968 ft. 970 ft. 972 ft. 974 ft. 976 ft. 978 ft. 980 ft. 982 ft. 984 ft. 986 ft. 988 ft. 990 ft. 992 ft. 994 ft. 996 ft. 998 ft. 1000 ft. 1002 ft. 1004 ft. 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1894 ft. 1896 ft. 1898 ft. 1900 ft. 1902 ft. 1904 ft. 1906 ft. 1908 ft. 1910 ft. 1912 ft. 1914 ft. 1916 ft. 1918 ft. 1920 ft. 1922 ft. 1924 ft. 1926 ft. 1928 ft. 1930 ft. 1932 ft. 1934 ft. 1936 ft. 1938 ft. 1940 ft. 1942 ft. 1944 ft. 1946 ft. 1948 ft. 1950 ft. 1952 ft. 1954 ft. 1956 ft. 1958 ft. 1960 ft. 1962 ft. 1964 ft. 1966 ft. 1968 ft. 1970 ft. 1972 ft. 1974 ft. 1976 ft. 1978 ft. 1980 ft. 1982 ft. 1984 ft. 1986 ft. 1988 ft. 1990 ft. 1992 ft. 1994 ft. 1996 ft. 1998 ft. 2000 ft. 2002 ft. 2004 ft. 2006 ft. 2008 ft. 2010 ft. 2012 ft. 2014 ft. 2016 ft. 2018 ft. 2020 ft. 2022 ft. 2024 ft. 2026 ft. 2028 ft. 2030 ft. 2032 ft. 2034 ft. 2036 ft. 2038 ft. 2040 ft. 2042 ft. 2044 ft. 2046 ft. 2048 ft. 2050 ft. 2052 ft. 2054 ft. 2056 ft. 2058 ft. 2060 ft. 2062 ft. 2064 ft. 2066 ft. 2068 ft. 2070 ft. 2072 ft. 2074 ft. 2076 ft. 2078 ft. 2080 ft. 2082 ft. 2084 ft. 2086 ft. 2088 ft. 2090 ft. 2092 ft. 2094 ft. 2096 ft. 2098 ft. 2100 ft. 2102 ft. 2104 ft. 2106 ft. 2108 ft. 2110 ft. 2112 ft. 2114 ft. 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3004 ft. 3006 ft. 3008 ft. 3010 ft. 3012 ft. 3014 ft. 3016 ft. 3018 ft. 3020 ft. 3022 ft. 3024 ft. 3026 ft. 3028 ft. 3030 ft. 3032 ft. 3034 ft. 3036 ft. 3038 ft. 3040 ft. 3042 ft. 3044 ft. 3046 ft. 3048 ft. 3050 ft. 3052 ft. 3054 ft. 3056 ft. 3058 ft. 3060 ft. 3062 ft. 3064 ft. 3066 ft. 3068 ft. 3070 ft. 3072 ft. 3074 ft. 3076 ft. 3078 ft. 3080 ft. 3082 ft. 3084 ft. 3086 ft. 3088 ft. 3090 ft. 3092 ft. 3094 ft. 3096 ft. 3098 ft. 3100 ft. 3102 ft. 3104 ft. 3106 ft. 3108 ft. 3110 ft. 3112 ft. 3114 ft. 3116 ft. 3118 ft. 3120 ft. 3122 ft. 3124 ft. 3126 ft. 3128 ft. 3130 ft. 3132 ft. 3134 ft. 3136 ft. 3138 ft. 3140 ft. 3142 ft. 3144 ft. 3146 ft. 3148 ft. 3150 ft. 3152 ft. 3154 ft. 3156 ft. 3158 ft. 3160 ft. 3162 ft. 3164 ft. 3166 ft. 3168 ft. 3170 ft. 3172 ft. 3174 ft. 3176 ft. 3178 ft. 3180 ft. 3182 ft. 3184 ft. 3186 ft. 3188 ft. 3190 ft. 3192 ft. 3194 ft. 3196 ft. 3198 ft. 3200 ft. 3202 ft. 3204 ft. 3206 ft. 3



# Club Activities

## Showmen's League of America

**54 West Randolph Street, Chicago**  
**CHICAGO, May 24.** — With Amusement Company of America in Joliet next week and Gold Bond Shows in North Chicago, plus the annual decoration of graves in Showmen's Rest, league members here are in for a busy week.

Tickets for the ways and means committee summer drive are at the printers and should be available for distribution in the near future.

Nick Francis was in for his first visit to the new clubrooms. Harry and Rose Lewiston were in town on business and Jack Krutt also came in from the south. Rube Liebman left Chicago to return to his Des Moines base of operations. President S. T. Jessop has been laid up with a cold. Hom Zolun joined Howes Famous Hippodrome Shows for its Canadian tour.

Recent callers at the rooms included William Hettich, Jack Kaplan, Sam J. Levy Jr., Andre Dumont, Robert D. MacDowell, Louis J. Berger, Oliver Barnes, Henry Polk and Russell H. Cady. Max Friedman was another caller after driving in from San Antonio.

## Show Folks of America, Inc.

**145 Turk Street, San Francisco**

**SAN FRANCISCO, May 24.** — The regular Monday (19) meeting was called to order by Charlotte Porter, first vice-president. Mrs. Josephine Blome and Mrs. Lola Krokos were also seated on the rostrum.

Special thanks were extended Duke Navarro for the talent he provided for the special West Coast Night which was considered a huge success. Council Raiford's physical condition was reported unchanged. Steve (Clancy) Murphy announced that his planned trip to the hospital has been changed.

During the summer months meetings will be held on the first and third Mondays. This new schedule will prevail during June, July and August with the regular winter meetings to be resumed in September.

Meeting closed with refreshments served by the ladies.

## Miami Showmen's Association

**238 W. Flagler St., Miami**

**MIAMI, May 24.** — Maxie Sharp, chairman of the year-book committee, reports that five ads have been received for the 1953 year book and contract books are being mailed out to members of the committee.

Edward Goldman, custard operator on the former Coney Island Shows, died recently at Pineville, Ky.

Epp Glosser forwarded the membership application of C. C. Grosch, owner of the Blue Grass Shows. Mail was received from Claude Sechrist, Ben Segal, Johnny Applebaum, Sam Beatty, Mark (Curley) Graham, Stephen Blake, Art Lewis, Ben Rockford and Harry Mattisoff.

Mail in the office awaits the

following members: Marvin Lawrence, Paul A. Peterson, Anthony Reed, Lou and Zelda Meyers, Harry Tilner, Lester O. Tate, Jack Chicarella, Martin R. Rose, Morris Saul, Carl Lee, Thomas L. Briggs, Duke Jeanette, Louis Condell and Johnny Applebaum.

On the sick list are Jack Rose, Bert Rosenberg and T. C. McCaffery. Last named is on the mend. Mrs. Mae Levine, president of the Ladies' Auxiliary, has left here to join her husband on the Cetlin & Wilson Shows. Fud Hartman visited the office. F. W. (Dutch) Holtzman is building a new trailer and plans to visit the West Coast shows.

Benny Renn has forwarded the application of Raymond Goad, and Glenn I. Terry has been reinstated. Lyman Truesdale has gone to Baltimore where he will play inde with two kiddie rides and frozen custard. Harry Lewis and his wife, Sarah, have left to join the John Marks Shows. William E. (Bob) Taylor visited the clubrooms.

Mail was received from Harry Model, Shep Blumberg, Charles Baldwin, James (Spotsie) Motola, Leo Bistany, Jake Shapiro, Bernard Renn, C. W. Gochmann and Bernie Mendelson.

## DOG SHOWS

### CALIFORNIA

Long Beach—June 23. E. Ferguson, 1460 N. Sweetland.  
 Los Angeles—June 15. Mrs. E. Wilson, 1147 Vanowen St., North Hollywood.  
 Pasadena—June 1. Mrs. J. Stradshaw, 441 S. Arden St., Los Angeles.  
 Salinas—June 8. Mrs. B. Behrendt.

### COLORADO

Colorado Springs—June 18. Catherine Quirin, Box 10.

### CONNECTICUT

Westport—June 8. Foley, 2008 Ranstead St., Philadelphia.

### ILLINOIS

Chicago—June 22. N. Nickl, 4019 N. Oriole Ave.  
 Joliet—June 1. Lois Dunterman Elwood, 111 Mount Pleasant—June 15. E. Fredericks, Prospect Heights, Ill.  
 Waukegan—June 14. Mrs. W. Chmel, Fox Lake, Ill.

### INDIANA

South Bend—June 8. S. C. Stoter, 1116 E. Spring Ave.

### MASSACHUSETTS

Dedham—May 31. Foley, 2009 Ranstead St., Philadelphia.  
 Framingham—June 1. Foley, 2009 Ranstead St., Philadelphia.

### MICHIGAN

Detroit—June 27. Bow Org. Detroit.

### NEW JERSEY

Rumson—June 16. Foley, 2009 Ranstead St., Philadelphia.

### NEW MEXICO

Albuquerque—June 8. Mrs. G. Geetz, 1454 W. Chola Drive.

### NEW YORK

Batavia—June 8. Foley, 2009 Ranstead St., Philadelphia.  
 Onondaga—June 21. Foley, 2009 Ranstead St., Philadelphia.  
 Port Chester—June 22. Foley, 2009 Ranstead St., Philadelphia.  
 Sixten Island—June 29. Foley, 2009 Ranstead St., Philadelphia.  
 Utica—June 29. Foley, 2009 Ranstead St., Philadelphia.  
 Yonkers—June 21. Foley, 2009 Ranstead St., Philadelphia.

### OHIO

Arkon—June 1. Bow Org. Detroit.  
 Canton—May 31. Bow Org. Detroit.  
 Cincinnati—June 22. M. Rotenstein Jr., Grove Road.

### PENNSYLVANIA

Marion—June 14. Foley, 2009 Ranstead St., Philadelphia.

### UTAH

Salt Lake City—June 6-7. Mrs. G. Jones, 3108 Douglas St.

### WISCONSIN

Madison—June 29. Gugrind, Aurora, Ind.

### WYOMING

Cheyenne—June 29. Mrs. E. Bates, 3331 Van Leflen St.

# COMING EVENTS

## ARKANSAS

Port Smith—Ark. Ohio Rodeo May 31-June 4. J. W. Blais.

## CALIFORNIA

Pomona—Days of 1952 Celebration. June 6-7. H. D. Andrews.  
 Livermore—Livermore Rodeo. June 7-8. John F. Jiricek.  
 San Fernando—Fiesta & Community Fair. June 18-21. Harold E. Allen.

## CONNECTICUT

Stamford—Summer Festival. June 29-July 1. Harold E. Allen.  
 Waterbury—Grosho Circus. June 13-14. John L. Lineberry, 3164 E. Main St.

## FLORIDA

Miami-Coral Gables—Royal Pointnam Festival. June 1-6. Mrs. Joe Mason, 3022 S. W. 28 St.  
 Miami-National Shrine Convention Celebration. June 16-20. Harry M. Goldstein, 2734 N. W. 34 Ave.

## IDAHO

Emmett—Cheery Festival. June 23-26. Dale Mabe.

## ILLINOIS

Kansas—Celebration. June 23-28. H. P. Hardin.  
 New Baden—Home-Coming. June 28-30. J. M. Bredenbach, Chamber of Commerce.  
 Oakland—Celebration. June 14-21. William Bennett.

## INDIANA

Charlestown—Lions Celebration. June 23-24. Robert Cartwright.  
 Elwood—Elwood Centennial. June 23-28. H. H. Hild.  
 Indianapolis—500-Mile Auto Race. May 29-30. New Webster—Merrill Festival. June 24-28. George H. Frosch, Mishawaka, Ind.  
 Peru—Jaycees Festival. June 9-14. James J. Volpert.  
 Slogi Paul—Saint Paul Centennial. June 24-26. Wayne Price.  
 Santa Claus—Centennial Celebration. May 29-June 1. Chester of Commerce.

## MASSACHUSETTS

Norwood—Star Carnival. June 13-21. William J. Dalton.

## MICHIGAN

Glenn—Pascata Festival. June 27-28.

## MINNESOTA

Hutchinson—Water Carnival. June 30-22. Fredrick Altmyer.

## MISSOURI

Midland—Blue Grass Festival. June 30-22. Dale A. Marlan.

## NEW YORK

Mattitide (Hyraxen)—Third Ward Men's Club Celebration. May 23-31. George Mundy, 103 Dimesen Ave.  
 New York—N. Y. Fair of Italian Mrs. May 28-June 12. Oene Rao, 11 W. 43d St.  
 Painesville—Painesville Convention & Celebration. June 19-21. John D. Meyers.

## NORTH CAROLINA

Chapel Hill—Carolina Folk Festival. June 12-14. Bascom Lunford, Leicester, N. C.

## OHIO

Holtz—Celebration. June 4-7. George Marlow, Canton, O.  
 Waukegan—Fireworks Festival. June 18-21. James Abel.  
 Waco—Vol. Fire Dept. Home-Coming. June 10-14. Greer Marlow, Canton, O.

## OKLAHOMA

Pawhuska—Orange Co. Cadettes. June 27-28. Clarence Patis, Chamber of Commerce.

## OREGON

Portland—Rose Festival. June 11-14. L. W. Mallett, 290 Multnomah Hotel.  
 Union—Livestock Show. June 6-9. Ray Baus.

## PENNSYLVANIA

Brackenridge—Golden Jubilee. June 30-28. Mount Pleasant—Vol. Fire Dept. Street Fair. June 22-24. E. C. Cruesen.  
 Phoenixville—Firemen's Fair. June 28-July 3. Ben Stevens.  
 Reading—Merchandise Show—Jamboree. June 20-28. National Shrine, Box 1562.  
 Williamsport—State Laurel Festival. June 18-20. Marian A. Brinkman.

## TEXAS

Lindsay—Blackberry Festival. May 30-31. Harry H. Riebs.  
 Yoakum—Tom-Tom Rodeo. June 13-14. Don Teas.

## UTAH

Pleasant Grove—Strawberry Day. June 18. H. E. Bradley.  
 Salt Lake City—Junior Pat Stock Show. June 4-5. William D. Beckman, Box 129.

## Vermont

Barland—Sportsmen's Show. May 30-June 1. Mrs. R. H. Adams, White River, Vt.

## VIRGINIA

Colonial Heights—Lions Club Celebration. June 1-14. P. E. Mimms.  
 Rocky Mount—Spring Carnival. May 24-31. James B. Marshall.

## WASHINGTON

Rossini—Rossini Rodeo. June 7-8. Joseph C. Ashlock.

## WISCONSIN

Ondegore—Festival of Music. June 28-29. Palmer Stearns.  
 Chetek—National Club. June 31-22. R. W. Christiansen.  
 Stevens Point—Veterans Club Celebration. Week of June 15. H. Haasen.

## WYOMING

Greybull—Days of '49. June 7-8. Himman Shell.

## CANADA

Teronto, Ont.—Canadian Int'l. Trade Fair. June 2-13. C. C. Kollman.

# Midway Confab

Continued from page 61

Weaver, former trouper, are operating five jewelry stores on Central Avenue. . . . Ralph Bowen, show musician, is working as a mechanic on the new Blakely Dem. Clayton Holt, veteran concessioner on and neon man, will remain off the road this season to tend to his Dixie Machine Shop in Hot Springs. Holt infers that business has been good this spring. . . . Dwight Basinet has been discharged from a Hot Springs hospital recently where he spent several days being treated for injuries received when he rolled his automobile near Arkadelphia. Ark. Bazinet has since joined Don Franklin Shows. . . . Sailor Oilphant cards from Winnie that Wallace Bros.' Shows are doing okay biz. Benny Glosser is with Oilphant.

Eather Young and Grace Goss were hostesses at the first of a series of canasta parties held this year for the Monument Fund of the Hot Springs Showmen's Association which was started by the late Viola Fairly. The party, held on the Amusement Company of America's lot at Danville, Ill., was attended by Esther Kuntz, June Travis, Marion Shufford, Thelma Hughes, Bonnie Morgan, Margie Schultz, Coleen Yeager, Betty O'Day, Rosa Bloodgood, Elaine Scott, Georgia Streigel, Dorothy Streigel, Thelma Frensel, Elaine Dimairo, Virginia Gamble, Edith Kelly, Blanche Lemish, Mom Reynolds and Mattie Baybee.

LeRoy Hoffman is in charge of Larry Nolan's trucks on F. C. Hogie Shows and also operates the glass pitch on the org. Recent visitors to the shows included

M. A. Strader, Bob Morgan, Andy Crandall and Joe and Stella Chesworth.

John T. Hutchens, manager of the museum bearing his name, writes from Parsons, Kan., where the unit is with Snapp Greater Shows, that business is on the upgrade. First two weeks out were hurt by rain but with clear skies at the Kansas spot, show had a big Monday opener. Lee Madam joined at Coffeyville, Kan., Saturday night (17) as the annex attraction.

Marvin Fred Smith, son of Mr. and Mrs. M. D. Smith, now with Berns & Berns Enterprises, San Antonio concessions firm, were guests of honor at a party held Sunday (18) upon his graduation from Central Catholic High School in San Antonio. The party was in the home of Mr. and Mrs. Morris Berns. The Smiths were formerly with the Ira Burdick and Roland Smith shows.

Homor Bowen, of the "Nite in Harlem Revue" on the Brown and Wallace Shows writes that Bessie Dennis and her bronze line of gals are getting big miffs with their calypso number. New additions include Dot and Spot and Hamp Tyler, the latter serving as emcee and stage manager. George Dennis reports that new uniforms have been ordered for the band.

R. C. and Adeline Mills, veteran cookhouse ops and owners of the Blue Line Chinchilla Ranch, Phoenix, recently contracted for the food concession at the Flagstaff (Ariz.) Indian Pow Wow, June 28-July 6.

# Under the Marquee

Continued from page 57

Wick, Charles Swander, Ivan Landsman, Fred Gollerman, Walter White, Helen Buckley, Warren Morris, Josephine Smith, Harry (Doc) Evans, Jack Bond, Monty Hill, Dug Dacan, Walter Bacon, Mr. and Mrs. Tom Faridena, Ethel Smyth, Donald Brown. The Shrine committee from Rapid City, S. D., planned into Austin to catch the show and was entertained by Mr. and Mrs. Heller, Bessie Polack and members of the show.

Visitors on Polack Bros.' Western Unit at Sacramento included Henry W. Dalley, Merle Sprague, Harry and Thelma Hendricks, Harold and Mary Hendricks, the Johnny Jordans, the Martin Baades, Dr. and Mrs. Rogers, the Glen Fahnback, Stevon Wallenda, Dr. John M. Luedd, Dr. E. Erik Lund, Bob Clark and Wally and Sophia Wallace.

Several performers from Mills Bros.' Circus entertained Tom Gregory at his home a few hours before his death Friday (18). He was a past president of the CFA and advertising rep for the Oak Rubber Company, maker of balloons. The Mills show was making a two-day stand in Cleveland. Fred Stafford of the Mills show said Gregory told them of receiving an autographed litho of the Gainesville Community Circus from the recent CFA convention.

Jimmie Hurtt, vet. cornetist who has trouped with King Bros., Sells-Floto, Al G. Barnes, Downie Bros., Cole Bros., Russell Bros. and Mighty Haag circuses, is now working for a theater supply house in Charlotte, N. C. . . . Carey Emrie, 88-year-old former clown and acrobat of Cincinnati who teaches acrobatics and tumbling in a free class he conducts two days a week in the Findlay Street Neighborhood House, Cincinnati, was the subject of a feature article in the Cincinnati Times Star of May 17. The article, with three-column cut of his performing kids, explained his work with the juveniles and traced his showbiz career, which included drama, minstrelsy and managerial duties with circuses. . . . Performing youngsters make numerous appearances, including local TV shots.

Ray Brison, who is off the road for the first time in 30 years, is working as guard at the Birdsboro

(Pa.) Steel Company. He reports that Walt DeHoman, chimp trainer, has bought a hotel in Sinking Spring, Pa. . . . Mr. and Mrs. David Hooten, Monday (12) guests at the Hooker, Okla., home of Mr. and Mrs. L. H. Griffith, were entertained by their hosts at the Al G. Kelly & Miller Bros.' Circus, which was playing Guyon, Okla. Griffith reported a fine performance and full houses for both matinee and night shows.

Al J. Keyda, former partner in the Circus Corporation, points out that he did not sell his share in the company but that the firm was dissolved. His former partners organized a new company.

Mr. and Mrs. Baker, formerly with Polack Bros.' Eastern promotional department, gave a party at their home in Corpus Christi, Tex., for the personnel of the show prior to the opening there. Henry Kyes was chief chef and came up with spaghetti and meat balls, plus refreshments. Guests included Mr. and Mrs. McGuire (he is president of the Shrine Club there); Red Carter, Ed Raymond, Whitey and Edith Boyd, Mr. and Mrs. Ernie Wiswell and Jo and Silvers Madison.

## WANTED CARNIVAL

Starting June 16  
 For home take route of Street and 4-4  
 Fairs and 3 Big Centennial and Big  
 4th of July Celebration. Address:  
 J. E. TURNER  
 1276 E. Jackson, Chicago, Ind.  
 Phone: 2-3344-2-1611

## FRED BARLEY, JIMMY BOLEY, JAMES JOHNSON & HAWAIIAN CHAMLEY

Call Miami, Florida, 26136, collect immediately. Good proposition for you.

## MORT MESSIAS

FOR SALE OR LEASE ON PERCENTAGE  
**THREE BEST ADULT RIDES IN CONEY ISLAND**  
 O. WARD  
 3025 West 11 St., Coney Island, N. Y.  
 Phone: 6-2538

## GIVE TO THE RYUNYON CANCER FUND

## Will Sell, Book or Lease

**25 BU WHEEL AND 8-TUB OCTOPIUS**  
 Have A-1 transportation for both.  
 Phone 30134, Miami, Florida.  
 Write or wire

## SETTER

1860 S. W. 3rd Ave. Miami, Florida  
 P.S.: Mr. Sandoval, Universal Amusement Co., contact me.

## FREAK FOR SALE

Freak with 3 feet in front. Trailer for hauling none. 8 years of age, in perfect health. Will sell both reasonable.

## WM. MONDAY

794 Seventh St. Madison, Wis.  
 Phone 6-3883

## 15th Annual July 4th Celebration

July 3-4-5, 1952  
 Wanted—Rides and Concessions.  
**WAYNE GOBLE**  
 Free-town, Ind.

## From the Lots

### Southern States

**PANAMA CITY, Fla., May 24.** — Org's recent opening at Long Beach here was the best in its five-year history. Shows remain here until they move out for their regular route of fairs in South Carolina and Northern Florida.

Mrs. Iona Cox is recovering from an operation in Municipal Hospital, Tampa. She is the sister of Mrs. John B. Davis, wife of the manager of the shows.—**JOHN B. DAVIS.**

### Maddox Bros.

McPIHERSON, Kan., May 24.—Org had a good turnout here despite some rain. Lyons, Kan., also was good, staying over for a second week.—**POP SORENSON.**

## Miami Showmen Buy Burial Plot

**MIAMI, May 24.** — Miami Showmen's Association recently purchased a 224-grave plot to be used as the club's burying grounds. President Leo Bistany said that the plot, bought from the Southern Memorial Park Association, may be called Miami Showmen's Rest.

**THIS IS IT!**  
**REDMEN & STATE LEGION CONVENTION**  
 Stage Fort Park, Gloucester, Mass.  
**2 PARADES \$10,000 FIREWORKS DISPLAY**  
 June 16 to 21  
**WANT - Shows, Hanky Panks, Frozen Custard, No Grift, No Gypsies. Write**  
**PLAYTIME SHOWS**  
 E. W. BURR, Mgr.  
 Week, June 2, Newburyport, Mass.; or per route.  
**(ALSO BIGGEST FOURTH IN THE EAST)**

**WANTED**  
 Cars place Little Dipper Foreman, Second Man and Kiddie Ride Man. All must drive semi. **WANT** Photos, Glass Pitch, Ice Cream and Hanky Panks. Book for season Funhouse, Mechanical Show or other Grand Shows not conflicting. Have panel front and brand-new top for 1 1/2 Show. Would consider first-class Girl Show Revue. Red Oak, Iowa, July 4 solid fair route starts in Minnesota following week, ending South Texas Nov. 3.  
 Address: Bartlesville, Okla., this week; Ponca City, Okla., next week.

