MAY 30, 1953

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

PRICE 25 CENTS

# Signs Point to Clear Skies After NBC, Affiliate Squall

# House Stands Pat on Excise **Hearing Date**

Committee to Start June 16, Tho Profit Tax Talks Go On

WASHINGTON, May 23.—The their premises, House Ways and Means Commit- The few spots near the stadium Collier; Sophie Tucker, opening which may well determine the the launching of hearings June 1 oases. to extend the excess profits tax of visitors are the downtown as a result of the keen interest in when the final gavel is rapped. (see separate story in Radio-Tele- spots. Normally at this time of (Continued on page 54)

# Capitol Teams J. Lewis, Wife

NEW YORK, May 23.-Capitol Records has teamed comic Jerry Lewis and his wife for two sides on the label's current release, Mrs. Lewis was known as Patti White House this week quietly Palmer in her days as a band vocalist. She worked with the Jimmy Dorsey ork prior to her retirement from the business.

the husband-wife team waxed week in the mansion's ground-"If You Loved Me Truly" from floor broadcast room where for the "Can-Can," and the oldie, "Little first time twin "sound curtains" Man You've Had a Busy Day."

**CLUB BOOSTS CLUBS** 

### Braves' Shift in Big League Zooms Milwaukee Niteries

big crowds from all over the Mid- down for the season. west to the \$5,000,000 County Stadium, tavern and nitery ops

MILWAUKEE, May 23 .- Trans- | the year most of the rooms here ference of Milwaukee into a big are looking forward to a slowleague baseball town is handing a down, and several of them in definite boost to local showbiz past summers have slashed budgactivities. With the Braves luring ets to the bone or even closed

Tic-Toc

# Web Sets Answer To Outlet Demands

Test of TV Meet's Success: Closer Ties, No More Station Defections

By SAM CHASE

made no bones about the fact that NEW YORK, May 25 .- One of they're loaded for bear. Several the most serious crises in NBC's of these have major demands to history will come to a head in the make on the web, with the im-Al Tusa, operator of the Tic- next three days. The network's plicit threat that if these are not are preparing to book attractions Toc Club has lined up a series of TV affiliates move in today (Mon- granted, they will move to the which will lure the visitors to dates that include disk artist Do- day) for the start of sessions with other side of the street-meaning lores Hawkins and comic Lenny the network, the outcome of CBS-TV. tee announced today that it will find themselves swamped follow- June 6 thru the 14th; new Decca pattern of the web's future. Indi- strategy has been in almost conproceed with the June 16 start of ing the Braves' games, and the artist Hamish Menzies, June 15 cations as the sessions prepared to tinuous session all last week. Virhearings on excise taxes despite overflow crowds migrate to other thru June 28, and the Four Lads, open were that there would be tually every point which balky June 29 thru July 12. Biz at this intermittent heavy squalls, but affiliates are expected to raise on the administration's proposal Benefiting most from the influx spot has been noticeably hyped that clearing skies would prevail has been gone over carefully and

To counter this, NBC's board of

solutions developed. Brig. Gen. A number of key affiliates have David Sarnoff, board chairman of NBC and the parent Radio Corpo-(Continued on page 3)

# White House Enters TV Area, Adopts 'Sound Curtain' Use

(Continued on page 19)

By BEN ATLAS

WASHINGTON, May 23 .- The munication with the people. opened a historic new phase of the TV era in national affairs. The pattern was set unheraldedly during President Dwight D. Eisen-Billed as Patti and Jerry Lewis, hower's talk to the nation this were put to successful use to en-

The new sound curtains, put to use less than 24 hours after being installed, accomplished the minor miracle of screening out the whir of movie cameras and other extraneous noises. It has now become possible at last for the President to address the nation simultanehighly pleased with the results. With the President's ad-lib style particularly well suited to live TV, the White House is preparing to employ this medium more force-

hance the White House's com- fully and more dramatically than ever before.