**DON FRANKLIN SHOWS**

**ROYAL EXPOSITION SHOWS WANT**

Experienced Merry-Go-Round Man, Chairplane Foreman, Fly-a-Plane Second Man and capable Man to handle brand-new Schill Roller Coaster. Salary all you are worth if you are sober and drive. Need Concession Agents, contact Jack Royal, Splinter Royal and Dixie Kepley. Have immediate opening for Photos.  
 All Address Until June 7, **ROYAL EXPO SHOWS**, Naval Base, S. C.  
 P.S.1 Want Show Printer and Builder to join on wire.

**WANT-ACCOUNT OF DISAPPOINTMENT-WANT**  
 NEED A MANAGER FOR FIRST CLASS SIDE SHOW. We have brand new equipment including Banners, You Trench Acts and P.-A. Sets. Good disposition. NEED MAN TO TAKE OVER SWARE SHOW. Have new top front and banners. We furnish all equipment, except Snakes, Hops and P.-A. Sets.  
**WILL GIVE BOTH SHOWS TO COMPETENT OPERATOR**  
 Electrician who knows Transformer. Best of equipment with straight salary and your money every week. Need Man for Towers and Front Gate, also Second Man for Merry-Go-Round. Arkie Worthington, answer.  
 Will Cater wants first-class Diner Cook and Waiters. Top wages and good treatment. Cos Pappas wants to hear from Moech, Ernie Taylor and Louis Rubenstein. All answer at once:  
**WILLIAM T. COLLINS SHOWS**  
 FARGO, N.D. BAR, this week; MINOT, N.D. BAR, next week.

**WANT-Cavalcade of Amusements-WANT**  
 Man capable of handling 3 Kiddie Rides, Side Show with own equipment. Caravanserai and Man to handle front. Capable Man to handle D-7 Caterpillar Tractor, Jimmy Johnson, contact. Mite Drivers and Chalkers for team. Experienced Poiers—salary \$50.00 per week. Foreman for Caterpillar, must be sober and reliable.  
 LEGITIMATE CONCESSIONS OF ALL KINDS. Photos, Long Range Gallery, Fish Bowls. Can place high-class Frozen Custard. Will sell Penny Arcade list or book on percentage. Hank Lockhart, contact me. Bill Everett, come on.  
 All Address **AL WAGNER, Mgr.**  
 Bristol, Va., this week.

**DAN-LOUIS SHOWS**  
 Can place a few more Concessions that do not conflict with those we have. Can use Hoop-La, String Game, Country Store Show, Basket Ball, Pitch-Tilt-Win, Bit-Miss Ball Game, Hit-Striker, Cork Gallery or other nice-over-7-time legitimate Concessions.  
 For Sale—Smith & Smith Kid Airplane Ride, in perfect condition, cheap on time. We have too many Kid Rides on Show.  
 We have rooming for Littlefield, Ky., July 4th Celebration, plus 14 Fairs to follow in Kentucky and Indiana. We have a Ride and plenty of good Ride Help.  
**LOUIS T. RILEY, Gen. Mgr.**  
 Irvinston, Ky., this week; Cloverport, Ky., week June 2  
 P.S.: Free rate all the time on this show

**Sunset Amusement Co.**  
**WANTS FOR CELEBRATIONS AND FAIRS**  
 Starting at the Hutchinson, Minn., Water Carnival, June 23.  
 Fun Hous. Side Show, Mechanical, Long, Animal or Monkey Show. Ride Men who drive Semi Tractors.  
 Newton, Iowa, this week; Fort Dodge, Iowa, next.

**AMERICAN EAGLE SHOWS**  
**WANT WANT**  
 Will book small Cookhouse or Grab, Set Derby, Milk Bottles, Pan or Bat Game, Ace and Scapes, Little's Bowling Alley, Big Cash Blower, Heart Pitch, Nickel Roll Down, Dart Ballon, Bumper, Cork Gallery, Candy Apple or any Hanky Panks not conflicting. Will book Little's Autos and Airplane, also Octopus or any Flat Ride. Glass Hockers wants Man to handle newly framed Monkey Show Off medals. Also Gets Show. Can use Agents of all kinds. Street Celebrations start May 28.  
 All Address: **BANNY ARNETT, Mgr.**, per route

**WANT WANT**  
**REDWOOD EMPIRE SHOWS**  
 Shows of all kinds not conflicting for a big season in the Northwest.  
 Want Fish Pond, String Game, Dart Games, Duck Ponds, P.C. and any legitimate Concessions not conflicting. Jimmy Stillwell, come on; Name and Bill, come on, Dayton Rodeo, May 29th to 31st; Union Stock Show, June 3rd to 6th. Wire or contact at once.  
**ANTHONY MASSETH**  
 P. O. BOX 358 BERKELEY, CALIF.

**ALL FAIRS ALL FAIRS**  
 Want Slim Sore Agents must know how to work.  
**A. LITVIN**  
 e/o Wm. T. Collins Shows,  
 Fargo, N. D., May 28-31.  
**FROM JUNE 19 THRU NOV. 20**

**Ferris Wheel Foreman**  
 Good Salary.  
 Also Girl Show Operator must have talent and wardrobe, Slim Anderson wants Agents for stock stores and Ball Games.  
**T. J. TIDWELL SHOW**  
 Leadville, Colo.

**AGENT WANTED**  
 I Count Store Agent, 2 Sta. Cal Agents. Work every day, EX only. Concession on Midway. Contact  
**BILLY CRAIG**  
 Route—Cotton Rapids, Minn., June 4-8; Hanley Park, Minn., June 10-11; Marshall, Minn., June 13-15.

**CARNIVAL WANTED**  
 Fair Week at June 20 thru July 5. Kiddie Rides and Ferris Wheel wanted 4th JULY CELEBRATION. Two nights of fireworks, sponsored by Boosters Club. Contact: **OLIE M. DUBLER or KENNETH WITCMER**, Red Riding Springs, Tenn. Phone 45

**MITCHEN'S MODERN MUSEUM**  
**WANT TO JOIN AT ONCE!**  
 One more Attraction, Fire Eater, Tattoo or Knife Thrower. Justify this more Gift for Inside Ride Box (Man and P. preferred). All addresses on  
**SNAPP GREATER SHOWS**  
 Neasha, Mo., this week; Independence, Mo., next week.  
 P.S.: Harold Smith, wire or come on

**FOR SALE**  
**FERRARI DANGLER CHAIRPLANE RIDE**  
 Larger and More Thrilling Than the Usual Chairplane Rides.  
**Mrs. Frank E. Layman**  
 Wellington Apts.  
 519 W. 11th St. Kansas City, Mo.

**GEORGIA AMUSE. CO.**  
**NO GATE—NO PLATS**  
 Will book the following Concessions: Bingo, Scapes and Ace, High Striker, Hoop-La, String Game, Cork and Lead Gallery, Big Cash, Set Spindle, Pan Game. Country Store or any honest stand. Will buy Kitchens, must be in first class shape. Jip Vincent, wire or call at once.  
**H. H. SCOTT**  
 Cleveland, Ga., this week; Sufero, Ga., next.

**WANTED**  
 Stock Concessions for a season of Celebrations.  
**\$150.00 a week.**  
**Thless United Shows**  
 Tishbe, Ill., June 4-7; Yorkville, Ill., 12-15; Leland, Ill., 18-22.

**Wheel Foreman Wanted**  
 High wages, good treatment. Have work for Couples Short Jump  
**A. J. SUNNY**  
**SUNNY AMUSEMENTS**  
 306 East 12th St., Cleveland, Ohio  
 Washington 1407

**WANTED**  
 Foreman for Wheel, join at once. Top wages and the best of equipment.  
**J. W. MAHAFFEY**  
**CHEROKEE AMUSEMENT CO.**  
 Weverka, Okla., to May 31st; then Asa, Okla., to follow.

**TATTOO ARTIST**  
**WANTED**  
 exclusive Spot-Licensed by City. Write for details.  
**PENNYLAND ARCADE**  
 1003 First Ave. Seattle 4, Wash.

**RISE HELP WANTED**  
 Foreman for 2 1/2 No. 3 Ferris for 8 1/2 Octopus, Foreman for Parker Baby or Merry-Go-Round. Deal of Banners, loud season. Can place Candy Flama and Sine Cone, also few Hanky Panks. Contact  
**JOHN HANSEN**  
 454 N. Regis Ave., Chicago III.  
 Phone: IR. 3-9493

**GIRL SHOW PEOPLE WANTED**  
 Danced Girls, Tallars, Ticket Sellers. Good pay. Very good outfit. Western Union on order, no job offers.  
**LINDA LOPEZ**  
 c/o HILL'S GREATER SHOWS  
 Reton, N. Mex., this week.

**California's Best**  
**4TH OF JULY CELEBRATIONS**  
 SAN DIEGO COUNTY FAIR, Del Mar, Calif., June 17-July 6, inclusive. CRAFTS 20 BIG SHOWS. Frank Warren, Mgr.  
 LAKE MERRITT, OAKLAND, Exhibition Parking Lot, July 2-6, inclusive. CRAFTS EXPOSITION SHOWS. Roger Warren, Mgr.  
 AMERICAN LEGION CELEBRATION, Stockton, June 21-July 6, inclusive. CRAFTS FIESTA SHOWS. Les Haggerty, Mgr.  
 NOW BOOKING SHOWS AND CONCESSIONS.  
 Have good location for Grand Sideshow—also have outfit.  
**Contact CRAFTS 20 BIG SHOWS, Inc.**  
 7283 BELLAIRE Phone: SUmet 2-3121 NORTH HOLLYWOOD, CALIF.

**Percell's**  
**PIONEER SHOWS**  
*what you would attractions*  
 Williamsport, Pa., June 1st to 7th. Defense plants working full blast, June 9th to 14th, Geneva, Pa. Get boom town; nothing but money. Heart of town. Want Show of merit. Jack Harris wants Daring Girl. Concessions: Custard, Novelty Ride, Short Range, Jewelry Arcade, Airplane, Pin Game, Bat Game. Help Wanted: Electrician, useful Show People, Stretch Rive wants Hanky Pank, P.C. and Point Agents. Any of above come on. All replies. This week Williamsport, Pa.  
**MICKEY PERCELL, Mgr.**

**GRAND AMERICAN SHOWS**  
 Want for Grundy Center, Iowa, Diamond Jubilee, June 9-11, on streets; then Okawanna, Minn., 1st District American Legion Convention Celebration, downtown, Vine and Pearl streets, June 19-22.  
 Want Hanky Panks that work for work. No Flat or P.C.; Grand Shows only. Want Grand Shows with own equipment. Want Bill 25 for balance of season, also one Flat Ride. We have THE Best Martin wants Girl for whole season. Will place Slim Stone Agents, need Drivers for concession trucks. Need Foreman for Wheel, Tilt, Backplane, Show Fronts and Gate, second help who drive semis.  
**L. O. WEAVER, Mgr.**  
 Ottumwa, Iowa, now; Waterloo, Iowa, next.

**VETERANS UNITED SHOWS WANT WANT**  
 CONCESSIONS: Will book Fish Pond, Basketball, Hoop-La, String, Watch La, Bumper or any Hanky Pank not conflicting. Can place Cookhouse that caters to Show People. RIDE: Will book Tilt-a-Whirl, Spikier, Roll-a-Piece or any Major Ride not conflicting. Also Point.  
 RIDE HELP: Ferris Wheel and Chairplane Foreman and Second Man on all rides, prefer semi drivers. Want Man to handle Glass Funhouse.  
 SHOWS: Twin-Ons, Penny Arcade, Motordrome. Animal or any worth while Show. We are booked solid to Sept. 15th, with a strong route through North Dakota, Minnesota and Nebraska. Route card to any interested party.  
**L. O. WEAVER, Mgr.**  
 Ottumwa, Iowa, now; Waterloo, Iowa, next.

Telephone **C. S. & N. CO.** Night Service  
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**MOVED TO NEW LOCATION—NEW STOCK—LARGE SELECTION**  
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 — WE SHIP SAME DAY ORDER IS RECEIVED—WITH 25% DEPOSIT —  
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**I. K. WALLACE SHOWS**  
 Want one Major Ride. Will give exclusive privilege to party with two or three Kiddie Rides. Want small Cookhouse, Popcorn, Candy Apples, Flom, Snice, Ball Game, Pitch-Tilt-Win, Cigarette Gallery, Long and Short Range Galleries, Jewelry Show, Six Cate, Bumper, legitimate Concessions of all kinds. Address, wire or write  
**I. K. WALLACE, Glen Burnie, Md.**

**TEXAS CENTENNIAL SHOWS**  
 OPENING IN DALLAS THIS WEEK on Lots in the Heart of the City, then jumping to the Northland for 2 week's a week.  
 Want Concessions of all kinds that can stand to win money. Man and wife to handle Cookhouse (one of the best on the road) will book Merry-Go-Round (arcade and amusement) or other Flat Rides. Shows with own equipment. Can place Ride Help on all rides, especially Wheel Man who can drive semi. Want Agents who know Northwest Territory, if you own stand properties, come.  
 Address: **GEORGE HALL or EMMETT SUFRIN**, Operators and Managers, 2318 Buckner Blvd., Dallas, Tex. (Phone: Evergreen 1327)

**LIONS' CLUB PICNIC**  
 51st & State Sts., East St. Louis, Ill.  
**CAN PLACE A FEW CONCESSIONS THAT WORK FOR STOCK. CAN ALSO PLACE RIDE HELP WHO CAN UP AND DOWN RIDES.**  
**Contact JOHN FRANCIS, per address above**

**FLOYD O. KILE SHOWS**  
 Want for Scottsboro, Louisiana, Colored Industrial Center, May 28th to June 7th. Excellent Route to follow.  
 Can place Custard, Ball Game, Fish or Duck Ponds, Pitch to Win, Cork Gallery, Dartle Cate, Hoop-La, etc. One of a kind Bill Fair. One Major Ride—Chairplane or Octopus—for season. One Good Girl Show to feature. Ring Counter Man who drives semi. Need Sound Car with Concession. Positive for genuine Amusement or otherwise; no grift, no gate, just need a few keepable Attractions to replace some pennantlike cheap banners now departing. Our route is a balance of season with twelve Fairs. Have good staff and need no managers. Reliable Concessionaires and Showmen reply to FLOYD O. KILE, manager.

**PETE KORTES WANTS FOR 2 UNITS**  
 For 72 Unit with Wallace Bros' Shows in Canada: Good Freaks and Novelty Acts that can belly: Fat Girl, Fat Man, Michigs, Giants, Sword Swallower, Alligator Girl, Magician who can lecture, Front Man Talker. Also a good Feature Attraction. Want Milt Readers for both Units.  
 WRITE OR WIRE: **PETE KORTES**  
 e/o Film Park, Flint, Michigan (Phone 8-4744)

**CENTENNIAL CELEBRATION**  
**MANKATO, MINNESOTA, WEEK OF JUNE 29**  
 Carnival wanted or individual Rides. Concessions, or what have you? Contact  
**J. W. Kling, Centennial Headquarters, Mankato, Minn.**

**MANAGER-OPERATOR FOR MOTORDROME**  
 Want experienced Operator with Riders to take over Drome. Long season of Celebrations and Fairs ending November 1. Unusually good territory for Drome. Prospects fine. 50-50 Fairs. Must be sober and have a background of successful experience. Contact  
**M. A. BEAM**  
 M. A. BEAM, Windsor, Penna. Telephone day only 156R











# Pipes for Pitchmen

By BILL BAKER

**CARLETON NEUSTADT** . . . better known as "Push," veteran novelty pitchman in Hines, Ill., Hospital after further amputation on his left leg. He reports that he's being taken care of in good style but that he'd like to read letters from friends.

**PAT PATTERSON** . . . is peddling novelties to retailers around Omaha.

**J. B. HEADINGTON** . . . who has been off the road for the past 15 years, is at his home in Arduvia, Calif., planning to re-enter the pitch field. He'll work sheet.

**DICK SPECHT** and Ralph Mutchler are back in San Francisco doing a video pitch with vitamins to successful returns.

**DEAN MILLER** following a lengthy silence in this corner, comes thru with the following from Hastings, Neb.

"Have just finished publication of a new book, 'The African Violet Manual,' and this item will be given a test radio pitch in the weeks immediately following on several radio homemaker programs throuth the Midwest."

"WHAT HAS BECOME of the old-time sheeties?" queries Bob Lilliston from Atlantic City. "I'm working sport magazines at Starn's fishing pier here and have a 12-foot booth. If any of the boys come along they are always welcome to a day or so's work. I'm looking forward to a big season."

**GABBY KLEIN** . . . currently working Denver locations to good returns, contemplates a top year doing a street pitch in one of the resort towns in the hills in that area during the tourist season.

## Palisades TV

Continued from page 54

Nevis, park publicist, lined up the show for the funspot, James L. Caddigan, WABD-TV director of programs and production, originated the ideas. He is also credited with originating the Bishop Sheen program, a tremendous success in the face of such stiff competition as Milton Berle.

Rosenthal said that the extensive video coverage would boost the funspot's business by at least 300 per cent. Screening of the park's multiple and attractive units is sure to entice many new patrons, since full enjoyment of the funspot can be had only thru participation, he said. There is no possibility that the video coverage will detract from patronage, he added.

Fresh money and record per capita spending is expected from the thousands of tourists who flock to Gotham each summer. While, in the past, it has been difficult to entice them across the

river to the Jersey home of Palisades thru newspaper ads and local billing. Rosenthal says that the nationwide publicity resulting from the nighttime seg should do the trick.

Since the nucleus of amusement parks everywhere is the same, the shows ought to stimulate additional patronage at all funspots located in the Du Mont video lakes, Rosenthal said.

Barry Secher is director of the across-the-board seg with Lee Polk, assistant director; Harry Coyle, producer and Ed Lieberthal, writer. The night show is directed by Frank Bunetta, assisted by Frank Simpson and Roger Gerry.

## Indian Point

Continued from page 54

little since the steamer left New York under dripping skies.

### Sunday Play Heavy

Midway play on Sunday was heavy until about 8 o'clock, an unusually late hour for this spot which usually totes up its business by 6 p.m.

Manager E. D. Kelmans reports more than 1,000 bus parties booked to date and many more in prospect, since the period for signing up groups has just begun. The boat line reports capacity bookings on some days and the funspot is already assured of an attendance of over 300,000, Kelmans believes.

Like all other Eastern units, Indian Point has had only bad breaks from the weather. Each of the week-end operations attempted were hurt by rain. The full-time operations which began this week were also affected.

### Will Use Talent

Kelmans announced the booking of Charabell, famed mute clown feature on the NBC-TV Howdy Doody program for a Memorial Day (30) appearance. Deal was set thru Abe Feinberg, New York booker.

Booking of attractions is a switch in policy for the funspot, Kelmans said that he planned to book similar features with name value about every two weeks throuth the season.

Attractions may prove a special lure for county patronage since

extensive efforts are being made to build area attendance this year. Two-week gap will make it possible to fully exploit the features, Kelmans believes.

A second park office was completed this week in the vicinity of the amusement area. Unit is about 20 feet square with a veranda and is constructed of clapboard painted white. The interior is finished in knotty pine. It contains desks for Kelmans, Al Hayes, treasurer and Jules Logely, superintendent.

A new public address system was also installed last week. Amplifiers are spread throuth the amusement area with special hook-in microphones available for the use of attractions, or in conjunction with contests.

A new Overland kiddie fire engine was added to kiddieland which now includes six units, three of which were purchased new this year.

## Interurban Spot

Continued from page 54

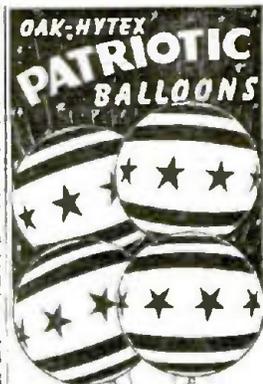
banquet licenses are available for specific parties.

### Ten Picnic Lanes

Special lanes have been constructed in order to hold up to 10 separate industrial picnics at the same time. Industrials are an important source of business for this park. Recreation equipment is provided for them and a tea house is operated on the hill.

In addition to interurban line excursions, there are special trains on the Canadian Pacific, Canadian National and New York Central railroads, with trainloads coming direct to the park. The London & Port Stanley Railway has a special promotion agent handling picnic bookings at the park. Much additional patronage comes by automobile and from the 6,000 week-end residents of Port Stanley during the summer. A considerable percentage of the trade comes from neighboring United States areas.

Operation has been confined largely to week-ends so far this season, and Marck said business has been running about equal to last season, with ballroom attendance showing much of the strength.



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**Oak Balloons**  
For Immediate Shipment. Write for FREE Catalog. **STATE NOVELTY CO.** 616 W. St. Clair Cleveland 13, Ohio

Admon of every kind Endorse The Billboard as a **TOP SELLING FORCE**

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LOWEST PRICES BIG PROFITS EVERY PITCH **PALMER CO.** 19265 Harper Detroit 24, Mich.

**BUSINESS FOR SALE**  
AUTOMOTIVE OIL—contains of Dies for making Cold—Oil Machines—Test Cases—P.A. Systems—D-111 Press, etc.; also Automobile with demonstration equipment and 1000 made-up units. Owner died. Reasonable price to buyer. **Rene Spence** UNITED AUTOMOTIVE SUPPLY CO. Room 214, 1775 B'way, New York 26, N.Y.

**Notice to Paper Men**  
If things are tough, I need Paper Men on crew and free lance in States of Oklahoma and Texas. Burner what crop this year. **JOHNNIE LOWE** Box 7123, Oklahoma City 12, OKLA., or John and Frederick, Okla., May 25th to June 10th.

# LOOK!! AT THESE VALUES

**3-PIECE PEN SET**  
WITH METAL CAPS AND CLIP  
Consisting of ball point pen, fountain pen and pencil. In beautiful gold embossed box. Beautiful gold embossed \$7.50 tag comes with set.  
\$4.00 per doz.  
\$42.00 per gr.

**Sensational Item**  
  
Pearlized Crucifix, very beautiful, 6" x 12". Beautifully beaded. Gold metallic finish.  
**\$7.20 Doz.**

**CREW HAT**  
  
**\$52.00 Gross**

**COWBOY HAT (felt)**  
With tassels and assorted colors  
**\$3.00 Doz. \$30.00 Gr.**

**WHITE STRAW COWBOY HAT**  
Have these in colors, also  
**\$4.00 Doz. \$45.00 Gr.**

**HOWDY DOODY HAT**  
Fastest Selling Hat in the Country for all seashore and parks  
**\$13.00 Doz. \$12.00 Gr.**

**CONFEDERATE & YANKEE HATS**  
With crossed metal suns. The best Confederate & Yankee hats on the market. Made out of Teal and Ostrichine.  
**\$6.00 doz. \$66.00 gr.**

**COTTON BUNTING CONFEDERATE FLAGS**  
With stick and spear, 12"x18"  
\$2.50 doz. \$27.00 gr.  
4"x6" Confederate Flags . . . . . \$2.75 gr.  
6"x6" Confederate Flags . . . . . \$3.00 gr.  
6"x10" Confederate Flags . . . . . \$3.75 gr.  
12"x18" Pirate Flag . . . . . \$3.00 gr.

**SPECIAL**  
3-Piece Jewelry Set Assorted Styles and Colors  
**\$8.50 Doz.**  
(Each set in a box)

- BALLOONS**
- 116 Paddle Balloons . . . Gr. \$ 7.00
  - 115 Cat Mottled . . . . Gr. 7.00
  - Hopalong Cassidy 79 . . Gr. 4.00
  - Dart Balloons, 60c Gr. in 5 Cr. lots.
  - Inflated Rubber Monkey and funny honey that makes a noise, 12" long . . . . Doz. 2.00
  - Balloon Sticks, 60c Gr. in 5 Cr. Lots.
  - Long Silk Lash Whip, made by Kipp . . . . . Gr. 13.50
  - Swagget Canes, beautiful colors . . . . . Gr. 9.00
  - Lancaster Batsons, with bells and tassels . . . . . Gr. 13.00

**Flying Birds with Loud Whistle and Stick . . . . . Gr. \$ 7.20**  
**Silver and Gold Loving Cups . . . . Gr. \$15.00**

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25% deposit required—Money Order or Cash. We ship same day as we receive orders—Ship all over the world.  
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WITH WILNER'S FAST ACTION  
 For Games, Tip-Books, Match Book Deals, Envelope Ticket Deals, \$10.00 Clover Club Deals, Salesboards. Write for list. State your business. Is interested in specific items, specify.  
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 Direct from Manufacturers at Very, Very Reasonable Prices.  
 Columbia Sales Co., Inc.  
 202 MAIN ST., WHEELING, W. VA.  
 Phone: Wheeling 248

### R-B Scores in D. C.

Continued from page 56

of the Concello seat wagons were removed from the line-up last season in order to make room for the new menagerie location. Advance publicity, especially that in newspapers, was unusually good. Frank Braden, R-B's energetic press man, made the rounds in advance and continued to pour it on through the week. The Times-Herald used a full-page of pictures. The Post carried a Sunday feature, and the Star came up with more art and stories than usual.

The sponsoring Legion post did some tub-thumping while the show profited from a tie-in with radio and television via WTOP and WTOP-TV. Circus and station worked out a deal whereby Ringling got about \$10,000 worth of air plugs while the station's stars got publicity on the show. Parade to show's opening was a proude of the air stars riding on circus wagons around the hippodrome track.

Typical of the enthusiasm for the show in local city rooms picture editor George Kaloc of the Times-Herald quit his desk to direct the work of his photos on the showgrounds at Benning Road N. E. and Oklahoma Avenue.

## Dressing Room Gossip

Continued from page 57

tailoring new tramp wardrobe for Bobo Barnett. Clowns did a special show at Oakland Children's Hospital. Mac and Peggy McDonald are planning on installing a life boat on their trailer in case Eddie Ward washes his trailer again. Trailer colony now numbers 19 trailers and seven trucks.

Visitors: George Hanneford Family, George Hubler, Jerry Lewis; Hans, Carl, Conchita, Herbie and Penny Erickson; Joannides and Wande, Eloise Barton, Hamel Troupe; Rubie Egan, Rose Behee Murphy, Red and Anne Larkin and daughter, Marsha; Bob Clark, Elaine Millar, Dolly Green, Johnny Mitchell, Gene Warneke, Jimmy Linn, Louis Goebel, Johnny and Milonga Cline and daughter, Kathy; Rene Pape, Althea and Jimmy Eyster, John Brott, Bert Martin, Charles Swinney, Mr. and Mrs. Clyde Beatty, John Nichols and Joe Priest.—HARRY DANN.

and camera were stolen from his car in Syracuse, also in that city, hoodlums broken into Monte de Oca's car, making off with all wardrobe and his accordion. Monte is working in full dress attire.

Many TV and radio plugs were used in Syracuse, with personnel of show. A miniature parade was staged in street outside WSYR TV studio. Mr. and Mrs. Atayde from Circo Atayde in Mexico, escorted by Agent Willey Storey, were visitors. Herb Taylor's wife joined in Syracuse for length of run. Niek Bangor, injured in Hartford, stopped in Syracuse, en route to Detroit. Jimmy Tebor handles his father's seal act.

Destinations of acts, leaving us in Providence and Syracuse: La-Hionda and Orin Davencourt; Beebe's bears; Ottawa; Flying La-Forms to Camden, N. J.; Fair; Amandis, Bellevue Casino, Montreal; Louis and Oliver Sisters, New York; Eve Walker, Olympic Park; Howard and Wanda Bell, Chicago Theater; Tommy Parristrio, Lookout House, Covington, Ky.; Lucy Danilo's dogs, Flying Romas and Noel's horses.—BILLY BARTON.

### Ringling-Barnum

Our Boston stand closed to big business. Two hospital shows were given, one on Thursday morning and one Friday morning. Many acts and clowns worked. Dick (N. P.) Barstow held rehearsals between shows for new entrances for the big top. He is happy over his new show "New Faces of 1952." Father Sullivan showed his circus movies a number of times for the circus folk in Boston. He entertained a number of friends, including the Eagles midgets, at dinner at his rectory. Al Bruce, old-time performer and clown of the Ringling show the past year, closed the season when we left New York. Mr. and Mrs. William A. Tomer, circus fans and parents of Bob Tomer, usher last season and now in the army, were daily visitors during the Boston stand.

Bobbie and Johnny Hyman visited and received congratulations on the recent birth of their daughter. The trip from Boston to Washington was made in good time. Stopped at Maybrook, N. Y., to feed and water. Visitors: Howard Suez and Jack Hagen, of Hagen Bros.' Circus; the Guinea, Joe Cronin and children, Vince Orlando and family, Ed Rommel, Father Rogers, Pat and Anne Blumberg, Madaline and Edwin Mixon, James Mooney and son, Jimmy.—MARY JANE MILLER.

### Coney Island N. Y.

Continued from page 55

In the field are signs marking the distance balls are hit.

Largest in World  
 Arnold Fine is publicity representative. The place features visits by baseball personalities and actor celebs. The other two establishments are located on Stillwell Avenue, between the Bowery and the Beach and at Neptune Avenue and West 12th.

Steeplechase Park reopened for its 56th season May 17, entirely repainted, with plenty of lights. Most of the Island's girls shows as well as Dave Rosen's Palace of Wonders opened May 18. At Tirza's Wine Bath other dancers are Midge Carmyle, Shelley Wayne and Tanya, with Bill Dely and Casper Madonia doing outside spels. Al Myers, 43, operator of a souvenir shop at Surf and West 12th, died of a heart attack May 15.

Sam Billig, owner of the Eden Wax Museum, Surf and West Eighth, removed the towers and grill work on the Eighth Street stand and painted the front yellow and red. Paddy Shen, who came to Coney 62 years ago and operated the Gilsey House, then on the Bowery and later on Surf, celebrates his 95th birthday June 3. Paddy is now a retired resident at the Surf Hotel.

#### Rocket Ride Gone

Gone are the Rocket ride at Surf and West Eighth and the Sky Dive on the Bowery, for a long time the property of Philip Calumarez, candy concessionaire, who sold them to Venezuelan buyers with Nell Kyriacou accompanying and setting them up at their new sites. The empty Surf Avenue property has been taken over by the city from the Stratton Estate to make room for the proposed Aquarium. Nathan's Famous eatery again is conducting a fishing tournament Saturdays and Sundays and awarding prizes to those catching the biggest fish at Steeplechase Park. Isadore Kraus, James Petano and Harry Novina, whose four rides were replaced by the new baseball range at West Sixth and Surf, are now only interested in operation of a streamline Scooter and parking lot across the Avenue.

Joe Bonsignore, owner of the Bob Sled on the Bowery, Thomson's Roller Coaster on Surf and one of the Island's largest real estate holders, is mentioned as one who will be a conspicuous figure in the bidding for the Feltman Park area and structures that Joseph P. Day is to auction off June 25. Stuart Patton, promotion official of the Brooklyn Daily Eagle, is again busy with the Chamber of Commerce in the matter of arranging for a bathing beauty contest. Frank Castellano, operator of Alibi Inn, Brooklyn nitery, was a visitor at Tirza's in quest of talent.

### Tom Packs Primed

Continued from page 56

Shankman is the newly appointed musical director and Elaine Fruhman, the vocalist. Bob White returns as announcer. John Manco will be in charge of the prop and rigging crew. New electrical fixtures and aerial rigging for hanging equipment have been added to the show.

#### Talent Contracted

The line-up of acts will include: The Ainsworths and Eddys, trampoline; the Jorge Pachecos, hand balancing; The Claytons, Roman runs; The Four Maxons, knockabout acro; Prof. George Keller's Wild Animals; Searle and Ruth Simmons, aerial adagio; John Welde's Bears; Wilbur's Dogs and Ponies.

Bill Bushbom's Liberty horses; Baudy's Greyhounds and Monkeys; Naitto's Dogs; aerial ballet featuring La Norma; Unus, one-finger stand; Triska Tropus, high wire; Lebrae and Bernice, monocytele; the Flying Zaccchini and Fisher's Fearless Flyers; the Martells, role-rols; the Del Morais, perch balancing; the Asia Boys, acro; Franklin and Astrid, acro; Will Hill's Elephants; The Seven Bokaras, teeterboard; Simru's 12-girl aerial ballet; George Hanneford Family, bareback; and Ed-mondo Zaccchini's repeating canon with Victoria and Eddy Zaccchini.

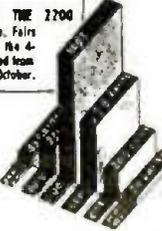
Clown Alley, with Bill Bentledge as producer, will have the Rented Legs, George McGee, Jackie LeClaire, Joe Lewis, Jack Crippin, Billy O'Dell, Ralph Madigan, Hal Griffin, Paul Rasche, Jack Kilpess, Grover O'Day, Henry Boers and Charlie Heberle.

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 FARM WORKERS—STREET WORKERS  
 PAY DAY IS HERE \$ \$ \$  
 ONE SIZE FITS ALL HEADS—ADJUSTABLE CHIN STRAP!  
  
 \$6.50 DOZEN 12 doz. lots  
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 Terms: 25% deposit, balance C.O.D., F.O.B. Chicago.  
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**NEW! HOT! TERRIFIC!**  
 MILLIONS OF KIDS WANT THE SENSATIONAL ALL-PLASTIC

**SPACE SHIP HELMET**  
 IT'S THE GREATEST FLASH YOU'VE SEEN IN YEARS. LOADED WITH SALES APPEAL!  
 • PROPELLER SPINS AND MAKES A WHIZZING SOUND KIDS LOVE!  
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 Immediate Delivery!  
 WE MANUFACTURE ALL TYPES OF BOARDS  
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**TIMED JUST RIGHT....**  
 —For the Big Booming Fair Season Ahead!  
 2133 OF THE 2200 U. S. & Can. Fairs are held in the 4-month period from July thru October.  
  
 Your advertisement in The Billboard 42d Annual Summer Special starts selling for you late in June... continue to sell your products, supplies and services thru the weeks when all of outdoor show business is most active preparing for the big, hot Fair Season just ahead!  
 Complete Details on Page 49

### Frank Wirth

Show was sponsored by Paw-tucket Boys' Fund in Providence. New acts here were Five Amandis, Kay & Kay, Louis & Oliver Sisters and Bushbom's Liberty horses. Arturo was out of program the last half of week with a burst blood vessel in a leg. Visitors were Chai & Somay; Ray, Shirley and Christy Charton; Cycling Kirks, Al Martin, Mrs. A. Herzog. Captain Anderson and Herb Taylor's show went to Syracuse from Providence. A series of outside robberies have plagued the show. In Hartford, Alphonse Jansley was robbed and assaulted (learned that he is still in critical condition, suffering eight broken ribs and punctured lung); Billy Barton's luggage was taken from his hotel room; Otto Kuhnert's radio

### Cincy's Coney

Continued from page 53

Schott feels that the park will be able to stay on a par with last year's business, since the corresponding week-end of 1951 was a washout. Vaughn Moore and his band came in Friday (23) for a one-nighter.

Attractions for the early week-ends were: Clyde McCoy and his band, April 26-27; Ralph Marterle's ork, May 3-4; Betty Clooney, May 10-11, and night fireworks.

**MEN'S IDENT BRACELET 1 1/2**  
 Not metal plated, white or gold finish. Will not rust. \$2.50  
 Not aluminum. Send for 2nd sample order of our line.  
**RAY STATE NOVELTY CO.**  
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 • Invented Movement  
 • Lustrous Double Plated 14K Gold Case  
 • Copy of \$75 Watch  
 • Quantity Limited  
 Lots of 30 \$37.70  
 Lots of 12 \$30  
 Lots of 6 \$400  
 Banded, boxed and guaranteed, 40c extra.  
 Wholesale only, 6 inches minimum \$1.00 additional for samples. 25% off order, balance C.O.D.  
**\$3.50** ea. Cash Lot!  
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**FISHING TACKLE OUTFITS**  
 In Handoms  
**Calliphore WINDOW SHADOW BOX**  
 Created by Fishermen for Fishermen.  
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 Bamboo Pole Set, \$3.95  
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 Glass Rod Set, \$4.95  
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**NO. 203—Steel Rod Set.** Ball Casting, \$10.95  
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 1/3 Dep., Bal. C.O.D.  
 Send for catalogue No. 31 or complete line of fishing numbers from \$2.95 up.  
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 A DELUGE OF LAUGHTER!  
 A FLOOD OF FUN!  
 Fast seller! Comes with beautiful 4 color display card. Dealers Cost \$2.00. See your distributor write, wire, or phone 4-3395 for quantity prices.  
**G. S. K. Co.**  
 Dept. 8 NASHVILLE, TENN.



## DOWN BUT NOT OUT

### Shuffleboard Gets New Chance in Chi Locations

CHICAGO, May 24—All but counted out a few months ago in Chicago, shuffleboard is making a steady comeback in locations. While most coin-operated games have been temporarily removed from locations here, pending

clarifying court action, demand on operators and manufacturers in the Windy City by shuffleboard fans has been growing.

Actually, the new longboard interest has created some chain reaction. Location owners find many of their regular patrons have been spending less time and money in their establishments because one of the key attractions, games, has disappeared. The customers, the stops report, have shown they understand the situation to some extent but at the same time are demanding some related amusement. Many have indicated to location owners or their staffers that they would like another try at shuffleboard play.

#### No Telling

It is still too early to tell how wide a spread the shuffleboard comeback will be but two of the main firms in this area, Purveyor Shuffleboard Company and Marvel Manufacturing Company

have had to increase their staffs to keep up with Chicago orders the past 10 days. Purveyor handles the longboards, plus the Bank-Shot cushion play game made by American Shuffleboard Company. Marvel concentrates on shuffleboard scoreboards and four models, two overhead and two wall type.

Herb Perkins, head of Purveyor, stated that the shuffleboard situation definitely looks brighter than at any time in the past two years. He explained that in a city like Chicago a change in equipment occasionally is considered mandatory, regardless of how popular a certain type may appear. According to Perkins, shuffleboard has been in a dormant stage just long enough to create a desire in patrons to get back to the game. Perkins added: "And if they don't like the game at first, they'll get around to it sooner or later—what else can they play?"

### 31 Teams Set For ASLI Nat'l Saginaw Meet

SAGINAW, Mich., May 24.—Thirty-one teams from seven States will participate in the third annual U. S. Shuffleboard, Tournament slated to begin here Friday (30), at the V. F. W. Hall, according to Stanley R. Warner, tournament manager for American Shuffleboard League, Inc. A total of \$5,000 in cash plus trophies will be awarded winners in each of four divisions, and competition will be held in both longboard and cushion board, with separate titles for men and women in each.

Eight boards will see play, and nearly 300 contestants are registered. Warner said, adding that attendance is expected to set a record in view of the holiday week-end dates.

Part of the prize fund was donated by the American Shuffleboard Company and its distributors, Warner stated. He said that entry fees paid in by players totaled \$1,860. American and its outlets added \$1,000 to this sum, in addition to providing nearly \$2,000 worth of team and individual trophies.

### Trans-World Moves Hdqtrs.

CHICAGO, May 24.—Trans-World Trading Corporation this week completed a move to larger quarters at 55 E. Washington Street here.

New offices are on the third floor and offer Trans-World twice the space it formerly occupied on the fifth floor of the same building. Firm is headed by President Joe Calderon and specializes in coin machines, exports, it also handles a wide variety of other products suitable for export.

Trans-World has a branch office in Los Angeles.

## KEY TO EXPANSION

### Det. Op's Psychology Helps Win New Stops

DETROIT, May 24.—Psychology is an important part of successful coin machine operation, according to James Darios,

whom specializes in shuffleboard. This applies particularly, he says, in the all-important matter of securing new locations.

### Miami Group Moves June 1

MIAMI, May 24.—Altho less than a year old, the Amusement Machine Operators Association of Dade County has outgrown its original quarters and is planning an expansion.

Jimmie Bonnie, AMOA business manager, said the organization would move to larger office quarters about June 1. The new site at 436 SW Eighth Avenue, next door to the present headquarters, will afford considerably more space, Bonnie explained, and also would accommodate executive board meetings. Mrs. Herman Perin handles the secretarial chores for the association.

At its last regular monthly meeting May 15 in the El Commodore Hotel, the AMOA decided to affiliate with Music Operators of America, national organization of music box operators.

With business generally causing serious concern to operators, Darios decided that the times call for just one sound policy—to go out and secure as many new locations as possible. The prescription calls for a continued policy of salesmanship, in presenting the advantages of shuffleboard to the location owner and then offering good service.

Repeated calls are usually necessary, Darios says, and that is where the psychology factor becomes important. The operator, busy soliciting for some weeks

(Continued on page 91)

### Lion Stages Preview Of Initial TV Line

CHICAGO, May 24.—The Lion Manufacturing Corporation held a preview of its television line at the Conrad Hilton Hotel here this week. It ran concurrent with the May electronics parts show and was under the direction of Paul Eckstein, manager of Lion's TV division. Official presentation of the Lion sets is scheduled during the July furniture show in Chicago.

The firm will concentrate on four models in its early production, slated to begin this summer. All will feature 21-inch screens and vary from table to half door to full door models. One shown at the Hilton was a full door model, featuring a de luxe type cabinet. All Lion sets are to be put out with an easy chair push-button channel selector which also

### HONOR HANKIN MEMORY JUNE 15

ATLANTA, May 24.—Special tribute to the memory of the late Morris Hankin will be paid by relatives, friends and business associates when the tombstone on his grave here is unveiled June 15. Among those handling the arrangements for the ceremony is Willie Blatt, president of the Amusement Machine Operators' Association, Miami.

Hankin was active as an operator and distributor for 22 years. When he passed away, June 21, 1951, he was head of a Museum Vending and Hankin Distributors with headquarters here. He also was a factor in the growth of Kiddie lands in this area. For many years he was associated with Jack Lovelady in H & L Distributors, Atlanta.

### Baltimore Ops Plan Summer Meet Schedule

BALTIMORE, May 24.—Because of the virtual unanimous approval of the membership, the Amusement Machine Operators' Association of Greater Baltimore will continue its twice a month meetings thruout the summer. President Irvin Goldner announced. All sessions are held at the Mandell-Ballow Restaurant here and the next one is set for June 2.

Goldner, who stated that attendance at recent meets had been increasing steadily, released the following schedule of meetings: June 23; July 7 and 21; August 4 and 18, and September 8 and 22.

Other AMO officers are David Koenigsberg, vice-president; Moe Kaminsky, treasurer, and Bernard J. Rose, secretary. The board of governors is made up of the officers plus Judson Gallahan Jr., Charles Castora, Maurice Davis, Nathan Mannes, Irvin Mason and Cecil Levinson. The staff secretary is Geraldine Burns.

### Begin Distrib Shows on New Williams Game

CHICAGO, May 24.—Distributors of Williams Manufacturing Company started showings this week of a new five-ball skill game called Olympics.

The game is built with a new-type playfield featuring four thumper bumpers at the top and four trap holes just under them. The four trap holes score a replay, when a ball drops in each and also lights up thumper bumpers to advance manikin diver across and out of simulated swimming pool (on backglass) for single replays.

Other scoring highlights of Olympics, which has a total of eight ways to make replays, include three rollover buttons. These advance the bonus when illuminated and score replays. A rollover lane near the outthole also is a key scoring unit of Olympics.

### Expand Edselco Formica Line

DETROIT, May 24.—Edselco Manufacturing & Sales Company, pioneer firm in the Formica replacement inpf field, announced thru President I. Edelman it is now offering tops designed especially for United, Keeney, Chicago Coin and Universal shuffle games.

Games for which the tops are available include United's 2, 4, 5 and 6-player with 8 and 9-foot playfields, Keeney's League Bowler and Big League Bowler, all Chicago shuffle games with the bowling theme and Universal's 8 and 9-foot bowlers. Edelman stated that a jar of special glue, enough for one game installation is offered free with each sheet of Formica. Prices have been set up so that quantity orders result in lower unit cost to operators.

### United Sales Opens Doors

NEW YORK, May 24.—United Amusement Sales, Inc., opened its doors at 578 10th Avenue Monday (19). Co-owners are Al Gilbert and Wilbur Aaronson.

Gilbert has been an operator for 15 years and formerly was with Dave Loewy, Harry Rosen, Mike Munves and Supreme Vending Company. Aaronson, a World War II veteran, has been an operator for six years.

The new jobbing firm will handle the sale of new and used games and also conversions. Aaronson will concentrate on sales and Gilbert will direct shop activities.

## Calendar for Coinmen

- May 26—Phonograph Owners' Association, monthly meeting, Broadview Hotel, East St. Louis, Ill.
- May 26—Central States Phonograph Operators' Association, monthly meeting, 621 Main Street, Peoria, Ill.
- May 27—Western Vending Machine Operators' Association, monthly meeting, Unique Cafe, Los Angeles.
- June 2—Amusement Machine Operators' Association of Greater Baltimore, monthly meeting, Mandell-Ballow Restaurant, Baltimore.
- June 3—National Confectioners' Association, annual convention and exhibit, Conrad Hilton Hotel, Chicago.
- June 3-4—National Automatic Merchandising Association Regions X and XI, Ambassador Hotel, Los Angeles.
- June 5—Illinois Amusement Association, monthly meeting, 208 N. Madison Street, Rockford, Ill.
- June 5—Washington Music Guild, Inc., monthly meeting, 3110 H Street, Washington.
- June 8—Wisconsin Phonograph Operators' Association, monthly meeting, Site to be announced.
- June 9—Washington Coin Machine Association, monthly meeting, Hub Enterprises Building, Washington.
- June 10—Automatic Phonograph Owners' Association, monthly meeting, Sheraton-Gibson Hotel, Cincinnati.
- June 10—California Music Guild, monthly meeting, 311 Club, Oakland.
- June 12—Michigan Automatic Phonograph Owners' Association, monthly meeting, Macabees Building, Detroit.
- June 13—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.
- June 12—Music Operators of Northern Illinois, monthly meeting, Double Joe's Restaurant, Route 14, Harvard, Ill.
- June 14-15—Music Guild of Nebraska, annual election meeting, Paxton Hotel, Omaha.
- June 18—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- June 19—Progressive Music Guild of South Jersey, monthly meeting, Walt Whitman Hotel, Camden, N. J.
- June 26—Amusement Machine Operators' Association of Dade County, monthly meeting, El Commodore Hotel, Miami.

### SOUND P-R PROGRAM AIDS MIAMI OP CAUSE

MIAMI, May 24.—Effectiveness of sound public relations in helping to iron out a problem which likely have grown for local operators, was demonstrated here recently by the Amusement Machine Operators' Association of Dade County.

The example of successful public relations started with the publication of an article criticizing a recent reduction in commissions for locations with music boxes. The article was printed in the Oasis, a monthly trade journal of local beer and wine dealers and stated that the reduction was unjustified.

Quickly the AMOA moved to present its side of the case. Ozzie Truppan, chairman of the AMOA's public relations committee, sent a letter to Harry L. Torge, president of the beer and wine association, explaining that higher operating costs had

brought about the revised commission structure.

Truppan's letter broke down in detail the operator's cost of doing business. It started with a typical operator's investment; cited the constantly increasing

(Continued on page 91)

### Mutoscope Ups Defense Work

NEW YORK, May 24.—Government contract work is being increased rapidly by the International Mutoscope Company, according to Herbert Klein, sales manager.

Besides several new types of vending machine equipment in the experimental stage, busy production schedules are being met on the company's Photomat device, Klein adds.

## Patent Cup Forming Device For Venders

NEW YORK, May 24.—Development of a cup forming mechanism for installation in bulk drink venders was announced this week by its inventor, Julius H. King. The patented unit is said to occupy the same space as that now utilized by cup dispensing mechanisms.

Julius, who is currently engineering construction of a working model, claims the finished unit will cost about \$75 to \$100 per vender. Advantages will include increased cup capacity, from 1,000 to 6,000 or more cups, lower cup cost and reduced storage, shipment problems.

The device is said to require die cut cup forms, stacked in a single compartment, which are heat sealed to shape on a mold each time the machine is actuated. Plastic coating acts as the sealing agent, while an electronic element in the unit furnishes the heat. The unit keeps "one ahead" of cup delivery; a finished cup is held ready in the final dispensing position, while a new cup is formed with each vending cycle to replace the ready-to-vend cup.