> The unfolding of this new era will become more apparent in President Eisenhower's upcoming than a boon, to business. The dis-June 3 talk in which a still newer play of outdoor festivities and format will be employed. It is decorations are attracting sightlearned that the President in this seers, and night club attendance talk will resort to the use of charts is actually suffering. and other visual aids in reporting on his administration's accom-(Continued on page 4) til after the Coronation.

LONDON, May 23 .- Many cafe

Coronation to

opinion that all the Coronation festivities may be a bane, rather

operators here are now of the

What with fairly good summer weather expected and the upcomously via TV, radio and movie on his administration's accom- weather expected and the upcom- ing lighting effects still to be newsreel batteries. President plishments. While movie news- ing lighting effects still to be Eisenhower declared himself reels and radio will be present erected, some believe that cafes along with television, the latter won't grab off much business un-

### DISTRIBUTION NEEDED

# Without Ties, U.S. Disks Miss in Eng.

ordinary circumstances, a hit tune

#### YOU CAN'T TAKE TOM IEFFERSON'S PLACE . . .

on the U.S. 3-cent stamp. He's there for keeps. But you can now get personalized photo stamps for pasting on stationery, cards, luggage and other belongings for a real novelty effect, says an ad in The Billboard's classified section this week

And that's just one of scores of new items, supplies, services and falents offered in the three weekly Billboard classified departments.

Take a good look for yourself. You'll be amazed at the number and variety of classified offerings. The reason for this is very simple. Results! Results in terms of fast action, fast profits for all classified advertisors.

> What Do You Want To Buy or Sell? See pages 50, 71, 93.

NEW YORK, May 23. - Under | in the United States usually becomes a big one in England, and the record that makes the tune here usually makes it in Britain as well. The latter condition, however, is only true when an American label has an arrangement with a diskery in England to release its master over there. If not, the tune may make it in big style, but the platter that grabs off the loot in the United Kingdom may not be the one that sold 1,000,000 in the U.S. This is something that Coral Records, and, to a lesser extent, Mercury Records, both "hot" labels, have sadly noted.

Coral Records, which does not have any distribution arrangement for England, has had two hot ones since the first of the year, "Till I Waltz Again With You," with Teresa Brewer, and

(Continued on page 20)

### POLICE RECORD DISTRIBUTION IS QUICK & HANDY

CHICAGO, May 23.-Warren (Mike) Coleman and Carl F. Burns, of Crystalette Records, found a new way to contact disk jockeys. When in trouble, call the police.

Recently as they were heading out of Kansas City about I a. m., they found it was too late to contact small town radio stations. They decided to stop at the local police station and ask the officers to deliver the disks early next morning. All in all, three local police departments gave them the desired cooperation. One policeman, they learned, had his own hillbilly band, and he promised he would also air the tune over his own show. This may open a whole new field of promotion.

# Industry Heralds Juke Boxes' 65th Birthday

sary of the Music Machine Indus- form a background for a half-hour try with special events scheduled TV show Monday (25) night with

Coinciding with the beginning of the week-long celebration, United Press released a feature story on the growth of the industry to its 1,300 newspaper and 2,000 radio station subscribers. The feature, written by William McMackin, was for publication Sunday (24)

In Miami, Mayor Chelsie Sener- Bur chia recorded a congratulatory message commemorating the anniversary and praising local juke box operators for their civic work.

Detroit's Common Council issued an official proclamation to declaring the week of May 24 Juke Box Week.

Capital Airlines toom If from

CHICAGO, May 23 .- All next Ch. ago with two pioneer juke week the nation's juke box indus- boxes. Destination: Washington, try will mark the 65th Anniver- where the juke boxes were to in hundreds of cities and towns. Hirsh de la Viez, president of (Continued on page 79)

dArmas	53	Music
riesque	52	Music Charts
mival	63	Music Machines
cus	60	Night Clubs
ss. Ads	71	Parks & Pools
	78	Pipes
irs & Expos	62	Radio
al Curtain	54	Rieks
Outdoor	55	Roadshow-Rep.
nor Roll of Hits.	28	Routes
sitimate	2	Television
tter List		TV-Film
gic	52	Vaudeville
enhandise	710	Vending Mach.

# Billboard Backstage

putting out the Outdoor section serving you - answering sugges- Louis, where, lo, these many each week than greets the eye.

GENERAL NEWS

muddy midways in a rainy spring, to help the outdoor amusement tramping dusty lots in a scorching | business and those in it. summer, warming up over a mug of cookhouse coffee in a chilly fall and touring the convention route things ever-helpful Jim McHugh, Doepker, Al Schneider, Dave in freezing winter.

Sounds rugged. And it is, sometimes. But, pinned down, we'll allow it's fun to be on a midway on a mild spring day or a warm summer night and that there is much good fellowship to be found in a cookhouse in the fall or a convention hotel cocktail lounge in the winter. But perhaps we better go light on that; the boss may read this.

As for the sheer production job of getting out the section, that consists of the task of putting one eager to aid the Big Top and its word after another — a lot of words, in fact, to provide you the same office, quick to help outwith a weekly offering of what's door talent, whether it be for cooking in the outdoor show fairs, circuses, carnivals or what world, in and out of season, come rain or shine, good or bad weeks.

#### The Facts

But, there's more to it than that. There's the listening-to hopes, fears, plans, rumors, truth and untruth, charge and countercharge ... and to t'angle and the angle behind the angle.

Then, there's another big jobone that doesn't necessarily show area, and, dean of them all, Frank

There's more to the business of up in print. That is the job of Joerling, headquartered in St. The year-round routine goes mation and furnishing a helping all of the outdoor show world by something like this: Treading hand to any movement intended his many varied, helpful acts.

For instance, just one of the many vigorously by Bill Sachs, Bob working in and out of the New Corbett and Charlie Wirth. To York office, does is help slick them, at week's end, falls not only paper magazine writers, syndicat- the task of making up pages of ed columnists, TV and movie scripters, etc., to get the right slant and information on outdoor show business. That, in a large measure, accounts for the warm, favorable treatment the industry has received in recent years.

#### Hep Writers

Then, consider the work of circus-hipped and hep Tom Parkinson, of the Chicago office, always people; C'arlie Byrnes, also of have you, and Sam Abbott, long loved on the West Coast, who heads up the Hollywood office and, despite his many other duties, always finds time to give a sturdy helping hand to outdoor showmen.

Too, there's Frank Luppino, the youngest of the lot, who already has distinguished himself by the aid he gives in the New York

tions, digging out requested infor- years, he has endeared himself to

And in Cincinnati, where the he ing-hand tradition is rooted And that takes in a big area. deeply, that tradition is upheld the Outdoor section but also of finishing the compilation of the Routes and the Letter List, two weekly service features of great

> than greets the eye"; it's serving you and others in outdoor show business in many different ways.

Herb Dotten joined The Billboard in 1945 and was named Outdoor Editor in 1949. Born and raised in the East, he spent 15 of his working years there, first as a newspaperman, then as press agent handling thrill shows, auto races, fairs and their attractions before being tapped by Uncle Sam for what added up to 38 months in Special Ser ices. At war's end he settled in Chicago and joined The Billboard.-Editor.

# Highlight Reviews

### Bankhead Rolls a Natural in Blue-Chip Vegas Nitery Bow

By BILL SMITH

the smoky-voiced Tallulah Bankclub, they disappeared when she so deft at. finished her 22-minute act. In Her bigg fact, the doubts vanished after she did only two minutes.

So, as we said at the beginning.
"There's more to the business of putting out the Outdoor section than greets the eve": it's serving time in a night club," she got them right from the gong with "I don't know the overbearing cynical Tallu at the greets the eve": it's serving time in a night club, and the state of the written of the wri time in a night club when I've thru a gambling casino giving spent half my life in saloons. But each game a whirl. Her indignant this is the first time anybody paid questions of dealers and her preme for it."