## Supplies In Brief

### Sugar Distrib Off

WASHINGTON, May 24.—Sugar distribution from April 12-19 slumped to 235,563 tons, compared to 241,054 tons a year ago, although in March and the first week of April it soared to 984,829 tons, a climb of 328,056 tons over the 1951 period, according to preliminary statistics released this week by the Agriculture Department. Combined totals for January and February were 1,177,255 tons, 28,591 tons less than for last year.

Imports accounted for 109,633 tons of the 1,937,257 ton total for January 1st—March, 1952, with Cuba, Hawaii and Puerto Rico being the sources. Although the 1940 Philippine Trade Act permits a yearly import quota of 1,904,000,000 pounds of refined and unrefined sugars, no refined sugars have been received from the Philippine this year, the report stated.

### Candy Static

WASHINGTON, May 24.—Confectionery manufacturers' sales in March totaled \$78 million, virtually no change from last year's level, according to the Commerce Department. Although retail sales dropped from last March, wholesale sales increased.

A wholesale survey showed bar goods sales down 3 per cent from last March. Package goods selling between 50 cents and a dollar a pound rose 35 per cent over the previous March and sales of package goods costing less than 50 cents per pound jumped 25 per cent.

WASHINGTON, May 24.—Average weekly earnings for work-  
(Continued on page 80)

## VENDERS BUILD SCHOLARSHIPS

SANTA MONICA, May 24.—Campus venders make it possible for the Students' Board of Health at the Santa Monica high school to award cash scholarships.

The \$50 scholarship, awarded during the mid-year commencement, was accumulated from commissions earned by a milk and an apple vender in the high school.

## Disks to Hypo Sirup Sales

NEW YORK, May 24.—A promotional program featuring the use of phonograph records with an advertisement in Vend, sister publication of The Billboard, is being given a trial run here this week by the sirup division of Cane Dry Ginger Ale, Inc. At Glazebrook, firm's sales manager, recorded a number of 33-minute sales pitches aimed exclusively at C-D's metropolitan distributors. Each record, personalized with the recipient's name, was mailed a few days prior to the date the distributor was skedded to get his copy of Vend.

Using vision to heighten the effect of the recorded word on C-D's vending cups, truck service and availability of flavors, a preprint of the Vend ad also was included in the mailing. The company followed this up with salesmen who supplied portable record players, just in case the vendor hadn't the time to hear the recording at home.

Glazebrook says that if results from the localized mailing justify, additional records will be sent to the company's 25 sirup managers throughout the country.

## Martin Exhibits At NCWA Meeting

CHICAGO, May 24.—The single vending machine exhibit at the NCWA convention was set up by James H. Martin, Inc., and featured its own 8-column candy vender, two models of DuGrenier cigarette machines and one DuGrenier candy vender.

## Dicker for Rights To Make SuperVend

Texas Group With Inventory of 1,795 Units Seeks to Acquire Mfg. Rights

DALLAS, May 24.—Officials of the newly-formed Navenco Manufacturing Company were negotiating here this week with M. M. Miller, president of the SuperVend Corporation, and with inventor Jack Booth for the manufacturing rights to the SuperVend three-drink cup vender.

Late last month, Navenco acquired the inventory of 1,795 SuperVends held by TEMCO, Inc., Dallas aircraft company

## CANDY EXHIBITS HI-LITE NCWA MEET

## Accent Summer Items, Better Packaging; Few Price Breaks

CHICAGO, May 24.—Improvements in packaging, increased stress of warm-weather merchandise (in part indicated by the debut of dime summer bar lines), sluff promotion of established trade brands and price breaks by a few manufacturers were the chief topics of conversation at the National Candy Wholesalers' Association's seventh annual convention at the Palmer House this week (19-21).

Addition of boats to several bar lines was seen as promoting vending machine usage, while accentuation of hot-weather items by many firms was an indication of the industry's attempt to move June-July-August volume higher. As in former years, NCWA exhibitors took advantage of the spring meet to introduce new summer lines, stress those marketed in previous seasons and, in general, offer high-temperature-proof candy for safe summer merchandising.

While most of the straight summer bars were being offered by companies without first-line contenders in the bar field, some

of the hard or multi-piece hard candy packages used year-round by these firms were being plugged as ideal answers to summer merchandising.

### 10c Summer Lines

Sperry Candy Company announced two new dime summer bars, Snowmaid and Turkey, packed 100-count at \$5.50. Both bars were introduced several seasons back as nickel items, which are being retained in 120-count at \$3.60. Sperry's Chicken Dinner, introduced as a 10-cent bar on a test basis last year, is now stated to be a permanent addition to the firm's dime line. Sifer's Valomilk Confection Company introduced a companion nickel cup item to its Mal-low cup, 100-count at \$3. The new item, Snow Cup, is a bon bon coated summer item in 100-count at \$2.75.

New England Confectionery Company is pushing its nickel 10-piece Canada Wintergreen and Canada Mints packs as summer lines. Both come in 100-count at \$2.93.

Although prices appeared to be

stable, with no breaks in the old-line brands, extra case deals and straight price reductions were announced by others. Hollywood Brands, Inc., reported a 5-cent reduction effective Tuesday (20) on 120-counts on seven of its eight bar line, including Zero, Pay Day and Milkshake. New pack price is \$3.10. Hollywood's Sundae Nut bar, reintroduced after being dropped several seasons ago, was also reduced in price. The 120-count was lowered a dime from \$3.50 to \$3.40.

## NCWA Elects Kramer Pres.

CHICAGO, May 24.—Peter Kramer Jr., of Peter Kramer & Son, Inc., Somerville, Mass., was elected president of the National Candy Wholesalers' Association at the group's annual convention this week. He succeeds E. J. McCoy, J. B. McCoy & Son, Canton, O.

Kramer is also president of Frozen Foods Corporation and the New England division of the National Association of Tobacco Distributors.

Other officers elected at the NCWA executive session included E. J. McCoy, chairman of the board of directors; Clarence Morgan, Morgan Bros., Inc., Asheville, N. C., vice-president, and C. M. McMillan, Washington, retained as executive secretary.

## Wis. Cig Ops Cancel Meets

MILWAUKEE, May 24.—Herb Geiger, head of the Wisconsin Cigarette Operators' Association, announced this week that monthly meetings have been called off for the summer. They will be resumed in the fall.

Geiger leaves for Los Angeles next week to attend the National Automatic Merchandising Association's board of directors meeting. He also will set in on a meeting of the National Salesmanager's Association, of which he is a member.

The newest addition to Geiger's firm, Geiger Automatic Sales, is Henry Koch who will set up a newly organized controller's department.

## 7-Cent Coffee Gains Ground

LOMBARD, Ill., May 24.—Seven-cent coffee won another advocate in the Chicago area during the past month when Serv-U Vending Company began conversion of its coffee venders to the higher price. Previously, the firm was 100 per cent on nickel operation thru its Fox River Valley and Western Chicago suburb coffee locations.

Serv-U, headed by Warren Sylvester, is adding penny revenues to permit the vending of odd-cent coffee.

While nickel coffee continues to lead the vending price field, about 40 per cent of all equipment in the Chicago area is now operating at over the nickel price, with the majority at the 7-cent tab (The Billboard, April 19).

## Expand Cole Eqpt. Staff

CHICAGO, May 24.—Cole Equipment & Supply Company announced the appointment this week of two new field engineers, bringing to 21 its staff of traveling engineers.

James Bouse and John Boroday, the new appointees, will work out of the main Chicago office, as do the remainder of the field staff.

Cole Equipment, in addition to manufacturing the American Coin Changer, parts, supplies and services Cole Products Corporation's Cole-Spa cup venders.

## Wrigley Conducting Nickel Gum Vending Test in Chi Subway

Reports Dollar Volume, Gross Profit Up; Plans 100% 5 Cents Gum Op

CHICAGO, May 24.—William Wrigley Jr. Company announced this week that eight nickel gum venders tested in one subway station here during March returned 65.7 per cent greater dollar volume and 61 per cent more gross profit than eight penny gum machines (which they replaced) for the same month a year ago. The nickel models offer two selections, the penny units four.

The nickel gum test program, started in five Chicago Transit

Authority subway stations February 1, is being conducted for Wrigley by Transit Sales, which has the CTA contract for gum, candy and scale operations thru the el and subway system. Initially, 20 of Wrigley's two column manual nickel gum venders were installed thru five stations; five additional units were added to the one eight-machine station in April. The 12 nickel venders returned 98 per cent greater gross and 122 per cent greater sales than the eight penny gum machines for the same month in 1951.

Because total gum vending volume thru the CTA stops is up 12 per cent this year over last, it was pointed out that this should be deducted from the higher percentages quoted on the nickel units. This would, for example, make the 65.7 per cent greater dollar volume quoted for one station actually 53 per cent greater on nickel gum sales.

### 100 Per Cent nickel OP

In the other four test stations, nickel gum units did not entirely replace penny equipment. This, however, was due only to the fact that sufficient numbers of Wrigley's two column nickel

(Continued on page 91)

## CTA El Curbs Hit Venders

CHICAGO, May 24.—Curtailed service on outer trackage of the Loop system, the North Side system, and abandonment of the Humboldt Park line by the Chicago Transit Authority over the last several weeks has resulted in new placement problems for vending firms holding CTA contracts.

In general, the new schedules mean relocation or removal of some vending equipment. Concentrated replacement of left-over units in such spots as the stations on the inner Loop track will offset in some measure the lost or reduced patronage stops.

CTA originally stopped usage of the outer Loop track last year on week-ends and holidays. The further curtailment this month means the outer track is used only for three hours each week-day; one and one-half hours each in the rush hours morning and evening.

Coin Vending Candy

## Penny King Intros Ring Charm Series

CHICAGO, May 24.—Penny King Company introduced a new 20-assortment charm line at the NCWA meeting this week. L. O. Hardman, president, said the new ring charms, featuring pictures of 20 comic characters used by King Features, are \$4 a gross.

King's Silver Bullet charms, announced last November but held up due to non-delivery of molds, will be available in two weeks, Hardman said. The simulated silver and gold plated bullets are priced at \$12.50 per 1,000.

## CHI COMMISSION PIC

## Three Fields Down, Two Steady, One Up

CHICAGO, May 24.—With the exception of coffee equipment, vending machine commission rates in this area are holding steady or experiencing a decline, a check of operators this week indicated. Location percentage has increased in the coffee field only because of the expanded use of the 7-cent price, however.

While most operators deplored the existence of 10 per cent commission on nickel coffee instituted by some operators, they agreed that the norm was a maximum 5 per cent on the nickel drink. Over-all, the range of location percentage on nickel coffee runs

from zero (for many industrial spots who look on coffee vending as an employee service) to 5 per cent. Where 7-cent coffee is vended, the commission pattern ranges from 5 to 15 per cent, with 7 and 10 cent the most common.

On cold drinks, location percentages have declined over the past year from the previous standard of 20 per cent to 15 and in many instances 10 per cent. While the 20 per cent level is still a major factor in the operation of soft drink equipment, the lower figures have been accepted by locations to an important degree in  
(Continued on page 80)



### Oak Creates New Baseball Strips

PITTSBURGH, May 24.—M. J. Abelson, of Oak Sales Company, this week announced the availability of a new series of miniature charm strips featuring big league baseball players.

Designed for use in ball gum machines, the strips have triple appeal in that each player is identified, each panel is numbered and contains a diagram of a baseball field on its back, with the complete set designed as a card baseball game. There are 24 strips in a full series with 13 players featured on each strip.

Oak also makes airplane strips.

### Canada Dry Earnings

NEW YORK, May 24.—Canada Dry Gliner Ale had a net income of \$734,588 for the six months of its fiscal year ended March 31, 1952. For the comparable period last year, net income was \$1,012,602.

**Greatest Time-Saving PENNY WEIGHING SCALE**

CAPACITY 310.00 SPRINGS AND PRECISION CALIBRATED C.A. BRATED WEIGHING SCALE METAL BASE TIN SCOP DIAL IS GLASS COVERED WHICH PROTECTS POINTERS WHEN IN USE. STRONG AND DURABLE. WEIGHING ACCURACY TO 0.01 GRAMS.

There is standard of construction more durable than is normally found in a scale. Finish is black enamel. Complete case is made of strong black fibre to meet the heavy and constant use that is subjected to.

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# Florida Citrus Growers May Shoot Roll on Vending Drive

## Minute Maid Promised Unlimited \$ To Boost Sale of Orange Juice

NEW YORK, May 24.—The Florida Citrus Mutual, of Lakeland, Fla., an organization composed of the State's leading orange and grapefruit growers, has promised the Minute Maid Corporation unlimited financial support for expansion of its vending machine facilities, Bill Burke, Minute Maid sales executive disclosed this week.

Burke explained that the Florida growers now have one of the greatest surpluses in their history and the prices are tumbling all down the line. In a seven-day period, Minute Maid's price for a 30-ounce, 12-can case dropped from \$9.25 to \$7, a drop of 23 percent. As a result of these dives, he added, the Florida growers have decided to shoot the roll on the vending machine operation.

Source of the commitments on behalf of the Florida group is Ralph M. Townsend, manager of the organization's distribution and beverage division, Burke said.

**Vending Pioneer**

Minute Maid is pretty much of a pioneer in the orange juice vending business. The operation began in 1949 when Minute Maid bought some Model 400C vending

machines from Mills Industries, of Chicago, and installed them in the Windy City's Chicago & North-western Railroad station. Carbonators were removed from the machines and cold plates were added.

In 1951 Mills developed a low-temperature machine and that's what Minute Maid is buying for its present locations in Detroit, Chicago, New York, Boston and Washington.

Burke explained that the orange juice concentrate and the water are kept in separate compartments

within the machine and are not mixed until the coin has been deposited. In this way, he pointed out, none of the flavor is lost. Present ingredient cost comes to 2.3 cents a drink; cost to the consumer is 10 cents a drink.

**Location Plans**

Plans are under way, Burke disclosed, to get locations in major industrial plants and, if the Florida Citrus Mutual goes thru with the deal, he predicted that the vending business would have one of the biggest boosts in years.

The Florida Mutual group is determined to stabilize the market, no matter what the cost, according to Burke. Many of the larger banking firms in the State are explaining the stabilization effort, he explained, and lack of working capital should pose no problem.

Moreover, Burke concluded, the Florida group will work with any major manufacturer of orange juice concentrate, including the Snow Crop Division of Clinton Foods and the Birdseye Division of General Foods, to bolster its vending machine campaign.

### N. E. Candy Mfgs. Name Worthen Pres.

BOSTON, May 24.—C. E. Worthen Jr., vice-president of the James O. Welch Company, was elected president of the New England Manufacturing Confectioners' Association at its annual meeting here.

William O. Walburg, assistant treasurer, W. F. Schrafft & Sons Corporation, Charlestown, Mass., was elected vice-president. Harry Gilson, F. B. Washburn Company, Brockton, Mass., treasurer, and Sidney I. Kier, Royal Confectionery Company, Boston, secretary. Directors elected included the officers and Richard W. Clare, New England Confectionery Company; Richard D. Muzzy, Daggett Chocolate Company, and Carl E. Nelson, Brigham's, Inc.

Walter R. Guild was re-elected managing director of NEMCA. Walter Raleigh, executive vice-president of the New England Council, speaking of "New England—1962," foresaw continued expansion of the candy business.

### M. Spillane Joins County Sales Co.

SAN DIEGO, May 24.—Larry Granfield Sr., president of County Sales Company of California, distributors for Spacarb and Mills Coffee Bars, announced the appointment of M. B. Spillane as sales manager this week.

Spillane, a former Spacarb factory man, will handle sales of both Spacarb and Mills machines, Granfield said.

### Sked Year-Book Conclave Program

LOS ANGELES, May 24.—Arch Riddell, secretary of the National Automatic Merchandising Association's Joint Regional Conclave, June 3-4, at the Hotel Ambassador here, announced that the Conclave Program and Year Book of Automatic Merchandising in California would be published concurrent with the meeting.

The year book is sponsored by NAMA Regions X and XI and the Cigarette Vendors' Institute of California.

Riddell also reported that the National Board of Directors of NAMA would hold their spring meeting at the Ambassador on June 3.

### Peter Paul Dividend

NAUGATUCK, Conn., May 24.—Peter Paul, Inc., declared its regular quarterly dividend of 50 cents per share. It is payable June 10 to stockholders of record May 9.

### A. B. C. Vending Net

DETROIT, May 24.—A. B. C. Vending Corporation reported net earnings for 1951 were \$982,011 compared with \$924,858 for the year previous.

Earnings per common share were \$1.04 last year, \$1.07 in 1950.

### Estimate Pepsi Net

NEW YORK, May 24.—Pepsi-Cola Company estimated net profit including that of its subsidiaries will be \$175,000 for the first quarter this year. For the comparable period of 1951, the company had a net loss of \$50,000.

### Life Savers Earnings

PORT CHESTER, N. Y., May 24.—Life Savers Corporation earned a net income of \$424,581 during the first quarter this year. For the like 1951 quarter, net earnings were \$418,740.

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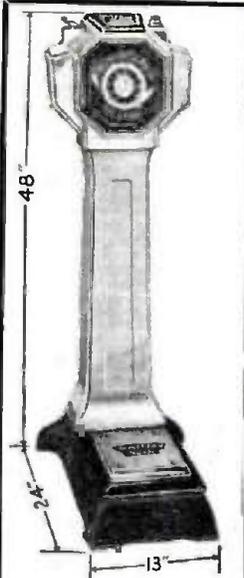
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Models 34 and 35 Ball Gum Vendors Available on West Coast in Stock—Immediate Delivery

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### Beresin Honored By Variety Clubs

PHILADELPHIA, May 24.—Jack Beresin, president of ABC Vending Machine Company, was unanimously elected chief barker at the 18th annual convention of the Variety Clubs International held in Las Vegas.

Beresin was recently awarded the distinction of being named "The Great Heart of the Year" by Tent 13 of the Variety Club at a gathering of over 150 members in the clubrooms at the Bellevue Stratford Hotel. The award was made in recognition of his many years of humanitarian work among underprivileged and handicapped children.



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MODEL 33 BALL GUM	..... 7.45	Private Globe	..... 27.50
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MASTER 24	..... 7.45	ESQUIRE, 12	..... 6.75

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Jumbo Queen 43	ALMONDS, 48 Count	Prasad	Per Lb. 5.20
ZENOBIA PISTACHIO 30	1/2 Lb. Vain' Packed 33	ADAMS GUM, All	Flavors, 100 Count 47
FRY'S CHOC 40	ITALIAN CHOC 40	WRIGLEY'S GUM, All	Flavors, 100 Count 47
PISTACHIO 4 STAR 43	PEAS, Roasted and	WRIGLEY'S GUM, All	Flavors, 100 Count 47
PISTACHIO 3 STAR 43	Salted	SUCKER CHOC	1.30
CASHEW, WHOLE 40	RAINBOW PEANUTS 30	WRIGLEY'S CHOC	LATE, 200 Count 1.30
CASHEW, BUTTS 40	BOSTON BAKED 30	MINI-MINOR CHOC	1.30
MIXED NUTS 40	BEANS 30	MINI-MINOR CHOC	1.30
VIRGINIA PEANUTS 30	JELLY BEANS 30	MINI-MINOR CHOC	1.30
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CHLORO TREATS, 336 count squares..... 52c per lb.  
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Deals Furnished with Chlorophyll Gum

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GIVE TO DAMON RUNYON CANCER FUND

# Supplies in Brief

Continued from page 77

ers on vending machine products held to their usual level in February, except for salaries of cigarette company workers which fell from a weekly average of \$55 in January to \$51 in February. The average weekly hours of cigarette manufacturing workers also dropped from 39 in January to 37 in February, according to Labor Department figures.

Workers in confectionery firms averaged a weekly \$50.01 in February and \$50.67 the previous month, with average weekly hours standing at slightly over 40 for both months. Average weekly wages for employees in the bottled soft drink establishments stood at \$51.98 in February, compared with \$51.32 the previous month.

WASHINGTON, May 24.—With few exceptions, the number of workers in firms putting out vend-

ing machine products has fallen off from January to February and is well below last February's totals, according to Labor Department figures. Around 27,200 were employed in sugar manufacturing firms in February as compared with 28,700 the previous month, and 29,100 in February, 1951. Beverage firms employed 201,600 in February, 203,500 in January, and 211,700 the previous February, while manufacturers of confectionery and related products totaled 97,900 workers in February, as compared with 99,200 the month before.

Workers in firms producing confectionery products alone fell from 85,200 in January to 63,900 in February, which compared favorably, however, with 63,400 the previous February. Workers in cigarette manufacturing establishments went from 26,700 in Janu-

ary to 26,800 the next month, with 25,800 employed in February of 1951. Glass container firms also hired 700 more workers in February to reach a total of 37,400, which was greatly under the 41,600 employed the previous February, however.

WASHINGTON, May 24.—March tobacco sales fell off \$3 million from the previous March to total \$208 million, according to Commerce Department figures. February sales reached \$200 million, but the lower figure was largely explained by the loss of a day. Tobacco products inventories stood at \$143 million in March, as compared with \$137 million the previous March, and \$142 million in February.

WASHINGTON, May 24.—Commodity Credit Corporation paid out \$200,948,420 in price-support loans and inventories for tobacco the first nine months of the fiscal year, according to the Agriculture Department.

The support price was paid out on 400,797,836 pounds of tobacco and was topped only by support prices paid for wheat.

WASHINGTON, May 24.—Sugar distribution in the United States has gone up to 2,650,534 tons the first four months of this year, as compared with 2,278,534 the same period of last year, according to Agriculture Department figures. Total sugar stocks thru April are not yet available, but Department figures show sugar stocks as of March, 1952, at 1,240,573 tons, somewhat under the total stocks of 1,724,017 in March, 1951. Of the first four month sugar deliveries, 8,848 tons were for export, as compared with 18,801 exported the corresponding period of last year.

Department figures showed a steady climb in sugar distribution this year, with 639,682 tons distributed in April, as against

(Continued on page 92)

## Chase Candy Announces Sales Personnel Shifts

ST. LOUIS, May 24.—Chase Candy Company announced changes in its sales organization as the result of the recent purchase of the Shotwell Manufacturing Company.

Homer L. Rothlieiter, vice-president, is moving to Chicago to take charge of the firm's warehouse in that city. George A. Arnold has been named sales representative for Louisiana, excluding Shreveport. Oscar Widmer has been assigned Tennessee, while Marshall Follett will cover Northern Illinois, excluding Chicago, and Southern Wisconsin. W. H. Harden succeeds James Hughes in Alabama. N. C. Bishop is new representative in Western Oklahoma and the Panhandle area of Texas.

The following of the Shotwell Company have joined the Chase sales force: Tom Conrad, in charge of syndicate sales, New York; Kenneth Perry, covering Northern Illinois; Noel Wessel, part of St. Louis and Eastern Missouri; A. J. Murray, Western Ohio; William Abate, part of Pennsylvania and Eastern New York; Andy Schmidt, Eastern Pennsylvania, Maryland, District of Columbia and Southern New Jersey; A. M. Gold, Western New York; and H. C. Solomon, North and South Carolina.

## Hires Reports Sales, Loss in First Quarter

PHILADELPHIA, May 24.—The Charles E. Hires Company, in an interim statement for the six months ended March 31, announces a loss of \$250,859.88 after net sales of \$2,698,055.41 for the period. For the like 1951 quarter net loss was \$57,061.81 after net sales of \$2,667,586.92.

The firm's wholly owned subsidiary, Charles E. Hires Company, Ltd., Canada, reported a loss of \$2,957.72 (in Canadian dollars) after sales of \$43,341.33 for the first 1952 quarter. In the comparable 1951 period net loss was \$9,385.31 on sales of \$46,666.83.

## Universal Match Names Philip Bernstein V-P

ST. LOUIS, May 24.—Universal Match Corporation's board of directors elected Philip Bernstein vice-president in charge of sales this week. Bernstein, formerly Chicago office, was promoted to general sales manager last year.

The directors also declared a regular quarterly dividend of 30 cents per share, payable June 18 to stockholders of record June 6.