> thing onstage and off-I've been jammed room. for a gambling house."

hipsters. To balance that off she

did a powerful dramatic reading If there were any doubts that of Dorothy Parker's "Telephone Call," getting all the pathos and head could make it in a night poignancy out of it that she's

Her biggest sustained yock puller was the routine written for her by TV scriptors Wedlock and Brought on via an offstage mike Snider, who do some of the writtense at familiarity with the cus-There was an ad lib quality tomary gambling terms were about her work, even the well re- superb. When she finally threw hearsed, that registered heavily, a three and indignantly demanded In between the studied line pitch- to know why the dealer was taking she commented on her showbiz ing her chips and her outraged, activities. "I've done about every- "I did a what out!" convulsed the

in the legitimate theater, what- Gal also tried singing. Some of ever the hell that is, but this is it sounded worse than Pulley's, the first time I've been a shill but she kidded it for the laughs it was planned to get. There's little But if the self-ribbing lines doubt that the redoubtable Tallu were hilarious and aimed at the has an act. Gus Schirmer Jr., who class as well as the square trade, set it for her, did a masterful her prancing in an elephantine job, and Dean Fuller's self-confashion—"My legs are as pretty scious piano backing helped also. as Dietrich's"—was strictly for the hipsters. To balance that off she (Continued on page 18)

# Picture Business

HOLLYWOOD, May 23. - If ture on the giant wide-vision who saw these processes always theater patrons think merely watching Hollywood's new gimmicked product gives them a headache, they should be in on inght Arch Obler's "Bwana Devil" to seed its first spear at its polartossed its first spear at its polartheater patrons think merely screen," thus becoming the first turned them down on the basis to girdle the image into a twotwatching Hollywood's new gimmicked product gives them a headache, they should be in on the picture, a suspensetul science-fiction vehicle, is "It Came From Outer Space," thus becoming the first turned them down on the basis to girdle the image into a twoway stretch. The picture, a suspensetul science-fiction vehicle, is "It Came From Outer Space," tional sound illusion created so out to be a give-away format to be a give-away format that theater sound source follows that the public won't go for it.'

Actually, the only new development is stereophonic sound (direction that the public won't go for it.'

Actually, the only new development is stereophonic sound (direction that the public won't go for it.'

Actually, the only new development is stereophonic sound (direction that the public won't go for it.'

By CENE PLOTNIK

"Your Big Moment" was an object that the "Your Big Moment" was a variation on the classic "Blind Date," but the public won't go for it.'

By CENE PLOTNIK brain basket in an ever-increasing by a few flying boulders.

Up to now the moviegoer has had his choice as to how the projected image was stretched. If he wanted a big screen (their brand names usually have "scope" as their suffix) he had to be satisfied with a flat image and freedom from polarized glasses. If, on the other hand, he enjoyed dodging the slings and arrows of dimension, then he had to be satisfied with the standard size screen. Apparently, the image could be extended but one way at a time, ing: either to the side or onto the audience.

tossed its first spear at its polar- Barbara Rush. Instead of offering changing positions on the screen) with its own unique charm. The ized audience, new systems of spears, this one features a rock and I think it's terrific. illusion, dimension and scope have pile cave-in which had me duckbeen pouring out of the film city ing to keep from being crushed

> Now that 3-D and big screen have been wedded, only color is needed to give the marriage its full meaning. U-I chose to film the picture in black and white. But then, possibly, U-I felt it may overload its offering with the latest innovations and that stereodoubtedly will prove to be more tell. Some indication to the conthan sufficient at the box office.

> it up in a chat prior to the show- remark I overheard at Cinerama's

This week Universal-Interna- ago. Of course, we didn't need circular screen came to life: tional unveiled "the first 3-D pic- them then, so many of the people "Man, dig that crazy TV set!"

"As far as all these other gimcan classify them as forms of merchandising. It's wrapping the same old product in a new package, and just as in any other manufacturing business, the package is bringing in sales."

Whether or not this merchandising will help in putting much phonic sound (which it used to im- needed distance between the pressive advantage), 3-D and movie industry and TV in their wide-screen were sufficient. It un- race for audience, only time can As one U-I executive summed on that may be found in a side Hollywood unveiling. Said one "There's nothing new in 3-D or popeyed customer as the massive big screen. I saw both 20 years curtains rolled back and the huge

## Melvyn Douglas TV-er Unique Giveaway With Innate Charm

contestant gets whatever wants. In fact, he gets on the micks are concerned, I guess you show simply by making his request interesting enough. On the first installment, despite a number of production flaws, the loot was handed out with much good cheer and some fun. And as head dispenser, Melvyn Douglas made it all seem pretty wonderful.

The "Blind Date" concept was used on the first victim, a timid gal who supposedly wanted to meet crooner Don Cornell more than anything in the world. The temporary moviegoer's thinking girl was blindfolded and made to stand awkwardly before the camera while Cornell sang to her from one side and another crooner, an unknown, cut in from the other. The gal was offered a date at the Copa with the one she identified as Cornell without

painted. Douglas horsed around a bit and made believe he would do it, but meanwhile two professional artists were busily making charcoal sketches of the lady from a studio monitor, and on cue they were both presented to her, with the announcement that one of the artists had been commissioned by the sponsor to do a \$2,000 portrait of her. She squealed with delight.

The third was a little boy with polio, and here things got mixed up. One of the gifts he'd requested was a trip to the circus, so they brought in a dog act. But just as one of the dogs was doing a sensational tight rope stunt, an aid came on with more gifts for the boy and Douglas began an-(Continued on page 10)

# Legit Line-Up

most promising personalities of Mark Dawson, Audrey Christie, the past Broadway theater season William Tabbert. received their awards at the annual cocktail party Tuesday (19) at the Barberry Room. Those honored were Geraldine Page, "Mid-Summer"; Sherree North, "Hazel Flagg"; Edith Adams, "Wonderful Town"; Eileen Heckart, "Picnic"; Gloria Marlowe, "In Any Language"; Rosemary Harris and Penelope Munday, both for "Climate of Eden" Gwen Verdon, "Can-Can"; Ray Stricklyn, "Eden"; Peter Kelley, "Two's Company"; Johnnie Stewart and Johnnie Kerr, both for "Bernadine"; Richard Kiley.
"Misalliance"; Paul Newman. "Picnic." The Daniel Blum Theater World Awards consist of a plaque and a full page picture in "Theater World," the annual pictorial record of the legit season, authored and edited by the donor. . . . Sparked by petitions from 15 or more senior resident members, a substantially conservative, independent ticket has been put in the field to be voted upon along

with the regular slate at Equity's

annual meeting June 5. Inde-

pendents name Sidney Blackmer,

for third v.-p., and following re-

placements for Equity Council: Horace Brahm, Vicki Cummings,

SET JUNE HAVOC AS 'LADY TEAZLE' . . .

June Havoc will play Lady Teazle instead of Lady Sneerwell in Albert Marre's modernized "School for Scandal" at Westport Country Playhouse June 15. the board of the City Center. Paula Lawrence will take the stressed again this week that the Sneerwell role. Melville Cooper \$100,000 fund goal has to be is likely choice for Sir Peter Tea- reached by the end of this month, zle and Hurd Hatfield for Joseph if the town's Temple of Culture is Surface. . . . Doretta Morrow will to continue functioning. So far have the leading fem role, oppo- only 56G has been subscribed. site Alfred Drake, in Edwin Les- Actually, \$200,000 is needed, but ter's musical version of "Kismet," half of it must be raised immeset for West Coast production in diately to meet current bills. . , . July and August. . . . Francis de Patrica Neal, currently starring Bethencourt will take over An- in "The Children's Hour," which thony Dawson's stint in "Dial 'M' closes Saturday (30), will play in for Murder" when latter leaves two of Therese Hayden's four procast Saturday (30). Similarly, as ductions at the Theater de Lys and when John Williams leaves in June. She will have leads in for commitment in the pic version | Percy Mackaye's "The Scareof the play, Pat O'Malley will be crow" and Sheridan's "School for his replacement. . . . Alan Mow- Scandal." . . . Kevin Scott and bray is looking for a Stem house Pat Stahley have joined rehearsfor a fall production of his play, als for "Carnival of Flanders." ... called "Flame-Out." If he is suc- Aldrich & Myers will do four processful, the drama, which deals ductions next season. They are: with jet pilots in Korea, will be Hugh Herbert's "A Girl Can presented by a new syndicate, Tell," Lawrence Languer's adapheaded by an oil man from Texas, tation from the French "Sailor's Horace Brahm, Vicki Cummings, in mid-October. . . . A new play Delight," Alan Melville's "Dear Fred Hebert, Thomas Mitchell, by Rosemary Casey, "Late Love," Charles" and Edmund Morris' Arnold Moss, Conrad Nagel, Bev- will go into production this sum- "The Wooden Dish." Also, the erly Roberts, Vivienne Segal, mer under the aegis of Michael firm will have "The Love of Four Loring Smith, Ann Thomas, Em- Abbott. Miss Casey was last Colonels" and "Moon Is Blue" on ory Richardson, Frank Thomas repped groadway with "The tour.