## Chi Commission

Continued from page 77

recent months. Theater locations are an exception; they range from 25 per cent on nickel to 50 per on dime drinks.

In areas outside Chicago where cigarette vendors are operated, the location commission trend has by and large, been downward in the last 12 months. Following the pack price increases of over a year ago, commissions generally rose from the penny per pack standard to 1.5 cent per pack; now the trend is back to the penny-a-pack level with sliding scales providing the exception in some locations.

Ice cream machines are another phase of automatic merchandising tending to a lower location percentage. While 10 per cent is still the general rate, increasing operator advocacy for location acceptance of 5 to 7 per cent commission has been noted. At 10 per cent, say many Chicago ice cream operators, the net is too slim to permit planned expansion, at least to the extent the market warrants.

The 5 to 10 per cent graduated scale for candy venter locations is being retained. Most common commission for candy equipment continues to be 10 per cent, especially in high volume spots. Bulk vendors and ball gum units are static at prevailing 20 to 30 per cent commission rates. Gum units are heaviest on the 20 per cent arrangement, while bulk nuts are sold in numerous instances on a sliding scale, ranging from 20 to 30 per cent. Some locations, notably industrials and retail spots in rural areas, accept a 10 per cent commission on bulk nuts.

## Fla. Distribs Cig Tax Dollars Thru 20 Cities

TALLAHASSEE, May 24.—More than \$1,000,000 collected by Florida from cigarette taxes in March will be distributed to incorporated municipalities, John E. Montgomery, director of the State Beverage Department, announced this week.

Of the total of \$1,707,975.70 collected thru the State's nickel-a-pack levy, \$415,788.14 will be channeled into the general revenue fund, the remaining \$1,292,187.56 going to the municipalities.

Miami leads with \$198,612. Other municipalities in Greater Miami to receive funds are Bal Harbour, \$390.55; Coral Gables, \$19,593.10; Hialeah, \$14,023.10; Hialeah Gardens, \$38.51; Homestead, \$7,279.74; Medley, \$77.22; Miami Beach, \$67,033.70; Miami Shores, \$3,091.09; Miami Springs, \$4,077; North Bay, \$739.30; North Miami, \$3,940.18; North Miami Beach, \$2,427.28; Opa-locka, \$3,485.08; South Miami, \$4,710.65; Surfside, \$2,957.01; Sweetwater, \$162.86; Treasure Island, \$207.32; Virginia Gardens, \$43.99; and West Miami, \$4,040.81.

## Okl. Cig Tax Receipts

OKLAHOMA CITY, May 24.—Oklahoma Tax Commission reports that cigarette tax collections for April totaled \$806,903.62, up \$32,205 compared with collections for the same month a year ago.

## Charter New Company

OKLAHOMA CITY, May 24.—Sooner General Vending Company has been chartered with an authorized capital stock of \$2,000. Incorporators are Herbert and Muriel Brett and Albert Fine.



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## PURSUE STEADY POLICY

### Chi Distribs Junk Old Jukes to Aid Industry

Worn out, obsolete juke boxes taken in on trades by distributors have posed a mounting problem since 1946-'47. Here is the eighth in a series on how distributors across the nation meet the situation.

By GEORGE B. LUEHRING

CHICAGO, May 24.—Chicago area distributors pursue a steady policy of junking old music machines for the benefit of the local industry.

The yardstick generally used by most of the distributors is that of model. Prewar machines are junked, postwar equipment is salvaged. The underlying philosophy behind the program is that much of the obsolete equipment no longer serves a useful purpose on location.

Distributors say that such equipment is detrimental to customers, because of appearance and that it proves a constant source of trouble despite the best of reconditioning. Also parts are hard to find and the costs of reconditioning are almost prohibitive in view of the distributor's return.

#### Atlas Music

Harold Schwartz, sales official of Atlas Music Company, Seeburg distributor, said his firm had junked some 85 machines since the first of the year and had been following this program for more than eight months. All prewar machines accumulated by the company are eventually junked. Schwartz also pointed out that the firm had found that the machines took up valuable space. The firm waits until it has a siz-

able number of the machines salvages the usable parts and then smashes what is left.

Schwartz described the program as a pruning process to make the entire industry healthier.

#### Coven Distributors

A spokesman at Coven Distributing Company, Wurlitzer distributor, reported that while his firm junks old machines, the policy is to accept as little of these as possible. Because of storage costs and the other factors involved, the firm shys away from obsolete equipment.

No definite yardstick is used other than the experience of the service department in evaluating the worth of a machine. Generally as much as possible of a machine's mechanism is salvaged and the cabinet and remaining parts are destroyed.

At Automatic Phonograph Distributing Company, AML outlet here, Manager Mike Spaznola said a policy of accepting no prewar machines had been in force for some two months. However, during the first several months of this year more than 50 machines were junked.

#### Play Standpoint

The machines were junked, Spaznola said, because it was felt that no matter how well they were fixed up, they would be bad for the industry from the standpoint of play. The company feels, Spaznola said, that the net result of using antiquated equipment alienates the public from all juke boxes.

The acquisition of worn-out equipment thru trades was stopped, Spaznola said, because of the high costs of storing and shipping such equipment only to destroy it.

### Juke Makers' Group Holds Quarterly Meet

CHICAGO, May 24.—The regular quarterly meeting of the Automatic Phonograph Manufacturers Association was held here Friday (16) at the Union League Club.

All members and officers were present for the luncheon session which was described by Rueben Roling, president of the Rudolph Wurlitzer Company and president of the association, as a routine meeting to clear up financial matters.

Roling said that among other things the coming Music Operators of America convention, to which all the manufacturers have been invited, was discussed. He said the group did not touch on either controls or legislation affecting the juke box field.

### United to Open 1-Stop June 10

MILWAUKEE, May 24.—Opening of the one-stop record service at United, Inc., plans for which were announced at the recent showing of the new Wurlitzer 1500 model juke box, has been set for June 10, Harry Jacobs Sr., head of the firm, announced. Al Rogahn, long-time United employee, will be in charge of the new department. The new service will be located at the firm's Vliet Street headquarters and is expected to save West Side operators trips downtown.

### MOA Fall Meeting Plans Roll; Sept. 12 Picked for Banquet

Luncheon Meets to Feature Public Relations Program; Invite Exhibitors

OAKLAND, Calif., May 24.—Planning for the three-day fall convention of the Music Operators of America is moving at full speed. George A. Miller, president, reported this week.

The annual banquet has been set for Friday evening, September 12, the second day of the convention. Luncheon meetings, to which wives and guests will be invited and at which the MOA's national public relations program will be aired, are being organized.

Miller said that all phonograph manufacturers and representatives of needle companies, record firms and suppliers of auxiliary equipment also are being invited to attend what he called the "largest and most important all-music convention in history."

#### Executive Officers

Miller added that all MOA executive officers have been informed of the part each will play in publicizing the importance of the meeting and the reasons why as many operators as possible should attend.

The convention dates, September 11-13, are to appear from now on on all literature leaving the MOA offices. Miller said. Cuts, matters and other devices for publicizing the convention are being mailed to all manufacturers and others associated with the music industry for use in keeping the convention dates before all concerned.

Much of the convention, which is to be held at Chicago's Con-

gress Hotel, is to be pegged on the MOA's forthcoming public relations program.

Miller said the MOA is aware that Congress will be asked again to amend the copyright act in a manner that the group believes might be detrimental to the juke box industry. The organization participated last February in opposing a so-called Bryson-Kefauver bill amendment which would have imposed a performance fee on operators for each record used in their machines.

In other aspects of the program a liaison committee is being formed with the record manufacturers' association to iron out any differences between disk makers and operators.

### S. Dakota Assn. Sets June Meet

MOBRIDGE, S. D., May 24.—South Dakota Phonograph Association will hold its next meeting at the Alex Johnson Hotel, Rapid City, June 1-2, Harold Scott, secretary-treasurer, announced this week.

Julius Koers, Rapid City member, will host the meeting. Normally SDPA holds quarterly meetings but the one scheduled for April was postponed because of extreme weather conditions plus floods which made traveling hazardous. The only previous meet held by the association this year was the election session January 6-7 at which Tony Trucano, Deadwood, was elected president, and Mike Imig, Yankton, vice-president. Scott was re-elected. Two new members of the board of directors chosen for one-year terms at the January meeting are Norman Gefke, Sioux Falls, and Darlow Maxwell, Huron.

#### Indiana Firm Moves

EAST CHICAGO, Ind., May 24.—The Indiana Automatic Music Corporation here has moved from its former location at 3806 Euclid Avenue to 3209 Guthrie Street.

### 300 at Texas Seeburg Show

HOUSTON, May 24.—More than 300 music operators and servicemen from Southern Texas and Northern Louisiana attended a two day open house celebration Wednesday and Thursday (14-15) at the S. H. Lynch & Company branch office here. The affair commemorated the 50th anniversary of the J. P. Seeburg Corporation and the showing of the new Seeburg M100C Selectomatic phonograph.

A. A. Saga and H. A. Franz, Houston branch manager and assistant manager respectively, together with Gunnar Gabrielson, Seeburg factory sales manager in the Southwest, officiated at the celebration. Doors were open from 10 a.m. until 5 p.m. each day. Luncheon and refreshments were served.

Besides Houston the following Texas cities and towns were represented: Galveston, Beaumont, Corpus Christi, Orange, Port Arthur, Liberty, Livingston, La Grange, Freeport, Lufkin, Conroe, Angleton, Brenham, Pasadena, and Hemstead. Louisiana representation included operators from Lake Charles and some smaller places in the Northern Louisiana trade area.

#### Correction

CHICAGO, May 24.—Because of a typographical error, the price of a transmitter adapter made by the Standard Adapter Company here was inadvertently given as \$5 in last week's issue of The Billboard. The price should have read \$35. The price of the wall box conversion by the same company also is \$35.

### Neb. Guild to Stage June Election Meet

OMAHA, May 24.—Music Guild of Nebraska will hold its annual State convention and election of officers in the Paxton Hotel here Saturday and Sunday, June 14-15. It was announced this week by Howard Ellis, secretary-treasurer. The meet will climax the first year of organization for the Nebraska juke box operators group. It was formed May 6, 1951, at the same site selected for the coming convention.

Present officers of the guild, which changed its name last December from Nebraska Automatic Phonograph Operators' Association, include, besides Ellis, Jerry Witt, Omaha, president; H. W. Marble, North Platte, vice-president, and five directors—George Milborn, Scotts Bluff; C. R. Casey, Laurel; C. R. McKee, Grand Island; Russ Hopp, Hastings, and R. A. Taylor, Lincoln.

The program calls for registration and a cocktail hour the first day, June 14. The second day, a business meeting will be held at 1:30 p.m. and a banquet with entertainment at 6:30 p.m. An exhibition of the latest music machine equipment and records will be held thruout the meet.

Formation of the guild was aided by South Dakota operator association members Mike Imig and Harold Scott, both officers of the S. D. group. The change of name provided the kick-off for a Statewide public relations program.

Other highlights of the first

year's activities included participation in a six-State convention held in Omaha last October, an attempt to get dime-play and becoming affiliated with the Music Operators of America last July.

Ellis' convention announcement pointed out that the group had gone a "long way toward accomplishing" the five objectives listed under the constitution. These were:

1. To unite automatic phonograph operators for their mutual advantage and to promote their general welfare.
2. To inculcate just and equitable principles of trade.
3. To acquire, possess and disseminate useful business information pertaining to trade.
4. To improve the standards, methods of doing business, and build up the prestige of the industry.
5. To promote the general welfare of its members and to encourage co-operation and harmonious action.

### New Seeburg Dallas Show Draws 150 Ops

DALLAS, May 24.—More than 150 operators and servicemen, some of whom came from points 500 miles away, attended the showing here Monday and Tuesday (19-20) of the new Seeburg M100C Select-o-matic at the S. H. Lynch & Company branch office.

Among operators viewing the 50th anniversary phonograph was James L. Garrett of Longview, Tex., who purchased the first juke box sold by Arthur C. Hughes, vice-president of the Lynch company's music division.

The sale was made in 1933 during a period of surveys and tests prior to the appointment of the Lynch company as a Seeburg distributor. Hughes said at that

(Continued on page 82)

### Stage Seeburg Florida Shows

MIAMI, May 24.—Miami juke box operators have received invitations to attend a local showing of the new Seeburg model M100C at the El Comodoro Hotel Sunday and Monday (25-26).

The invitation to view Seeburg's 50th anniversary phonograph came from Cy Wolfe, Wolfe Distributing Company, Jacksonville. The firm is Florida distributor of the Seeburg line. A previous open house showing was held in Jacksonville Sunday and Monday (18-19). Another will be staged in Tampa May 29-30.

### COSTS TOO HEAVY

### Milwaukee Ops Avoid Summer Spot Routes

MILWAUKEE, May 24.—The number of Milwaukee juke box operators running sizable strings of summer music locations has dwindled in recent years due to the heavy costs involved in wide-spread operations.

Only a few operators now favor going after resorts, parks, arcades or any other strictly seasonal spots. Most, however, admit that they at one time attempted to serve a group of outlying accounts, but discovered their profits eaten up by high costs of transportation and other factors.

Hastings Distributors, operated by Sam Hastings, is one of the few firms which continue to hang on to summer locations. The bulk of these spots are within a 25-mile area, largely in the Pewaukee and Kaukaunee Lake region. The advantage in these spots, Hastings reports, is that practically all of them are year-round locations. Another reason Hastings keeps these accounts is the fact that all show a profitable game take in addition to music, thus making it worthwhile to supply music coverage as well.

#### 60-40 Split

Hastings maintains the regular 60-40 commission split with these summer spots, just as he does

with all other locations. The equipment used is a mixture of new and used, depending on the amount of business done. As far as types of records used, Hastings believes that the resort locations by and large prefer the same tunes that are played in Milwaukee.

The consensus of the average Milwaukee firms is that lake spots are not profitable. Frank Bartnik, of Banaco Music, claims that he formerly had a string of summer locations, but actually lost out on them because the season is too short here.

#### Mitchell Novelty

Mitchell Novelty's front office man, Erv Beck, brought out that his firm has no summer spots, but does have quite a few of what he called "winter spots." These are country town taverns which operate with bowling alleys. Usually these taverns house only four or six alleys, but all have lively and loyal bowling leagues which operate during the season and lay off during the summer.

When the leagues are thru functioning, most of the location owners utilize the idle summer months for reconditioning and painting the alleys. Mitchell Novelty then pulls all of its equipment and places it elsewhere.

### Info in Other Departments

Among the stories of 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:

ANALYSIS OF THE DISK INDUSTRY. James C. Petrillo announces survey of platters' income contribution to musician (General-Music Departments).

NEW TUNE EMPHASIZES DANCE PROMOTION. "Let's Go Dancing," a theme for trend to ballroom music (Music Department).

LATINS TURN TO R.&B. Usual summer slump slackened by spread of interest to other than Negro groups (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

## Calif. Group Plans Appeal On Dime Play

OAKLAND, Calif., May 24.—George A. Miller, president of the California Music Guild, reported this week that the organization's Southern division members were prepared to carry their efforts to obtain dime play to the U. S. Supreme Court.

Miller predicted that a test case covering the jurisdiction of the Office of Price Stabilization over the automatic phonograph business would be heard by the high tribunal in the "very near future." Despite efforts to obtain the higher play, the OPS office in the Southern part of the State has continued to hold that dime play is in violation of price regulations. Miller said it is the feeling of operators in the area that they "have not violated any laws by changing over to 10-cent play or by changing their commission structures in instances where new equipment has been placed on location."

## New Seeburg

Continued from page 81

time, Garrett had made purchases of all Seeburg models. Hots at the showing were S. H. Lynch, president of the firm; E. D. Furlow, vice-president; William O'Connor, Dallas manager; and Huges, Gunnar Gabrielson, Seeburg district sales manager, represented the factory.

Only the  
**WURLITZER**  
FIFTEEN HUNDRED  
Plays  
**104 TUNES**  
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Ristaucrat, Inc.

1216 E. Wisconsin Ave.

Appleton, Wis.

## FOLK TALENT AND TUNES

Continued from page 34

and Danny Brown (Coral), who work in a package with Lefty Frizzell, reports that three Beaumont, Tex. d.j.'s, Boyd Whitney, Gordon Baxter and Tommy O'Brian are promoting country shows in that town.

Texas Jim Robertson's daughter was killed in a hit-and-run accident recently. . . . Al Miller, of Victor, is working the South the next two weeks. . . . Karle Hodson, of Empire Music, New Westminster, B. C., reports that Keray Regan (Aragon) is currently touring British Columbia. . . . Alberta Slim (Victor) has purchased a baby elephant and, along with his other trick animals, is building a show package for fairs. . . . Buddy Reynolds (Aragon) is on a coast-to-coast Canadian tour, which started May 21 at Penitence, B. C., and ends in Newfoundland. . . . Stu Davis recently moved from CJCA, Edmonton, Alb., to CKXL, Edmonton, Alb. . . . Smokey Warren, veteran New Jersey country artist, is promoting his own and other rustic ventures in that area.

George L. Featherstone, owner of Wonderland Ranch, four miles south of Dunville, Ont., reports that he did good business with a special wedding party for Mr. and Mrs. Fred Roden, prominent Canadian record store operators. The party for the newlyweds developed into gathering of all the showbiz names in the area.

Johnny Horton (Abbott) and his manager, Faber Robison, are out on tour, winding up in Nashville around June. Horton worked the KWKH, Louisiana Hayride, Shreveport, May 24. . . . Harry Smythe, the granddaddy of the folk music park ops, writes that he has set a long list of bookings for the summer. Smythe's headliner sked at his Buck Lake Ranch, Angola, Ind., includes: Kenny Roberts and Nancy Lee and the Hilltoppers, Judy Jen and George, Herb Hayworth, Gay Gould and George Troxel; WLW's "Midwest Hayride," May 30; Tim Holt and a movie troupe, June 1; Little Jimmy Dickens, 8; the Buccaneers and Patsy Montana, 15; Hank Snow, 22; Granny Harper and Slim Miller and the Benfro Valley show, 29; Salty Holmes and Matty O'Neal, 4; Hank Wil-

liams, 6. Williams is in the midst of a fortnight's stand at the Last Frontier, Las Vegas. . . . Burrell Phillips, of Sho-Me Records, Kansas City, Mo., has inked Mill Dickey, of KCMO, Kansas City, Mo., to a diskling pact.

## Disk Jockey Doings

Dink Emby, WHOP, Hopkinsville, Ky., has his three-year-old son, Dink Jr., working his show as a singer. . . . Pete Cassell, formerly with Mercury, Cactus Matt Warren and Don Owens are spinning wax at WEAM, Arlington, Va. . . . The Tri-State Jamboree to be held every Friday night at WHPN, Huntington, W. Va., is being promoted by Ray Anderson of the station. Ray has the Four Keys Quartet, the West Virginia Nighthawks, Owen Miller, Fred and Garnet, Ben Alley and the Carter Country Troubadours working on the show. Jimmy Skinner and Jimmy Walker (Intro) worked the first two weeks. . . . John Anderson, KSWs, Roswell, N. M., reports he ran into a good Western swing band, Claude Miller's Sunshine Valley Boys, during a date at the near-by airbase.

Johnny Rion added an hour across the board to his sked, giving him 27 hours per week for one sponsor. He opens his Hillbilly Park near Belleville, Ill., June 1, with the house cast including Susie, the Gal from the Hills; Gordon Curd, and Mandolin Pete and the Western Playboys. . . . Tex Clark reports his listeners are swamping him with requests for "Too Many Parties," by Luke the Drifter, on MGM. . . . Elmer Snodgrass, who has been at WAKE Greenville, S. C., for 15 years, did a "fair crowd" with Ernest Tubb and Ray Price May 9. A \$75,000 fire across the street from the promotion proved quite a sales hurdle.

Warren Jarvis, WNVN, Norton, Va., writes that the Christian Crusaders, of that station, have inked with Rich-R-Tone diskery. . . . Cousin Lou Stevens, KXLA, Pasadena, Calif., reports that Joe Allison has left the station to return to Nashville. Ole Rasmussen celebrated his 14th anniversary as a leader with a free jamboree May 2 at Harmony Park Ballroom, Anaheim, Calif. The event drew 4,000. Eddie Kirz has taken his new 10-piece ork into Town Hall, Compton, Calif., on week-ends. The Town Hall show also includes Les (Carrot Top) Anderson, Eddie Dean, Hank Penny, Dues Martin and Sue Thompson and Jack McElroy. . . . Tommy Cutzer, formerly at Shreveport, La., was injured seriously in an auto accident last week, and is confined in a Memphis hospital. He was set to take a d.j. job at WSM, Nashville, which was vacated by Eddie Hill leaving to emcee the "Grand Ole Opry" troupe at the Astor Hotel, New York, for the summer.

Ray Davis, WBMD, Baltimore, is doing five hours a day over the station. . . . Johnny Argo, KWCB, Searcy, Ark., reports that Kathy Copas, teen-age daughter of Cowboy Copas, wants to be a d.j. The youngster is traveling with her dad on personals. . . . S. W. Caplinger, WKNA, Charleston, W. Va., is promoting a new live three-hour h. b. jamboree Saturday afternoons. He hopes to open it to the public this fall. . . . Shorty Long, WPAZ, Pottstown, Pa., just returned from Nashville

## Gala Seeburg New York Debut Attracts 1,200

NEW YORK, May 24.—An estimated 1,200 operators, their families and servicemen Sunday (18) attended a gala open house showing here of the J. P. Seeburg Corporation's new 50th anniversary 100-selection juke box.

The affair was staged in the Moderne Suite of the Belmont Plaza hotel by Meyer C. Parkoff and Harry Rosen of the Atlantic New York Corporation. Seeburg distributors in New York, New Jersey and New England.

The balloon-decorated suite was lined on both sides with exhibits of all major record companies and disk distributor groups. The guests included many record company officials and representatives.

The showing began at 1 p.m. and ended at 7 p.m. A buffet luncheon and refreshments were served. Celebrities attending included Nat (King) Cole, Fran Warren, Comedian Garry Moore, Les Paul and Mary Ford, Allan Dale, Dolly Dawn, Phil Brito and Bill Kenney of the Ink Spots.

## Set Seeburg Canada Show

TORONTO, May 24.—R. C. Gilchrist, president of R. C. Gilchrist Ltd., Seeburg outlet here, said this week that the local showing of the new 100-selection Seeburg juke box would be held Thursday, (29).

Dates for subsequent showings across Canada will be set next week, Gilchrist said, with the lead-off spot set for Montreal. The show there will be held in co-operation with Laniel Bros., sub-distributors for Gilchrist.

The Toronto showing will be staged in the Gilchrist firm show-rooms.

with his frau, Dolly Dimples. They will reopen their Santa Fe Ranch, Reading, Pa., and have a steady list of big names for week-end appearances.

Ray Head, KULP, El Campo, Tex., used a Mother's Day gimmick, asking Korean G.I.'s to send in requests for their mothers. . . . Maxia Taylor, KMOR, Oroville, Calif., reports that Lefty Frizzell's show did 2,500 at the Moonlight Ballroom, Yuba City, Calif.

Shel Horton and Bob Walters, of WVAM, Altoona, Pa., are promoting Friday night rustic talent shows at Bland Park, near Altoona. They have used Doc Williams, Tim Holt and Grandpa Jones, thus far. . . . Fred Wamble, WYOK, Birmingham, writes that Chuck Wells, local warbler, has inked with King. . . . Jack Gardner is taking off six weeks from WBIP, Booneville, Miss., starting June 1. . . . Kermil Reid, WDUN, Gainesville, Ga., got terrific response to "When the Wagon Was New," by the Masters Family on Columbia. . . . Al Morris, who recently left WONE, Dayton, O., has connected with KFVD, Hollywood. He wants country disks for his shows.

Tex Justus has switched from WBNL, Booneville, Ind., to WVMC, Mount Carmel, Ill. Justus needs new records. He continues a show at WBNL. . . . Brother Bob Hastings is back on his WTMV, East St. Louis, Ill., show after a three-month vacation thru the South. He is opening his Acorns Hillbilly Park with Skeets Yansy, Roy Queen, and the Midwestern Swing Stars as house band. He will use name policy week-ends.