Daniel Blum's selections as the Jr., Lois Wilson, Brace Conning, Velvet Glove." Abbott used to be an assistant to Jed Harris. John C. Wilson will stage the play, which calls for one set and seven characters.

CITY CENTER FAR

FROM 100G GOAL . . . Newbold Morris, chairman of

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#### BROADWAY SHOWLOG

Performances Thru May 23, 1953

DRAMAS

- ALLEMANNO	
Dial "M" for Murder10-29, 52	300
Misalliance 2-18, '53	117
My Three Angels 3-11, '53	86
Picnic 2-19, '53	108
The Children's Hour12-18, '52	180
The Crucible 1-22, '53	140
The Fifth Season 1-23, '53	139
The Moon Is Blue 3- 8, '51	915
The Seven-Year Itch 11-30, '52	212
The Time of the Cuckoo 10-15, '52	253
Time Out for Ginger11-25, '52	205
MUSICALS	

	20.00	
MUSICALS		
An Evening With Beatrice Lillie	270 20 1,117 117 87 899	
Wish You Were Here 8-25, '52 Wonderful Town 2-25, '53	381	

CLOSED Love of Four Colonels..... 5-16, '53 140 South Pacific ...... 5-16, '53 1,692 (Opened 4-7, '49)

# Billböard

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

Publishers Roger S. Littleford Jr. William D. Littleford 

Lawrence W. Gatto .......Sec'y Editors R. S. Littleford Jr. . Editor in Chief, New York G. R. Schreiber . Coin Machine Editor, Chicago Outdoor Editor, Chicago Wm. J. Sachs Exec. News Editor, Cincinnati Ban Atlas ... . Chief Washington Bureau Lee Zhito ... . . West Coast Indoor Editor

Managers and Divisions E. W. Evans ...... Main Office, Cincinnati

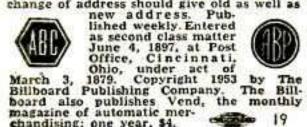
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chandising; one year, \$4,

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No. 22

### BOX SCORE ON MEETING OF NBC-TV AFFILIATES

NEW YORK, May 25.—Following is a box score of the way the critical three-day NBC-TV affiliate meetings shape up, starting today (Monday), based on the items on the agenda of the stations at today's sessions and speeches to be made by web execs tomorrow:

Affiliate demand: more daytime programing, NBC reply: \$3,500,000 for new shows, the bulk for daytime (see separate

story on Charles C. Barry speech).

Demand: Stability in the top level of the NBC executive organization. Reply: There will be stability (see story on speech by Brig. Gen. David Sarnoff).

Demand: Full report on the summer hiatus and sales situation. Reply: NBC-TV is in good shape (see story on speech

Demand: Status of fall program plans. Reply: Unknown at press time.

Demand NBC's position on development of additional participating programs, as indicated by President Frank White's recent speech at the Association of National Advertisers convention. Reply: NBC is selling programs hard, and has plans to make it more attractive to advertisers to buy on

the web. (See story on speech by Hugh Beville.)