Tom Baldwin has added 45 minutes daily to his sked at WIEL, Elizabethtown, Ky. Peanut Faircloth has moved from WNEK to WRDW, both in Augusta, Faircloth is working dates with Poopdeck Pappy Pope and His Georgia Ramblers. He reports that Buster Puffenberger, according to Sunshine Sue, is now in special service at Camp Gordon, Ga. Puffenberger has a combo that includes Billy Bowman, ex-Bob Wil take-off, Don Davis, steel, and Frank Turner, piano. Faircloth reports that there's a new booking set-up at Bell Auditorium which makes for more traveling shows.

## Seeburg Exec Heads Panel At Convention

ROCHESTER, N. Y., May 24.—Ralph M. Isaksen, personnel director of the J. P. Seeburg Corp., Monday (19) led a discussion of the impact of television on employee recreation programs at the annual convention here of the National Industrial Recreation Association.

It was agreed by Isaksen's panel that television had racked up a new industrial headache for manufacturing firms. Employees, instead of participating in recreation programs designed to stabilize labor turnover, were found to be remaining away in droves to scan TV screens.

The seriousness of the problem was underlined by the fact that sums of more than \$7 million are invested in the programs by individual firms. Some of the discussion groups indicated that at least a partial solution might be found by incorporating television into recreation programs thru putting sets in employee recreation halls and having employee groups appear on a company-sponsored TV programs.

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Give to conquer cancer

American Cancer Society

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# Record Reviews

90-100 TOPS  
80-89 EXCELLENT  
70-79 GOOD  
60-69 SATISFACTORY  
50-59 POOR

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

Continued from page 36

## RHYTHM & BLUES Record Reviews

**THE TRENTERS**  
HADA COLE THAT'S ALL... 80-80-78-82  
DECCA 6847—This one includes just about everything—a fine vocal by Trener, good piano work by Doc Miller, handclapping, choral backing and solid backing by the orchestra. If properly exploited, this could go somewhere. Damn good single in the best in any year.

LONG DISTANCE BLUES... 74-75-73-74  
Clara Frazier puts a lot of warmth into this bright blues side. The track sets a Billie Holiday pattern which flows down midway through the disc. Both sides have potential.

**MERF FISHER**  
AIDE, AIDE, AIDE... 78-78-78-78  
IMPERIAL 5132—Chatter has a style somewhat suggestive of Johnny Ray and uses it to good effect in presenting the double entendre lyrics of this Fisher original.

I'LL WAIT FOR YOU... 71-72-70-71  
Moody blues number is sung persuasively by the flexible-voiced chatter. Good late-hour stuff.

**PETE 'GUITAR' LEWIS**  
HARMONICA BOOGIE... 74-76-73-73  
FEDERAL 32076—Lewis switches to a harmonica on this side and shows that his talent is just as good on that as on the guitar. One helluva ballad.

RAGGEDY BLUES... 68-68-68-68  
Lewis doubles nicely on a fast blues vocal and a more amplified guitar.

**CHARLIE SINGLETON ORK**  
DEEP PURPLE... 72-75-73-71  
ATLAS 1010—Singleton turns a set of bones as on a down tempo version of the oldie while Willie Green vocalizes moodily in the upper register.

OCEAN LINER... 60-60-60-60  
More sax by Singleton on an instrumental.

## Ind. Seeburg Show Held by Shaffer

TERRE HAUTE, Ind., May 24.—The new Seeburg model M100C juke box was shown to operators of Southwestern Indiana at the Terre Haute House here Wednesday (21) by the Shaffer Music Company.

Gene Ford, manager of the firm's Indiana office, and James Peachy, State representative for the firm, hosted the event and explained details of the new machine to visiting operators and servicemen.

## RHYTHM & BLUES Record Reviews

**JOE TURNER**  
AFTER WHILE YOU'LL BE SORRY... 73-74-73-72  
FIDELITY 3007—The warbler cries the blues 'cause his gal is gone, and sets the tone effectively.

JUST A TRAVELIN' MAN... 75-75-73-77  
Joe Turner tells the story of a Travelin' Man in good style, while the ark swings behind him with a solid beat. A good disk.

**THE SWALLOWS**  
I ONLY HAVE EYES FOR YOU... 75-76-76-73  
RENE 5533—A strong Melrose street reading of the appealing oldie, with Junior Dewey selling the tune neatly. For delects.

YOU WALKED IN... 79-81-78-78  
The Swallows tune in a strong way here, with Junior Dewey taking the solo lead on a strong, pretty ballad that should get many sales. A strong disk.

**COUNTRY PAUL**  
SINCE I SEEN YOUR SMILING FACE... 72-72-71-73  
KING 4532—Paul sings this one moodily, as he tells the wonderful story of a man who fell strongly over his fine guitar work. Fine for the market.

ONE MORE TIME... 75-76-75-74  
The Southern market should like this plaintive blues dirge sung by Country Paul in his own strong style, while he sings away on his guitar.

**VARETTA DILLARD**  
EASY, EASY BABY... 64-64-63-65  
SAVOY 847—The tough talks over a mighty powerful vocal on this moody, rhythmic blues item, over a solid ark backing. Galt's respect for the feeling on this disc could make it a big one if promoted.

A LETTER IN BLUES... 76-76-74-78  
Varett Dillard turns in another strong vocal, with a lot of persuasion on this moody, slow-tempo blues.

**THE TURNER**  
TROUBLE AND HEARTACHES... 74-76-72-74  
RPM 356—A strong performance by Turner of a blues, well together by a swinging team.

YOU'RE DRIVING ME INSANE... 76-78-74-76  
Bitty has a good melody and plenty of action in the ark to seize interest. Chatter is effective in the lyrics.

**JAY FRANKS**  
FISH TAIL... 64-65-62-65  
RPM 357—Here's a moody instrumental that contains a sense of excitement from start to finish. The one plays it with lots of gusto. This should be a big one for Franks and the combo. A real coin collector.

STRIPPED DOWN... 82-84-78-84  
The side, too, could benefit. There's a plenty of gusto out by the ark under Franks and it keeps on building. Both platter sides are loaded juke entries.

**MARIE ADAMS**  
I'M GONNA PLAY THE MONY MONY... 79-80-78-79  
PEACOCK 154—A strong, strong blues by the through projects the blues again strongly. She's given powerful ark support by Bill Harvey and sidemen.

MY SEARCH IS OVER... 75-76-74-75  
A powerful vocal job by Miss Adams on a well-recorded blues. Good work.

## RHYTHM & BLUES Record Reviews

**COLEMAN HAWKINS**  
CARIACA... 78-79-76-79  
DECCA 28216—Hawkins on the tenor sax rooms all around the tune in this ruff treatment of the Latin-style oldie. An eye-opening side, which could catch a share of the coin, due to revival of ditty via Les Paul naming.

LOVELY WINE... 76-77-74-77  
Hawkins treats the melody gently here in a fine sounding instrumental rendition of the ballad.

**THE NE-NEIGHBOR QUARTET**  
I'VE BEEN TO HEAVEN IN A DREAM... 68-69-67-67  
BIBLETONE 4017—Quartet harmonizes precisely enough on sacred song with nice rhythm.

GO DOWN TO THE JORDAN... 65-65-65-65  
Disc this side.

**THE LE FEVRE TRIO**  
WORKING ON THE BUILDING... 76-77-75-76  
BIBLETONE 7034—The Le Fevre Trio shows a nice attack on this number. Eva Mae solo capably. Group's fans will enjoy this effort.

IT'S REALLY SURPRISING... 70-70-70-70  
Another nice side by the Trio, swelling off the group's good blood.

**THE HARMONEERS QUARTET**  
ANGELS WATCH OVER ME... 75-76-75-74  
BIBLETONE 8006—The Harmoners display fine team both individually and as a group. Material too is strong.

ETERNALLY... 72-73-72-71  
Material isn't as strong but the quartet makes the most of it. A fine sacred disk.

**BILL DAVIS TRIO**  
WITHOUT A SONG... 75-75-73-77  
DECCA 4825—The Trio—guitar and rhythm—produce a nice sound in a bouncing reading of the standard.

**PICADILLY CIRCUS**  
The combo sets a fast pace in this ruff one, with each instrument given the chance to demonstrate what it can do. Both sides of the platter should earn some juke coin.

## RHYTHM AND BLUES NOTES

Continued from page 36

about her life and singing career. The singer has many followers in Denmark, now that her records are being sold there. . . . Red Spencer and his band move into the Glass Bar, Cleveland on May 30. . . . Sarah Vaughan goes to the Club 86 in Geneva, N. Y. May 30, after a one-nighter in Rochester, N. Y., May 29.

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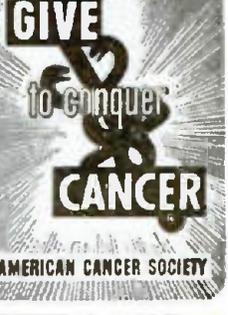
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Locations will be clamoring for this New Profit Maker! You see! Soliciting spots for this honey will be like shooting fish in a rain barrel! They'll welcome you with open arms! Why? . . . because the 50% the owner will get will pay for their machine—and plenty more besides! Furthermore, customers will have fun and amusement while waiting for their orders! And what a market! Every Drug Store, Restaurant, Mail Shop, Fountain, will want up to 25. Make Extra Money with your left hand!

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Here's What Operators Report From Rockford, Illinois: Six machines in the first 6 days brought in \$29.76. From Meriden, Conn.: Five machines are bringing in an average of \$5.00 per machine per week.

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ALL ALONG COUNTER



# THE BILLBOARD Index of Advertised Used Machine Prices

## Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one item 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 orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time of location, territory and other related factors.

	Issue of May 24	Issue of May 17	Issue of May 10	Issue of May 3
ABC (United)	250.00	249.00 245.00	225.00(2)	275.00 295.00
Advance Path (Geac)	39.50	39.50	39.50	39.50
All-in Wonder (Gottlieb)	39.50	30.00	39.50 54.50	39.50 54.50
Aquapace (United)	30.00	49.50 25.00	49.50 75.00	49.50 75.00
Baby Face (United)	32.50	32.50	32.50	32.50
Barnacle Bill (Gottlieb)	69.50	69.50	49.50 69.50	69.50
Basketball (Gottlieb)	225.00	275.00	225.00 275.00	225.00 275.00
Battle (Chicago Col.)	104.50	104.50	104.50	104.50
Big Top (Geac)	65.00	79.50	65.00 79.50	79.50
Black Gold (Geac)	50.00	59.50	59.50 79.50	59.50 79.50
Blue Skies (United)	25.00	25.00	25.00	25.00
Bombay (Chicago Col.)	100.00	100.00	100.00	100.00
Bonanza (Williams)	90.00	94.50	90.00 24.50	94.50
Bonnie (Gottlieb)	75.00	79.50	75.00 79.50	79.50
Bright Lights (Bally)	325.00 345.00	345.00 350.00	325.00 329.00	365.00 395.00
Bright Spot (Bally)	349.50 375.00	435.00 445.00	389.50 425.00(2)	435.00 445.00
Buccaneer (Gottlieb)	69.50	69.50	69.50	69.50
Buffalo Bill (Gottlieb)	50.00	79.50	50.00 79.50	79.50
Build Up (Eubank)	79.50	79.50	79.50	79.50
Camel Caravan (Geac)	69.50(2)	69.50(2)	69.50(2)	69.50(2)
Camosa (Eubank)	104.50	104.50	104.50	104.50
Canasta (Geac)	65.00	60.00 69.50	69.50 95.00	50.00 107.50
Carroll (Bally)	109.50	99.00 109.50	109.50	109.50
Carroll (United)	49.50	25.00 74.50	49.50	49.50
Casino	35.00	35.00	35.00	35.00
Casino (Chicago Col.)	29.50	49.50 25.00 29.50(2)	29.50 49.50	29.50(2) 29.50
Champion (Bally)	50.00 85.00	47.50 59.50	60.00 69.50	47.50 54.50
Champion (Chicago Col.)	69.50 72.50	69.50 72.50	69.50 72.50	119.50 149.50
Chivalry (Gottlieb)	39.50 49.50	25.00 39.50	39.50 49.50	39.50 49.50
Citizen (Bally)	35.00 39.50	42.50(2)	39.50 48.00	39.50 82.50
College Daze (Gottlieb)	99.50	99.50	99.50 99.50	99.50
County Fair	285.00 325.00	250.00 289.00	285.00 300.00	300.00
Crazy Ball (Chicago Col.)	49.50	29.50	29.50	29.50
De-Lov (Williams)	79.50 109.50	79.50 109.50	79.50	79.50
De-Way Ditty (Williams)	39.50 44.50	30.00 39.50	39.50	39.50
Double Shuffle (Gottlieb)	89.50	79.50 89.50	154.50	154.50
Dream (Williams)	104.50 110.00	110.00	79.50 89.50	110.00
ET Pass (Williams)	49.50	35.00 49.50	49.50	49.50
Fighting Fish (Chicago Col.)	115.00	115.00	49.50 115.00	29.50
Fighting Phils	164.50	164.50 175.00	164.50	164.50 189.50
Flaw Star (Universal)	175.00(2)	189.50 209.50	175.00(2)	225.00
Floating Power (Geac)	49.50(2) 55.00	49.50(2) 55.00	49.50(2) 55.00	49.50(2)
Flying Saucers (Geac)	85.00 94.50	85.00 94.50	85.00 94.50	85.00
Four Horses	104.50	104.50	104.50	104.50
Freedom (Williams)	74.50 100.00	100.00	97.50 104.50	65.00 104.50
George (Williams)	109.50	134.50	134.50	134.50
Go Home (Gottlieb)	59.50	59.50 80.00	59.50	59.50
Globe (Williams)	99.50	99.50	99.50	99.50
Golden Gloves (Chicago Col.)	75.00 100.00	75.00 100.00	100.00	100.00
Grand Auto (Chicago Col.)	30.00 59.50	25.00 59.50	59.50 60.00	59.50
Harvest Time (Geac)	60.00	60.00	119.50	119.50
Hazards (Williams)	50.00 119.50	25.00 275.00	225.00	215.00
Hill and Run (Geac)	275.00	119.50	119.50	109.50 119.50
Hit Parade (Williams)	29.50	29.50	29.50	29.50
Holiday (Chicago Col.)	49.50 69.50	25.00 49.50	49.50(2) 69.50	49.50(2) 69.50
Holiday (Keane)	365.00	365.00 375.00	365.00	365.00
Hot Rod (Bally)	50.00 59.50	59.50 59.50	59.50 59.50	59.50 59.50
Humpty Dumpty (Gottlieb)	29.50 49.50	25.00 29.50	29.50 49.50	29.50 49.50
Jack and Jill	275.00	275.00	49.50	49.50

## Select Popcorn Queen In Blevins Contest

NASHVILLE, May 24.—Blevins Popcorn Company awarded the title of Popcorn Queen and a \$100 prize to Blonnie Haynes, a theater lobby popcorn machine attendant. Occasion was a Blevins sponsored contest to find a girl who, in addition to being attractive, was actively engaged in the business of popping and selling corn. W. A. Parker, manager of the Ritz Theater, Alabama City, Ala., was awarded \$25 for entering the winning contestant.

## 8 Teams Complete In Omaha Shuffle

OMAHA, May 24.—Tournament shuffleboard took over this flood-ravaged city last Sunday (18) with the playing of the first annual State team championships at the American Legion Club. Eight teams competed. Event was held under the auspices of the American Shuffleboard League, with John Weiss, State director, handling details. Weiss runs American Shuffleboard Company office here.

	Issue of May 24	Issue of May 17	Issue of May 10	Issue of May 3
Johnie (Eubank)	119.50	119.50	119.50	119.50
Joker Special (Bally)	17.50 30.00	32.50 54.50(2)	29.50 54.50(2)	54.50(2) 50.00
Joker (Gottlieb)	109.50	109.50	109.50	109.50
Judy (Eubank)	30.00	79.50	79.50	35.00 79.50
Just 21 (Gottlieb)	99.50	99.50	99.50 109.50	109.50
King Arthur (Gottlieb)	25.00	25.00	25.00	25.00
King Cole (Gottlieb)	250.00	250.00	250.00	250.00
King Pin (Chicago Col.)	69.50 89.50	69.50 89.50	69.50 89.50	69.50 89.50
Knock Out (Gottlieb)	95.00 99.50	95.00 99.50	95.00 99.50	95.00 99.50
Lady Robin Hood (Gottlieb)	115.00	139.50	139.50	139.50
Leader (United)	39.50	39.50	39.50	39.50
Lite-A-Line (Keane)	375.00 395.00	395.00 425.00	395.00 425.00	395.00 425.00
Lucky Lady (Williams)	175.00(2)	175.00(2)	175.00(2)	175.00 200.00
Major League Baseball (United)	74.50 79.50	40.00 79.50	79.50 94.50	79.50 94.50
Majors of '99 (Chicago Col.)	30.00 39.50	25.00 30.00	30.00 39.50	39.50 59.50
Maryland (Williams)	35.00 70.00	70.00 79.50	70.00 79.50	79.50
Melody (Bally)	49.50 89.50	49.50 89.50	49.50 89.50	49.50 89.50
Mercy (Geac)	55.00 104.50	55.00 104.50	104.50	104.50
Merry Widow (Geac)	39.50	39.50	39.50	39.50
Metamorph (United)	29.50 39.50	25.00 29.50	29.50 39.50	29.50 39.50
Moon Glow (United)	39.50 59.50	30.00 39.50	39.50 59.50	39.50 59.50
Monie (Eubank)	49.50	49.50	49.50	49.50
Mix (Williams)	125.00	125.00	125.00	125.00
Monks (Eubank)	99.50 119.50	99.50 119.50	99.50 119.50	119.50
Oklahoma (United)	79.50	79.50	79.50	79.50
Old Fashioned (Gottlieb)	134.50	134.50	134.50	134.50
Old Mill (United)	250.00	250.00	250.00	250.00
One Two Three (Geac)	69.50	69.50	69.50	69.50
Photo Finish (Williams)	75.00 89.50	49.50 75.00	65.00 69.50	49.50 75.00
Pin Bowler (Chicago Col.)	119.50	119.50	119.50	119.50
Pinch Hitter (United)	114.50	114.50	114.50	114.50
Play (Williams)	79.50	79.50	79.50	79.50
Play Ball (Chicago Col.)	40.00	29.50	29.50	29.50
Playground (Eubank)	114.50	114.50	114.50	114.50
Playtime (Eubank)	79.50	79.50	79.50	79.50
Puddin' Head (Geac)	40.00 59.50	25.00 40.00	40.00 59.50	25.00 59.50
Punchy (Chicago Col.)	129.50	134.50 145.00	134.50 145.00	134.50 145.00
Quarterback (Williams)	84.50 89.00	84.50 89.00	84.50 89.00	84.50 89.00
Ramona	89.50	89.50	89.50	89.50
Rip Snorter (Geac)	89.50	45.00 89.50	89.50	89.50
Road Hog (Gottlieb)	49.50	25.00 49.50	49.50	25.00 49.50
Rock (Geac)	109.50	109.50	109.50	109.50
Rockette	134.50	134.50	134.50	134.50
Romance (United)	25.00	29.50 39.50	39.50	39.50
Round Up (Bally)	64.50	64.50	64.50	64.50
St. Louis (Williams)	64.50 79.50	25.00 79.50	79.50	40.00 79.50
Sally (Chicago Col.)	49.50	49.50	49.50	49.50
Samba (Eubank)	55.00 59.50	55.00 59.50	59.50 59.50	59.50 59.50
Saratoga (Williams)	35.00 49.50	35.00 49.50	49.50	49.50
Scrabble (Geac)	20.00 39.50	29.50	39.50	25.00 39.50
See Jackey (Williams)	295.00 300.00	295.00 325.00	295.00 325.00	295.00 325.00
Select-a-Card (Gottlieb)	325.00	30.00 79.50	79.50	50.00 79.50
Shamrock (Eubank)	35.00 79.50	99.50	99.50	60.00 99.50
Shardsooter (Gottlieb)	99.50	79.50 84.50	79.50 84.50	60.00 99.50
Sho-Shoo (Williams)	124.50	25.00	25.00	25.00
Shoo-Boo (United)	99.50	60.00 99.50	50.00 99.50	99.50
South Pacific (Geac)	249.50	249.50 295.00	249.50 295.00	249.50
Spaz Plus (Williams)	15.00 20.00	27.50 49.50	49.50	27.50 29.50
Special Entry (Bally)	39.50	39.50	39.50	39.50
Soreaway	29.50	29.50	29.50	29.50
Spur-It (Chicago Col.)	110.00	500.00 550.00	499.00 550.00	495.00
Spur-Lite (Bally)	500.00(2)	550.00	550.00	550.00
Stadium (Geac)	25.00 49.50	25.00 49.50	29.50 49.50(2)	25.00 49.50(2)
Standst (United)	325.00 395.00	325.00 395.00	325.00	325.00
Steeple Chase	115.00	109.50 115.00	109.50 115.00	115.00
Stop and Go (Geac)	29.50	29.50	29.50	29.50
Storage (Williams)	35.00 49.50	25.00 35.00	35.00 49.50	39.50 49.50
Summer Time (Gottlieb)	49.50	35.00 49.50	49.50	49.50
Super Hockey (Chicago Col.)	49.50 69.50	50.00 69.50	49.50 69.50	40.00 59.50
Super World Series (Williams)	275.00	275.00	275.00	275.00
Swanee (Eubank)	59.50	59.50	59.50	59.50
Swearheart (Williams)	99.50 99.50	99.50 99.50	99.50 99.50	99.50 99.50
Tambak (Chicago Col.)	104.50 124.50	85.00 99.50	85.00 99.50	85.00 99.50
Tamagoy (United)	84.50	84.50	84.50	84.50
Teehee (Gottlieb)	49.50 50.00	49.50 50.00	49.50 50.00	49.50 50.00
Tennessee (Williams)	65.00 79.50	29.50	29.50	29.50
Texas League (Keane)	50.00(2)	50.00	50.00	50.00
Thing (Chicago Col.)	109.50	50.00 109.50	109.50	50.00 109.50
Three Fathers (Geac)	69.50 79.50	40.00 79.50	69.50 79.50	69.50 79.50
Thrill (Chicago Col.)	27.50 54.50	27.50 54.50	27.50 54.50	27.50 54.50
Total Roll (Geac)	39.50	39.50	39.50	39.50
Trouble (United)	325.00	325.00	325.00	325.00
Trouble (Williams)	39.50 49.50	39.50 49.50	39.50 49.50	39.50 49.50
Triple Wise (Geac)	29.50 39.50	29.50 39.50	29.50 39.50	29.50 39.50
Trick-A-Trick (Geac)	49.50	49.50	49.50	49.50
Turkey (Geac)	65.00 99.00	65.00 99.00	65.00 99.00	65.00 99.00
Tuxedo (Williams)	109.50	109.50	109.50	109.50
Turnover (Eubank)	94.50	94.50	94.50	94.50
Tart King (Bally)	145.00 150.00	165.00	145.00 160.00	165.00 160.00
Ubb (United)	89.50 94.50	89.50 94.50	89.50 94.50	89.50 94.50
Victory Special (Bally)	49.50(2)	49.50	49.50	49.50
Victoria (Williams)	29.50	29.50	29.50	29.50
Wild West	179.50	179.50	179.50	179.50
Wildcat (Universal)	95.00(2)	95.00 124.50	95.00 124.50	95.00 124.50
Wildcat (United)	100.00 124.50	124.50	124.50	124.50
Wildcat (Williams)	150.00 195.00	150.00		

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Chicago Coin Bowler \$95.00
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Single Shuffle Alley Rebound \$95.00
Shuff-A-Line \$75.00
Super Shuffle Alley \$25.00
Super Shuffle Alley With Deluxe Fly-Away Pins Conversion \$45.00
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United Four Player \$25.00
United Five Player \$275.00
United Shuffle \$25.00
Lux Fly-Away Pins Conversion \$85.00
United Silver Bowler \$145.00
United Twin Rebound \$160.00
United Twin Shuffle Cade \$145.00
United Twin Super Express \$145.00
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THE BILLBOARD Index of Advertised Used Machine Prices

Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one item is 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 readers, 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: Machine Name, Issue of May 24, Issue of May 17, Issue of May 10, Issue of May 3. Lists various arcade machines like Ace Bomber, Air Raider, All Stars Baseball, etc.

Shuffle Games

Table with columns: Machine Name, Issue of May 24, Issue of May 17, Issue of May 10, Issue of May 3. Lists shuffle games like ABC Bowler, Ace Bowler, Baseball (Bally), etc.

	Issue of May 24	Issue of May 17	Issue of May 10	24.50	25.00
Bowling (Gottlieb).....	24.50 50.00	20.00 24.50	24.50 59.50	35.80 39.00	45.00 47.50
Bowling Alley (Chicago Coin).....	35.00 49.50	35.00 49.50	35.00 45.00	49.50 59.50	
Bowling Alley & Player (Chicago Coin).....	275.00(4) 319.50	250.00 275.00(3)	275.00(2) 275.00(2)	89.00 99.50	
Bowling Champ (Keeney).....	79.50 89.00	79.50 89.00	79.50 89.00	163.00	
Bowling Champ 2 Player.....	165.00	75.00 95.00	165.00		
Bowling Champ 4 player (Keeney).....				49.50 58.00	
Bowling Classic (Chicago Coin).....	69.00 109.50	69.00 69.50	50.00 69.00(2)	19.00 24.50	
Bowling League (Genco).....	19.00 24.50	19.00(2) 24.50	19.00 24.50	329.50	
De Luxe League Bowling (Keeney).....	299.00 325.00	315.00 325.00		39.00 49.50	
Deluxe Bowler (Williams).....	39.00 49.50	39.00 49.50	39.00 49.50		
Deluxe Twin Bowler (Universal).....	158.00/p			75.00(3) 110.00	125.00
Double Bowler (Keeney).....	50.00 94.50	50.00 59.00	75.00(2) 94.50		
Double Bowler Rebound (Keeney).....	75.00			65.00 79.00(2)	69.50 79.00(4)
Double Header (Williams).....	50.00 49.50	75.00 50.00	49.50 69.50	79.50(3) 100.00	
Double Shuffle Alley (United).....	75.00 79.00(2)	69.50 79.00(2)	79.00(4) 79.50	50.00	
Double Shuffle Alley Express Rebound (United).....	139.50	139.50	139.50	75.00(2)	
Double Plus (Keeney).....	75.00(2)	75.00(2)	75.00	245.00(5)	
Five Player Shuffle Alley (United).....	210.00 215.00	218.00(2) 245.00(3)	245.00(4)	269.50	
Five Player Shuffle Alley Rebound (United).....	245.00	245.00	245.00	220.00	
Four Player Shuffle Alley Rebound (United).....	220.00	220.00	220.00	220.00(4)	
Four Player Shuffle Alley (United).....	195.00 208.00	190.00 195.00	220.00(4)	195.00	
Four Way League Bowler (Keeney).....	195.00	195.00	195.00	29.00 30.00	
Glider (Genco).....	29.00 39.50	29.00 39.50	29.00 39.50	95.00 179.00(3)	179.50(2)
Hi Score Bowler (Universal).....	125.00(2) 179.00(2)	125.00 179.00(2)	179.50	175.00(3)	195.00
Hot Bowler (Bally).....	175.00(4) 175.50(2)	135.00 169.50	175.00(5)	258.00	55.00
Hotshots (Williams).....	350.00	350.00	350.00	150.00	
King Pin (Keeney).....	45.00	45.00 50.00	58.00	195.00(3)	
League Bowler (Keeney).....	150.00/p	175.00(2)	175.00	218.00 225.00	
League Bowler 4 Player (Keeney).....	225.00	199.50 225.00	225.00	195.00/p	199.50
League Bowler 4 player Rebound (Keeney).....		200.00	200.00 225.00	275.00(3)	285.00
League Bowler 6 Player (Keeney).....	245.00	245.00	275.00(3)	35.00	
Lady Strike (Keeney).....	275.00(4) 33.00	275.00(2)		295.00	24.50
Match Bowler 4 Player (Keeney).....	295.00	295.00	295.00		
Pin Boy (Keeney).....	24.50	24.50	24.50	125.00	
Pin Lite Bowler (Chicago Coin).....	19.00 24.50	19.00(2) 24.50	19.00 24.50	39.00 29.50	34.50/p
Shuffle Alley (United).....	29.50 34.00/p	34.00/p	34.00/p	39.50(2)/p	75.00 134.50
Shuffle Alley Express 2 Player (United).....	139.50	139.50	139.50	295.00 319.50	319.50
Shuffle Alley 6 Player De Luxe (United).....	319.00(2) 325.00 339.50	319.00(2) 325.00	319.00(2)	319.50	149.50(2)
Shuffle Alley 8 Player (Genco).....	149.50(2)	149.50	149.50	265.00 295.00	25.00 39.00
Shuffle Alley 6 Player Rebound (United).....	265.00	265.00 295.00	265.00 295.00	40.00 45.00	49.50 58.50
Shuffle Alley Express (United).....	35.00(2) 39.00 45.00 49.50	35.00 39.00 45.00 49.50	45.00 49.50	79.50 109.50	
Shuffle Alley 6 Player (United).....	59.50 109.50	59.50 109.50	59.50 79.50	265.00(5)	295.00(2)
Shuffle Alley 6 Player (United).....	245.00	250.00 260.00	260.00	310.00 319.50	
Shuffle Alley 6 Player (United).....	265.00(4) 295.00 309.50	265.00(3) 295.00(2)	295.00(3)	45.00 49.50	20.00 24.50
Shuffle Baseball (Chicago Coin).....	45.00	45.00	45.00	150.00 195.00	35.00 39.50
Shuffle Bowler (Bally).....	20.00 24.50	20.00 24.50	20.00 24.50	35.00 39.50	40.00
Shuffle Champ (United).....	195.00	45.00	45.00 99.00	35.00 39.50	
Shuffle Champ (Bally).....	45.00	45.00 99.00	35.00 39.50		
Shuffle Hoopoes (Chicago Coin).....	125.00(3) 129.50(2)	125.00 129.50(2)	125.00(2) 129.50(2)	125.00(3)	129.50(2)
Shuffle Lane (United).....	24.50	24.50	24.50	99.00(2)	99.50(2)
Shuffle Lane (Bally).....	125.00(4) 145.00	125.00(3) 145.00	125.00(4)	129.00(2)	129.50(3)
Shuffle Sleeper (United).....	99.00(2) 99.50(2)	78.00 99.00(2)	99.00(2) 99.50	129.50(3)	129.50(3)
Shuffle Target (Genco).....	129.00(2) 139.50(3)	89.00 129.00(2)	129.00(3)	130.00 149.50	
Shuffle Target (Genco).....	149.50	139.50 149.50		75.00 89.50	125.00
Single Shuffle Alley Rebound (United).....	89.50	89.50	89.50	79.00(2) 79.50	125.00
Single Shuffle Alley (Bally).....				125.00	
Single Shuffle Alley (United).....	79.00 79.50	79.00(2) 79.50	79.00 79.50	29.50 35.00(2)	39.00 39.50
Speed Bowler (Bally).....	39.50 43.00	35.00 39.00	29.50 35.00(2)	49.50	350.00
Star Bowler 2 Player (Keeney).....	350.00	350.00	350.00	75.00 89.50	
Star (Keeney).....	89.50	89.50	89.50		
Super Shuffle Alley (United).....	39.50	39.50	39.50	89.50	
Super Total Rebound (United).....		169.50			
Super Total (United).....			89.50	49.00 49.50	58.00 79.00
Super Twin Bowler (Universal).....	49.00 75.80	49.00 49.50	49.00 49.50	95.00 109.50	15.00 24.50
Star Plus (Keeney).....	49.00 109.50	49.00 79.00	50.00 79.00		
Star Plus (Keeney).....	125.00 24.50	79.00 109.50	95.00 109.50		
Speedy Bowler (Chicago Coin).....	99.00 75.00	349.50 50.00	549.50 69.00	549.50 69.00(2)	75.00 119.50
Star Bowler (Universal).....	49.00 49.50	49.00 49.50	49.00 49.50	49.00 49.50	59.00/p
Star Shuffle (Universal).....	65.00	24.50	24.50 39.00	65.00	
Star Shuffle Alley (United).....	125.00 175.00	125.00 175.00	169.50 175.00	165.00 175.00	
Star Shuffle Alley Rebound (United).....	150.00	150.00	165.00	165.00	
Star Shuffle (Williams).....	165.00(2) 175.00	165.00(2) 175.00(2)	175.00(2)	175.00(3)	179.50
Star Shuffle (Williams).....	20.00	20.00	20.00	20.00 24.50	
Star Shuffle-Cade (United).....	195.00(2)	185.00(2)	195.00(2)	195.00(2)	35.00
Way Bowling Champ (Keeney).....	95.00				

# OUT NEXT WEEK

## The Billboard's Summer EXPORT QUARTERLY

... with articles both interesting and helpful to coin machine buyers and sellers.

... with a bonus distribution of over 4,500 copies to export buyers and United States consulates in 80 countries in a growing market that last year bought \$5,121,806 worth of equipment.



Issue Date—June 7th  
Advertising Deadline  
MAY 29th

GIVE TO DAMON RUNYON CANCER FUND



# Bow Schneller Button Shield

PHILADELPHIA, May 24.—Nate Schneller, Inc., one of the most active firms in the game conversion field in recent years, has started deliveries on new Formica Tipper button shields.

Purpose of the shields is to protect area around the flipper buttons and give sides of game continued neat appearance. The accessory is easy to keep clean and attach on location. They are available for Chicago Coin, Gottlieb, Williams and Genco games. The shields' list for \$1.25 a set.

## Wrigley Test

Continued from page 77

venders were not available. It is planned to expand the test to el platforms this summer, with the entire CTA system eventually becoming 100 per cent nickel gum locations.

Commission benefits for CTA also resulted from use of nickel equipment, Wrigley spokesmen stated, in spite of the lower per centage paid on nickel sales (20 per cent as opposed to 25 per cent on penny operation). The higher dollar volume on nickel sales returned greater total commissions than the increased percentage on penny business.

Color, it was felt, played an important role in the test results. The nickel consoles are finished in yellow with black trim, contrasting sharply with the monochrome subway colors.

While Transit Sales' penny gum units were removed in the one test station for the nickel venders, the penny peanut, chocolate candy venders and scales were retained. It was noted that installation of the nickel gum venders did not detract from established sales volume of this penny equipment, in this or other test stations.

As a side experiment, Wrigley discovered that in the station where all penny gum venders were removed for nickel machines, the remaining penny candy, nut and scale equipment did not do additional business. Conclusion: Penny-gum customers either purchased nickel packs or went without any vendor purchase. They did not buy penny candy, peanuts or weigh themselves "just to spend pennies."

Furthering the nickel gum test, Wrigley is making arrangements with Union News to install the machines in those stations where Union now sells nickel gum and candies over the counter. The effect the nickel gum units will have on the greater-variety counter gum business will be determined.

With the expansion of nickel gum vending to el platforms during the next two months, Wrigley plans adding its four column manual console model to the two column units.

The four column console model has been the subject of much operator interest over the past year following announcement of its withdrawal and subsequent renovation. Originally, Wrigley built 1,000 of this type nickel gum machine in 1949, placed it with established operators over the country for test purposes. The equipment is still owned by Wrigley, but it is planned to sell this model outright following re-engineering.

To date, operators have returned 650 four column units to Wrigley. It is expected that the renovation program will be underway in June, that the first re-engineered units will be ready within 30 days. Current plans are that the first run of renovated machines will be used by Transit Sales to supplement the two column gum venders now in CTA subway stations. This will also serve to conduct an operational check of the rebuilt equipment before offering it to the general market, Wrigley officials stated.

WASHINGTON, May 24.—Pecan growers have voted continuation of the marketing agreement and order program regulating the handling of pecans grown in five Southern States, the Agriculture Department announced this week. Nearly 69 per cent of the growers favored continuation of the program. The agreement, put into effect in September of 1949, required a referendum during the third year of operation.

# Coinmen You Know

## Cincinnati

Automatic Phonograph Owners' Association held its regular executive board meeting Tuesday afternoon (27) at 2 o'clock in the association's offices. Members of the group extended their sympathy to Abe Willinsky and family in the loss of his wife who died Wednesday (21) at Jewish Hospital. Willinsky operates the A. & B. Music Service.

## Milwaukee

Red Jacomet, West Allis music and games operator, reports that the hottest piece of wax in his juke boxes in recent weeks has been Al Martino's "Here in My Heart."

Operators from all parts of the State have been flocking to the Paster distributor's office and warehouse, according to manager Sam Cooper, to take advantage of premium items being offered at close out prices. Jerry Groll, in charge of the premium goods department at the AMI outlet decided on a spring cleaning spree and selected a variety of odds and ends to turn out as bargains.

Max Polaky, former Paster yardman, no longer is with the firm. He is now in a different line of endeavor. The Vic Manhardt firm is anxiously awaiting its first shipment of the new Model Evans Century to be used as a floor piece. Up north, hunting for more orders for the Evans must be box line, Manhardt sends the word that the order book is being given a good workout.

Business in both the music and games lines, according to operator George Schroeder, is only at a so-so level, with music takes just a bit better than games. Schroeder

## Detroit Ops

Continued from page 78

or months, must be prepared also to gamble on losing a new location to another operator who happens along at the right moment to close a deal.

Careful gauging of the location owner's intentions is essential to this phase of the business—and probably no sure-fire rule can be formulated. However, Darios does recommend following a definite policy, regular contact if the operator believes the location owner is interested in shuffleboard. One way to do this is probably to bring the prospect to the point of decision. On the other hand, according to Darios, it may seem, upon careful evaluation of the situation, that the owner is giving the operator a run-around. In such cases, the prospect should of course be dropped quickly, he recommends.

Darios has a sturdy route operation of his own that has resulted in a move to new headquarters on the West Side, 2918 Taylor Avenue. The new store, intended primarily for shop purposes, is conveniently located with regard to the route.

## Sound P-R

Continued from page 78

costs of records, parts, license fees, and routeman's salaries, and ended with an operator's earnings before and after the commission charge.

Truppman further wrote that the action of revising commissions was necessary in order to keep the juke box operator in business.

Several days after Truppman's letter, Torge replied with a sympathetic letter agreeing that the new rates were justified. The next issue of Oasis carried the AMOA letter, together with a copy of Torge's reply and the net result was one which tended to dissipate any controversial feelings that might have arisen.

## Fette Rejoins Schutter

ST. LOUIS, May 24.—Schutter Candy Company, a division of Universal Match Corporation, has appointed William A. Fette director of marketing and sales. Fette was formerly a vice-president of Universal and treasurer and general manager of Schutter Candy from 1944 to 1948.

said that he is anxiously awaiting delivery on the new model 1500 Wurlitzer music boxes that he ordered at the recent showing here.

Angelo Perlano, former MGM Records sales representative here, reports that juke box operators are getting excited over the new disk he is now plugging on his own label, Demo Records. Also pulling lots of local nickels, Perlano says, is his cutting of "Dry Bones," by the Frenchy Bouton Trio, backed with "Cute Little You."

The new address of Johnny O'Brien's Major Distributors, handling the Mercury Records line, is 626-628 E. Ogden Avenue. O'Brien expects to be doing business out of the new location by June 1. New quarters is located only a short distance away from the Capitol Records headquarters, thus starting off what may develop into a "record row."

## Baseball Top New on Market

NEW YORK, May 24.—Paul A. Price Company is marketing a hexagon-shaped Baseball Top designed to vend in ball gum machines. Made of plastic, the top is spun with the fingers. When it stops spinning and falls, a figure marking is shown, indicating a one, two or three-base hit, home run or out.

A patent design is pending on the 2 1/2 inch diameter top, which is priced at about \$8 per thousand.

## New Switch Model Features Long Life

FRFPORT III, May 24.—Micro Switch Division of Minneapolis-Honeywell Regulator Company announced a new precision miniature switch that will open and close as many as 100 million times. Use of a new alloy, Armos 17-7, stainless steel makes the switch life possible.

## Lion Stages

Continued from page 75

both picture and sound and required a minimum of adjustment following station changes.

30 Years Old  
Makers of electrical and electronic devices, Lion was organized by Ray Moloney, also president of Bally, in 1922. His experience and strong background in the appliance and beverage vending fields dates back long before World War II. Winner of numerous citations for efficient production by the Army, Navy and Air Force in the 1941-45 period, Lion was among the first to receive defense contracts during the current emergency and is now at work on at least five major service orders. The corporation is the parent company of five subsidiaries, whose total production space is 415,000 square feet. One of its subsidiaries, Grand Woodworking Company, with plants in Rockford, Ill., and Chicago, will produce the cabinets for the Lion TV line.

Eckstein has been an executive in the electronic field for the past 22 years and in that period has engaged in directing radio, home appliance and television merchandising for Stewart-Warner, Westinghouse and Hallcrafters. At the showing this week he reaffirmed a policy laid down in January (The Billboard, January 25) that Lion would concentrate on a minimum of models with maximum quality and competitive prices. He also indicated his firm would be offering 27-inch models before the year is out.

## Texas Operator Dies

LA GRANGE, Tex., May 24.—Funeral services were held May 15 for Walter Stoever, 48, coin machine operator, who died of a heart ailment.

Besides extensive coin machine operations in and around LaGrange, Stoever was co-owner of an automobile agency and sole owner of one of the largest live stock auction barns in South Texas.

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**MUSIC**  
CHICAGO COIN HIT PARADE Most beautiful, most dependable 45 RPM Junior Size Phonograph! Write or Phone!

## SHUFFLE GAMES

NEW KEENEY SUPER DELUXE LAQUA BOWLER WHICH TWIN BOYATON KEENEY 4 PLAYER SUPER SHUFFLE ALLEY CH. COIN DE LUXE 4 PLAYER

**RECONDITIONED AND RESURFACED**  
Mechanisms completely overhauled. Resurfacing with complete removal of old surface. Four coats of new finish. Also new in section decal.

- UNIVERSAL DELUXE LAQUA BOWLER \$219
- 4 PLAYER BOWLER \$179
- 4 PLAYER BOWLER \$179
- SHUFFLE SLUGGED \$99
- SHUFFLE EXPRESS \$79
- SHUFFLE \$59
- CHICAGO COIN SIX PLAYER \$279
- ACE BOWLER \$179
- TROPHY BOWL \$179
- THREE BOWLER \$179
- BOWLING ALLEY \$179
- WILLIAMS DOUBLE SHUFFLE \$179
- LUKE BOWLER \$179
- TWIN SHUFFLE \$179
- UNIVERSAL SUPPO TWIN BOWLER \$73
- BALLY HOOP BOWLER \$179
- SHUFFLE LINE \$129
- SHUFFLE BOWLER \$79
- SHUFFLE BOWLER \$79
- GINCO SHUFFLE BOWLER \$179
- BOWLING LEAGUE \$179

## VENDING



MINI POP—Welch POP CORN \$82 GANDY KING NEW BALL GUM NEW

**WANTED for CASH**  
Bally SPOT LIGHT Bally COWLEY ISLAND Bally BRIGHT LIGHTS TELEQUIZ (Highest Prices Paid)

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**NEW KEENEY SHUFFLEBOARD ATTACHMENTS**  
4 PLAYER BOWLER for four boards 4 PLAYER BOWLING CONVERSION for short boards. Best delivery!

RECONDITIONED KEENEY 4 PLAYER Attachment for four boards \$425 KEENEY 3 PLAYER for two boards \$55

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JUMBO BINCH LITING FIXTURES FOR UNIVERSAL TWIN BOWLER. Complete! Installed in homes. All the flash of the newest & biggest! Originally \$179.50. Now \$117.50

# CATCH THOSE BIG LOCATIONS WITH CHOICE NEW AND RECONDITIONED GAMES FROM FIRST DISTRIBUTORS!

**BINGO 5 BALLS**  
NEW Bally ATLANTIC CITY UNICO 40000

**RECONDITIONED**  
Bally COMBOS \$40000 Bally BRIGHT SPOT \$400 Bally HOLIDAY \$400 Bally BRIGHT \$400 LIGHTS \$400 Bally BRIGHT \$400 UNIVERSAL BSTAR \$365

**5 BALLS**  
Gottlieb CROSSROADS CH. COIN KING PIN

**RECONDITIONED**  
Wm. SEA JOCKEY \$225 UNICO COUNTY BATE 705 UNICO TOUCHDOWN 375

**ARCANE**  
RECONDITIONED AND RESURFACED Sebring SHOOT THE BEAR \$375

SHOOT THE BEAR \$375 SHOOT THE BEAR \$375 SHOOT THE BEAR \$375 SHOOT THE BEAR \$375 SHOOT THE BEAR \$375 SHOOT THE BEAR \$375 SHOOT THE BEAR \$375 SHOOT THE BEAR \$375 SHOOT THE BEAR \$375 SHOOT THE BEAR \$375

**GENUINE SHUFFLE GAME FORMICA TOPS**  
Genuine silk screened tops at the right price! High end quality silk screened during manufacturing process. For United States & Foreign and BOWLING LEAGUE BOWLERS

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M148M Midway \$219	
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Seeburg W4-L56, 5c, 10c, 25c, Wireless, Refinished	\$39.00
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Wurlitzer 4820, 5c, 10c, 25c, Reconditioned	\$5.00
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# Shaffer Specials In Better Quality Buys

## Album and LP Reviews

Continued from page 42

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**65**

**GRAND TWENTY LYRIC PIECES—Grant Johnson (3-127)**

Van 039 PL-7360

Some of Grant's loveliest and most familiar lyric pieces are included in this fine collection of small songs by the harmonica composer. Many of the popular "Wedding Day of Troilchansen," "Madeline," "Little Bird," "Dance," "March of the Dwarfs," "Puck," "Elv Dance," and many other lyrics that are known to all who ever studied the piano. They are beautiful and beautifully played. Grant Johnson is a well-known LP artist, and should appeal to those who enjoy fine piano music. Listening is good and the cover is attractive.

**75**

**CLASSICS IN JAZZ ALBUM—Small Classics (3-107)**

Cap 0331 8-322

The jazz aficionado will get a lot of kick out of this new Capitol wax. It features 40 of America's top jazzmen, all of them in small combos, going out with informal easy-listening music. The jazz aficionados will get a lot of kick out of this new Capitol wax. It features 40 of America's top jazzmen, all of them in small combos, going out with informal easy-listening music. The jazz aficionados will get a lot of kick out of this new Capitol wax. It features 40 of America's top jazzmen, all of them in small combos, going out with informal easy-listening music.

**65**

**RAYEL: MIROIRS (Suite for Piano) and GASPARD DE LA NUIT—Leonard Pennario (3-112)**

Capitol 129 P-1132

"Alcázar del Gracioso" is the best-known section of the "Miroirs" set, presented here in its entirety for the first time on LP. "Gaspard de la Nuit" is a fine musical transcription of three poems by Alphonse Lamartine and has been used twice before. The two works make for a well-matched set, representative of the best among Rayel's scores for the piano. Capitol artist Pennario is well equipped technically and musically to present these varied beautiful pieces in an attractive and meaningful transcription of the original score, complete.

**65**

**BRAHMS: QUARTET NO. 2 IN A MINOR, OP. 51, NO. 2 (3-112)—Hollywood Cap (333) P-1143**

The Brahms A Miller, as presented here, is a welcome addition to the LP catalog of quartets by the German master. The score is usually a particularly reading that comes across to the listener with a fine sense of presence. While this may be "without" music for some to absorb, his beauty soon become apparent on repeated hearings. As a first on LP, the disk should enjoy some fast initial action and settle down to steady, undisturbed, activity over the long stretch.

**70**

**JOHNNY HODGES AND HIS ALIVE SQUAD—Johnny Hodges (A Treasury of Jazz) (3-107)**

Van Victor LP-1000

Johnny Hodges and his Alive Squad are featured on this treasury of jazz music by such stars as Duke Ellington, Jimmy Blanton, Sonny Clark, Count Basie and Ray Charles. All of the discs were made in 1940-'43 and they show off the warm and superb musicianship of the sextet, its shifting effects, and give some of the most exciting and swinging music ever made by the state. All in all, it's a set that will be a must for all collectors. Recording is fine.