Demand: Plans for firming up a revised "must buy" NBC-TV network, in view of new affiliates being added reg-

ularly. Reply: Unknown at press time.

Demand: Status of NBC's thinking on color TV. Reply:

NBC is far in the lead (see story on speech by Sylvester Weaver).

The sessions open today (Monday) with a report by NBC exces to the affiliates' daytime programing subcommittee. After lunch, the stations meet in closed session, at which time the above demands will be discussed among the outlets them-selves, and the daytime subcommittee will report on NBC-TV daytime show plans.

Tomorrow (Tuesday), a color TV demonstration will be held at Princeton, N. J., where the addresses of the network representatives also will be delivered. Gen Sarnoff will chair the sessions, which will have Harry Bannister, NBC station relations chief, introduce Walter Damm, chairman of the affiliates' committee, who will voice the questions of the stations. NBC speaking order then will be: Barry, Beville, Herbert. The session will break for the color showing and lunch, to be followed by Weaver's talk, with Sarnoff winding up the day as anchor man and the answering questions from the affiliates.

Wednesday's schedule is unset and will depend largely on progress made on Tuesday.

# Washington Once-Over

Technicians watched goggle-eyed hiking FCC's outlay could "set into new daytime programing. the other day as President Eisenhower ad libbed his entire closedcircuit TV talk from the White House's broadcast room to a Ford Motor Company group in Dear-born, Mich. . . . Murray Snyder, the President's assistant TV-radio press secretary, got an unsched-uled tribute just before the President went on the air in his televised tax talk to the nation this week. The network boys here are grateful to Snyder for his efforts in getting the broadcast room in shape for regular usage. So CBS' Lou Shollenberger informed his audience that it was about to hear a message from the President of the United States speaking from "Murray Snyder's room in the White House." The President laughed approvingly.

#### HERE'S A SPY THRILLER YOU WON'T SEE ON TV . . .

In a hush-hush atmosphere suggestive of a Hollywood spy thriller, State Department has been mysteriously revoking the passports held by a growing number of TV, radio and film personalities. The department has the right to "lift" passports at any time and doesn't have to offer an elaborate explanation, but the "lifting" has been taking place on a scale that has sent a number of D. C. legalists into a dither. Several lawyers representing the passport holders have been forcing a behind-doors showdown with the striped-pants agency. Ostensibly the reason for revocation in most cases has been suspicion of subversiveness. However, several of the passport holders were celebrities whose names had never been associated publicly with Communism. In many instances the State Department has reversed itself after being challenged. The situation has been kept under thick wraps inasmuch as the passport holders don't relish getting into a public wrangle with the agency.

#### LATEST SENATE THEME IS "LOVE THAT TV" . . .

TV, glamour child of the electronics age, got its heartiest Capitol Hill send-off in a long time this week during Senate debate on Federal Communications Commission's increased outlay to handle TV applications. A dozen senators rose to pay tribute to TV. Sen. Edwin C. Johnson (D., Colo.) had the chamber agog when he envisioned a rosy economic future for the nation via television. The

in motion a chain reaction which in two years' time will create bilnumber of TV sets in use, curbe doubled "in a relatively short time," said Johnson, "and the investment in these sets will amount to \$8,000,000,000 of new business." Picturing vast new employment for manufacturing, jobbing and selling the sets, the Coloradan said the TV advertising campaigns "will stimulate the sale daily of train loads of manufactured products of every description." TV-less cities are needling Congress more than ever, he said. "We are asked, 'Senator, why do we not have television service in our town? Is it not just as good as any other town?"