**65**

**AN ART TATUM CONCERT—Art Tatum (3-107)**

Cap (333) CL-101

Humorous, Tatum Pale Boyles, Tatum to Watch Over Me, How High the Moon, Yesterday, Willow Weep for Me, The Merry Dancer, The Man I Love, I Cover The Top

The Tatum touch is very evident on this new collection of waxes by the pianist. He takes such well known tunes as "Humorous" and "I Know The Way Home" and makes them his own personal variations and requires interpretations. Tatum makes of each selection a creative and inventive performance. His delightful playing of "The Merry Dancer" and "Willow Weep for Me" make plain all his fine. It would have been a much more enjoyable set however, if the classical and cheering between each selection had been left out. It detracts from the artist's work.

**74**

**FAMIL COLEMAN SAMBAS—E. Coleman (3-107)**

Cap (333) LPM-5049

The Trio from the Car, Caravans, Camacinos, El Camacino, O Fimé, A. A. M., Paraiso Sambá, Society for Leader Coleman has extra style and grace in the style that has made him a popular star for years. Arrangements are sophisticated and slick, and regular from his better. However, they lack the fire and authentic ring that other leaders bring to such music. But Coleman does, and there are probably enough around to insure a fairly healthy sale of this disk, worth its price.

**65**

**HAVANA CUBAN BOYS—Havana Cuban (3-107)**

Cap (333) LB-549

Granada, Sembranza, El Camarón De Orupany, Mambú, Alencara, La La Plantación, La Comparsa, Rumba Blanca.

Band has an authentic Latin American sound with a rhythm section well suited to the idiom. Some of the tunes are seen in Spanish; others are surely instrumental. Four are from the pen of the band leader, Armando Guebrer; the others are from the pens of such well known composers as Luce and Albin. A melodious setting that should move satisfactorily if promoted.

## Supplies in Brief

Continued from page 30

524,305 tons the same month of last year. Sugar distribution during the week ending May 13 totaled 178,824 tons, while 123,541 tons were distributed the week before.

**WASHINGTON, May 24**—Cigarette consumption in the first quarter of 1952 stood at \$2 billion, close to the record set a year ago, according to Agriculture Department figures. The Department saw the total output of cigarettes in 1952 likely to reach as high or perhaps a little higher, than the record 419 billion output of 1951. Overseas cigarette shipments also continued at a high level, although the Department expects 1952 exports of United States tobacco to be "moderately lower" than the \$22 million pounds shipped in 1951. Since Britain is reducing imports from dollar areas, she is expected to take less tobacco.

**WASHINGTON, May 24**—Sales of both confectionery and tobacco products are up, according to Commerce Department figures. Confectionery sales for the first quarter of 1952 were 8 per cent higher than during the same period last year, while sales of tobacco products jumped 3 per cent the first three months of the year over sales the corresponding period of last year. Confectionery sales also went up 8 per cent from February to March, while tobacco sales in the same period rose 3 per cent. Tobacco sales for March 1952, stood at about the same level, however, as tobacco product sales the same month of last year. March, 1952, inventories saw a rise of 18 per cent for confectionery and 5 per cent for tobacco over inventories of March, 1951.

**WASHINGTON, May 24**—The salable percentage of almonds for the 1951-'52 crop year was raised from 78 to 90 per cent this week by the Agriculture Department, after the action was recommended by the Almond Control Board. Under the new order, the surplus percentage stands at 10 per cent, rather than the previous 25 per cent. Salable almonds may be dis-

posed of thru normal domestic trade channels, but the surplus must be sold for use as competitive with such outlets. The department said total handler receipts of 1951 crop almonds were less than preliminary production estimates, and the action was needed to release a greater portion of the crop so that trade requirements can be met.

**WASHINGTON, May 24**—Tobacco manufacturers' profits after taxes for the fourth quarter of 1951 slid \$4,000,000 from the same quarter of the previous year to a total of \$32 million, according to a Securities and Exchange Commission report. Net tobacco sales for the fourth quarter of 1951 climbed from \$812 million for the same quarter of the previous year to \$896 million, leaving a net operating profit of \$89 million for the last quarter of 1951 as compared with \$87 million in the fourth quarter of 1950. Net income before taxes for the fourth quarter of both years stood at \$81 million.

Inventories the last quarter of 1951 totaled \$2,142,000,000 as against inventories of \$1,959,000,000 for the same quarter of 1950. Total current liabilities went from \$321 million the final quarter of 1950 to \$308 million the same quarter of 1951, with total liabilities and net worth rising from \$2,447,000,000 the final quarter of 1950 to \$2,660,000,000 the last quarter of 1951.

**WASHINGTON, May 24**—National sugar deliveries for February totaled 10,346,810 hundred-pound bags, according to Agriculture Department figures. New York led the 48 States, with 1,313,693 100-pound bags, while Illinois followed with a sugar delivery total of 951,999 100-pound bags. Other States with high sugar deliveries included Pennsylvania, 822,910 100-pound bags; California, 727,577 100-pound bags; Texas, 499,630 100-pound bags; Massachusetts, 371,966 100-pound bags; Georgia, 385,046 100-pound bags and Michigan, 346,654 100-

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8" size \$22.50      9" size \$24.50

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U.S. Side ..... 119.00

U.S. Back ..... 119.00

U.S. Front ..... 119.00

U.S. Middle ..... 119.00

U.S. Rear ..... 119.00

U.S. Left ..... 119.00

U.S. Right ..... 119.00

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U.S. Bottom Left ..... 119.00

U.S. Bottom Right ..... 119.00

U.S. Side Left ..... 119.00

U.S. Side Right ..... 119.00

U.S. Back Left ..... 119.00

U.S. Back Right ..... 119.00

U.S. Front Left ..... 119.00

U.S. Front Right ..... 119.00

U.S. Middle Left ..... 119.00

U.S. Middle Right ..... 119.00

U.S. Rear Left ..... 119.00

U.S. Rear Right ..... 119.00

U.S. Top Middle ..... 119.00

U.S. Top Rear ..... 119.00

U.S. Bottom Middle ..... 119.00

U.S. Bottom Rear ..... 119.00

U.S. Side Middle ..... 119.00

U.S. Side Rear ..... 119.00

U.S. Back Middle ..... 119.00

U.S. Back Rear ..... 119.00

U.S. Front Middle ..... 119.00

U.S. Front Rear ..... 119.00

U.S. Middle Front ..... 119.00

U.S. Middle Rear ..... 119.00

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U.S. Top Rear ..... 119.00

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U.S. Side Rear ..... 119.00

U.S. Back Front ..... 119.00

U.S. Back Rear ..... 119.00

U.S. Front Front ..... 119.00

U.S. Front Rear ..... 119.00

U.S. Middle Front ..... 119.00

U.S. Middle Rear ..... 119.00

U.S. Rear Front ..... 119.00

U.S. Rear Rear ..... 119.00

U.S. Top Front ..... 119.00

U.S. Top Rear ..... 119.00

U.S. Bottom Front ..... 119.00

U.S. Bottom Rear ..... 119.00

U.S. Side Front ..... 119.00

U.S. Side Rear ..... 119.00

U.S. Back Front ..... 119.00

U.S. Back Rear ..... 119.00

U.S. Front Front ..... 119.00

U.S. Front Rear ..... 119.00

U.S. Middle Front ..... 119.00

U.S. Middle Rear ..... 119.00

U.S. Rear Front ..... 119.00

U.S. Rear Rear ..... 119.00

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 Nippers ..... \$175 (also Trofor \$180)  
 Wild West ..... 175  
 Double Action 150  
 Arcade ..... 125  
 Keyhole ..... 275  
 Spaceman ..... 150  
 4 Player Derby ..... 325  
 County Fair ..... 1275

Lehigh Specialty Co.  
 826 N. Broad St., Philadelphia 30, Pa.

Bally Tvtl Kings ..... \$169.50 Ea.  
 Bally Futurley New ..... Write  
 Bally Cold Cupo ..... 25.00 Ea.  
 Universal Winner ..... 124.50 Ea.  
 Universal Photo Finish ..... 75.00 Ea.  
 Bally Bright Lights ..... 165.00 Ea.  
 Bally Bright Spots ..... 425.00 Ea.  
 Bally Coney Island ..... 450.00 Ea.  
 Bally Spot Light ..... 565.00 Ea.  
 Universal Five Star ..... 195.00

**SHUFFLE GAMES**  
 United 4 Player, Formica Top, 7 & 10 Split ..... \$165.00 Ea.  
 United 5 Player, Formica Top, 7 & 10 Split ..... 125.00 Ea.  
 United 4 Player, Formica Top, 7 & 10 Split ..... 275.00 Ea.

**MUSIC**  
 Wurlitzer 1815, Very Clean ..... \$179.50  
 Wurlitzer 1050, Very Clean ..... 179.50  
 Seeburg Model M-100-A ..... 749.50  
 AMI Model A ..... 325.00  
 AMI Model C, Like New ..... 498.00  
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**MONROE** COIN MACHINE EXCHANGE, Inc.  
 2423 PAYNE AVENUE, CLEVELAND 14, OHIO  
 Tel.: 3Uppier 1-4600

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

# Ride THE CHAMPION

by Bally

## FOR BIGGEST COIN-HORSE PROFITS

**REALISTIC  
WESTERN PONY**

**SPEED-CONTROL  
LOW SPEED START**  
PULL REINS FOR DESIRED GAIT, MEDIUM  
OR FAST TROT—LIVELY GALLOP

**STRONG AS STEEL**

REINFORCED PLASTIC HORSE  
BEAUTIFUL,  
DURABLE FINISH

Equipped With  
**NATIONAL  
SLUG REJECTOR**

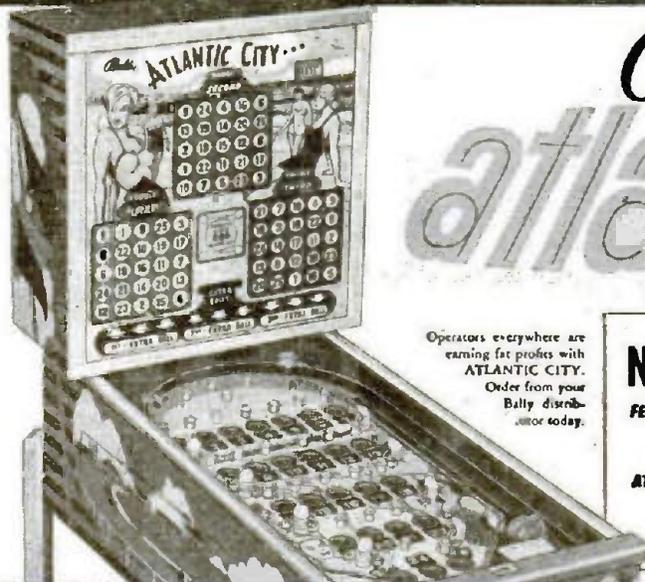
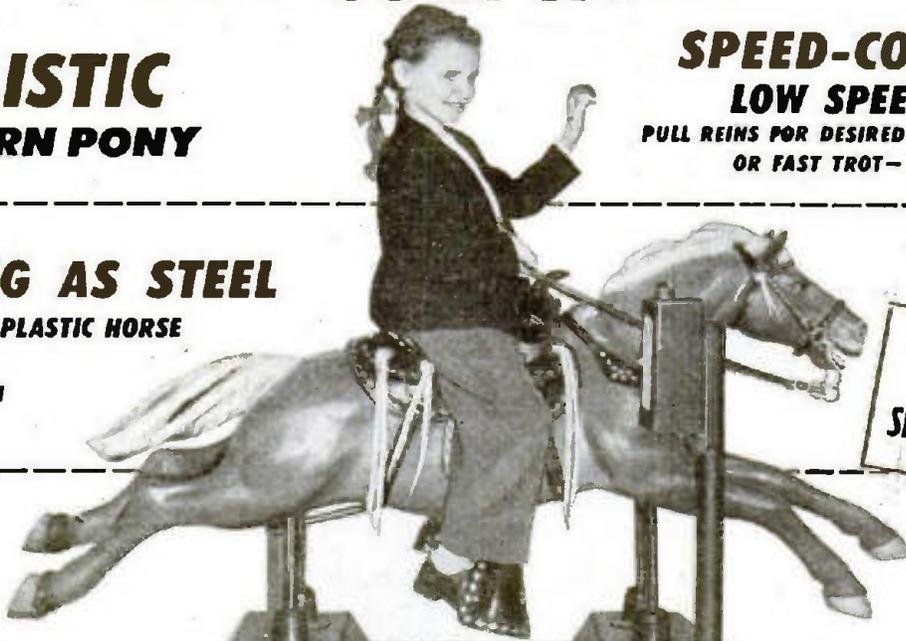
**LIFE-  
LIKE  
ACTION**

FLOOR SPACE  
ONLY  
22 IN. BY 49 IN.

**REAL SADDLE  
RICHLY ORNAMENTED  
BOX-TYPE STIRRUP WITH  
EXTRA LEATHER LOOP  
FOR SHORT RIDERS**

RIDE  
THE **CHAMPION**  
10¢

**SIMPLE,  
STURDY  
MECHANISM**  
EASILY ACCESSIBLE  
FROM ALL 4 SIDES



Operators everywhere are  
earning fat profits with  
**ATLANTIC CITY.**  
Order from your  
Bally distributor  
today.

**Bally**  
*atlantic city*  
NEWEST 3-CARD 5-BALL REPLAY HIT

**NEW DOUBLE-SCORE**

FEATURE GETS BIG, FAST EXTRA PLAY

NEW STYLE "SPOTTEM" APPEAL  
ATTRACTS EXTRA COINS EVERY GAME  
POSSIBLE TO SPOT  
SIX NUMBERS

POPULAR "CORNERS" IDEA  
PROMOTES PLENTY EXTRA-COIN PLAY  
CORNER NUMBERS SCORE 200

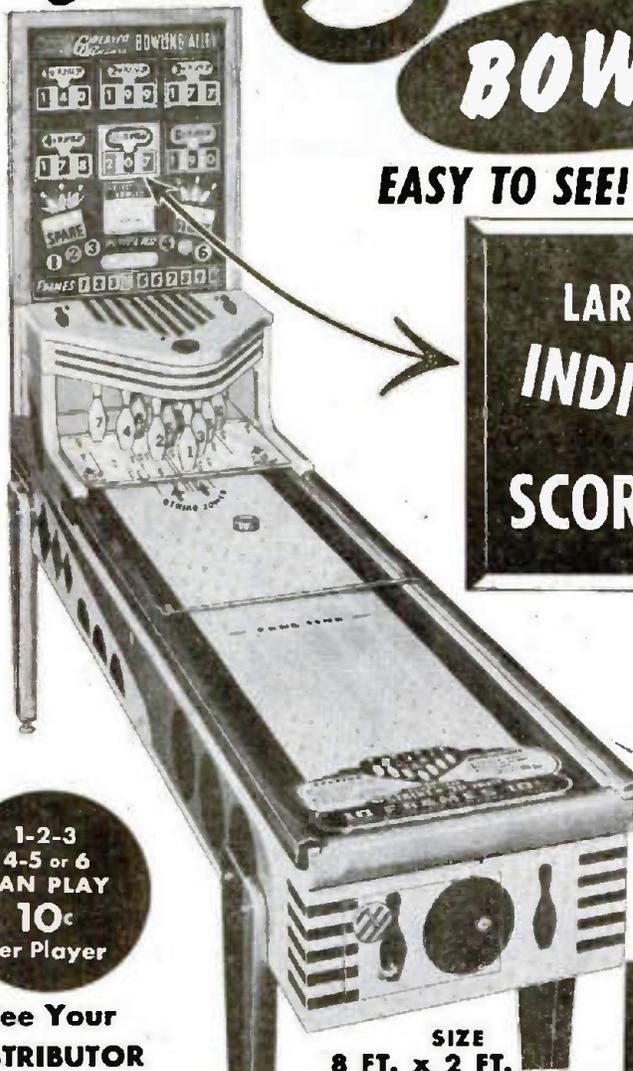
**EXTRA BALLS FEATURE**

WITH ADVANCING ARROW SUSPERDE GETS EXTRA PLAY

POPULAR "IN-LINE" SKILL-SCORES  
3-IN-LINE, 4-IN-LINE, 5-IN-LINE

**Bally** MANUFACTURING COMPANY  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Chicago  
Coin's



# 6 PLAYER DELUXE BOWLING ALLEY

EASY TO SEE! EASY TO READ!

LARGE-LIT  
INDIVIDUAL  
SCORE DIALS

there is  
no doubt..  
WHICH PLAYER  
IS SHOOTING  
there is  
no doubt..  
AS TO INDIVIDUAL  
PLAYER'S SCORE

1-2-3  
4-5 or 6  
CAN PLAY  
10c  
Per Player

See Your  
DISTRIBUTOR

SIZE  
8 FT. x 2 FT.

WITH EVERY POSSIBLE FEATURE

- 1 FORMICA PLAYFIELD
- 2 JUMBO "FLY-AWAY" PINS
- 3 HIGH SCORE OF THE WEEK  
PLAYER WRITES NAME ON SCORE GLASS
- 4 REBOUND ACTION 20-30 SCORING
- 5 STRIKE & SPARE "FLICKER LITES"
- 6 7-10 SPLIT PICK-UP

**CHICAGO COIN** MACHINE COMPANY  
1725 DIVERSEY BOULEVARD CHICAGO 14, ILLINOIS

**★ ★ BADGER BARGAINS ★ ★**

Wurlitzer Md1 1250	5450.00	Bally 5th inning	5154.00
Wurlitzer 1100 S	599.00	Bally Turf Kings	549.50
Wurlitzer Model 1018	189.50	Quizzer With Pins	75.50
AMI Model C	450.00	Bally Champions	46.50
Exhibit Glass	99.50	Bally Favorites, New	34.50
Gettlob King Arthur	99.50	Bally Bright Life	34.50
Rocked Wall Bases	3.95	Bally Champions	125.00
Babill Six Shooter	194.00	Williams Hayburner	125.00
Williams Muste Mgr	99.50	Seaburg Bear Gun	99.50
Seaburg Bowling Champ	75.50	Gettlob Knockout	99.50
Williams 100 Select-Mark	499.50	Gettlob Glammer	99.50
Game Shuttle Target	145.00	Williams Swearthart	99.50
Keener & Way League Bowler	145.00	Exhibit Gun Patrol	225.00
Keener Live-A-Ling	195.00	United States Club	249.50
Williams Double Dealer	195.00	Bally Sam-Lo	189.50
United ABC	275.00	Universal 5-Star	189.50
Babill Pony Express	350.00		

**BADGER SALES CO.**  
281 WEST PICO BLVD.  
LOS ANGELES, CALIF.

**BADGER NOVELTY CO.**  
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MILWAUKEE, WIS.

**GUARANTEED  
USED ONE BALLS**

Ready for Location at Lowest Prices

TURF KING	\$199.50
WINNER	124.50
CHAMPION	99.50
PHOTO FINISH	89.50
CITATION	74.50
GOLD CUP	64.50
JOCKEY SPECIAL	54.50

1-2 deposit with all orders

**SICKING, INC.**  
America's Oldest Distributor  
Established 1895  
1401 Central Pkwy.  
Cincinnati 16, Ohio

<b>CIGARETTE VENDORS</b>	<b>ARCADE EQUIPMENT</b>
Silver Quarter Equipped Wrt 1250, 9 col., net	Ace Bomber
Wrt 1750, 7 col.	Auto Bomber
Uneda Pak 500, 1 year	Boomerang
Uneda Pak 500, 1 year	Bally Big Inning
Uneda Pak Monarch	Bally Defender
Uneda Pak Monarch	Bally Heavy Hitter
C-3 Electric, 2 col.	Bally King Pin
Kenny Electric	Chl. Coin Hockey
Kenny Electric, new	Chl. Coin Pistol
Alta Elec., 2 col.	Chl. Coin Pistol
Uneda	Chl. Coin Pistol
15 Column Model B	Chl. Coin Pistol
12 Column Model B	Chl. Coin Pistol
7 Column Model 200	Chl. Coin Pistol
Uneda	Chl. Coin Pistol

**CANDY VENDORS**

10 National Col.	500.00
Univ Candy	500.00
18 Rowe 3 Column	60.00
Candy	60.00

**JUMBO PIN GAMES**

Sturley, new	500.00
Turf King	500.00
Winners	99.00
Chl. Stars	175.00
ABC	50.00
Photo Finish	75.00
Champion	75.00
United Sleeps Cheap	225.00
Wrt 500	225.00
May Murney	225.00
Spark Plug	100.00

**BINGO GAMES FOR SALE**

Brite Lite	\$225.00
Cover Islands	475.00
Brite Spots	475.00
Spot Lite	500.00
ABC Stars	250.00
ABC	250.00

**MUSIC**

1013 Wurlitzer	\$195.00
1120 Wurlitzer	195.00

**PIN GAMES**

Big Top	45.00
Boston	90.00
Canada	90.00
Chl. Coin Football	65.00
Fishing Iron	15.00
Floating Power	55.00
Grand Award	60.00
Knock Out	75.00
Major League	30.00
Major's 49	70.00
Puddin' Head	60.00
Samba	35.00
Summer Time	35.00
Triple Action	35.00
Telecard	65.00
Tro-Score	65.00
Utah	64.50

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**"The House that Confidence Built"**

**SOUTHERN AUTOMATIC  
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129 W. North St., Indianapolis, Ind.

**WANTED  
BINGO GAMES**

Broadways  
Three-Four-Five  
Five Stars  
Bright Lights  
Bright Spots  
Coney Islands  
Spot-Lite  
Panoramas

**ADVANCE AUTOMATIC SALES CO.**  
1350 Howard St.  
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**AMI** Distributors for Northern Ohio

**Now Delivering MODEL D**

**Cleveland Coin  
MACHINE EXCHANGE, INC.**

2021-2025 Prospect Ave., Cleveland 15, Ohio  
All Phones: Tower 1-8715

M. S. GISSER  
Sales Manager

**SHUFFLEBOARDS AND ACCESSORIES**

Electric Shuffleboards	15-21 pps.	125.00
Overhead	15-21 pps.	125.00
Handicap	15-21 pps.	125.00
Wall Mount	15-21 pps.	125.00
Handicap	15-21 pps.	125.00

**BINGO TYPE**

Keener	5345.00
Holiday	5345.00

**MID-STATE COMPANY**  
2367 Milwaukee Ave., Chicago 47, Ill.  
Dickens 3-3444

**COBRA CARTRIDGES**

Best of the Best

**ELECTRONIC INDUSTRIES**  
2011 N. 1st St., Phoenix, Arizona

every conceivable kind of  
**EQUIPMENT, SUPPLIES AND SERVICES**  
has been sold in The Billboard

WHAT DO YOU HAVE TO SELL? Write The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

**Yes Joe... Variety Stores and Super Markets are ideal locations for Big Broncos...**

**All locations, Joe, demand safety and that is why you see more and more Big Broncos in the top locations. You know, Joe, Big Bronco is the only mechanical horse that is safety approved by Underwriters Laboratories.**



The same story everywhere . . . more and more operators are calling Exhibit Distributors every day to order Big Broncos.

# THE EXHIBIT SUPPLY CO.

UNITED'S

# 6 PLAYER SUPER SHUFFLE ALLEY

ONE TO SIX CAN PLAY  
(10c per game, each player)



## BIG, BOLD ILLUMINATED SCORE INDICATORS

★  
EACH PLAYER CAN SEE HIS SCORE  
AT A GLANCE

### HIGH SCORE FOR THE WEEK FEATURE

PLAYER WRITES NAME ON BACK-GLASS

### JUMBO

DISAPPEARING PINS

FAST REBOUND ACTION  
20-30 SCORING

FORMICA PLAYBOARD

STRIKE OR SPARE  
FLASHER LIGHTS

CAN PICK UP  
7-10 SPLIT

SIZES  
8 FT. BY 2 FT.  
9 FT. BY 2 FT.

HIGHEST SCORE KEY CONTROL

SEE YOUR DISTRIBUTOR



## UNITED MANUFACTURING COMPANY

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only  
the

**Select-o-matic**

mechanism  
plays

records  
in the  
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position



**NEVER DROPS A RECORD  
NEVER TURNS A RECORD OVER**

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DEPENDABLE MUSIC SYSTEMS SINCE 1902  
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