### 'TODAY' BOOMS AT NBC-TV; BB **FACES ARE RED**

NEW YORK, May 25 .- The collective faces of Radio-TV staffers at The Billboard are somewhat on the crimson this week. Along about the beginning of the year, we published a story concerning reports that "Today" was regarded as cancellation bait at NBC-TV. A report to be made to the NBC-TV affiliates session tomorrow (Tuesday) by Jack Herbert, veepee in charge of the networks, will point up increased business enjoyed by the show in the first five months of this year as compared with 1952, which seems effectively to negate our original yarn. Herbert will note that gross billings in this period last year were \$400,000 and this year they are \$1,-400,000. Sold segments have jumped from 211 to 465. Affiliate compensation in this period last year totaled \$150,-000, while this year it is \$500,000 - exclusive of revenue from local segments sold. Projected gross sales for 1953 are \$3,750,000, Herbert will say. Pardon our blush, and forgive our story!

# Signs Point to Clear Skies After NBC, TV Affil Squall

Web Sets Replies to Demands; No More Losses Is Test of Success

€ Continued from page 1

Trade observers who have dis- work's projected solutions. cussed affiliate problems with

supervised the development of results, action on the color frontthe key formulae. These, the top all will find web toppers ready

their NBC affiliation than ever. the affiliate demands and the net-

How serious the situation actuleading station executives and ally is can be seen from the adhave heard the NBC answers be- mission today by a top rank NBC lieve that the web finally will exec, who said that at least 15 key merous trials. The key points in switching affiliation. As the sesthe affiliate demands - hypoed sions got under way, only one had daytime programing, stabilization made the move-WTAR-TV, Nor-

ration of America, personally has of the top NBC exec echelon, sales folk, which defected to CBS-TV last week. Impartial belief is that NBC-TV still stands to lose at web brass confidently anticipate, with replies, and, from General least one or two more outlets unnot only will bring the affiliates Sarnoff down, they are convinced less the sessions fulfill every hope back into the fold, but will make these replies will carry the day. of the NBC toppers. Closest to them more staunch supporters of Other stories in this issue detail leaving the fold as the meetings of the NBC toppers. Closest to opened, it is believed, is Bill Fay's WHAM-TV, Rochester, N. Y.

Fay will be used by outsiders as a barometer. Should his outlet remain with NBC, the affiliate meetings may be considered an prevail-altho not without nu- TV affiliates had been considering unqualified success. If WHAM-TV alone moves to CBS-TV, the sessions still will be regarded as an NBC victory. However, if that station is joined by others in a switch, then NBC truly may be placed in a most difficult plight in its battle for the No. 1 network laurels.

# \$3.5 Mil Program Budget for NBC-TV

Barry Tells Affils Daytime Segs Will Get Lion's Share of Cash to Be Spent

veepee, and that answer can be ing fit into this bracket. summed up in one succinct figure

\$\\_\$3,500,000\$. That is the amount ing line-up will remain as is.

of hard cash NBC is going to toss These are "Today" (7-9 a.m.) and Herbert, NBC-TV veepee for the metworks will tell the web's

the drawing board to be slotted and will appear in their new in the noon-1 p.m. time a little

NEW YORK, May 25. — The later. The actual shows selected NBC-TV reply to the key demand were picked mainly on the basis to be voiced by its affiliates in of Barry's and NBC's conviction their three-day meeting-for ma- that programs which will have jor web emphasis on daytime pro- the greatest success in this period graming is scheduled to be de- will be soaps or strips. The result livered tomorrow (Tuesday) by is that the 90 minutes of new pro-Charles C. Barry, NBC program graming already ticketed for air-

onto the barrelhead for program- "Ding Dong School" (10-10:30 networks, will tell the web's ing in the 1953-54 season, with a.m.). The new shows to follow video affiliates tomorrow (Tues-WASHINGTON, May 23. - senator told his colleagues that the majority of it to be poured will be led off, from 10:30 to 11 day) a highly optimistic sales and a.m., by a strip titled "Glamor rating story. Herbert will say Barry will outline NBC's day- Girl," starting July 6. This calls that NBC-TV in May alone has time video program plans, start- for four women to face the camlions of dollars in business." The ing in July, which call for solid eras each day, tell of their backscheduling of web shows (except grounds, and relate why they wish and \$11,000,000 in renewals, exrently figured at 23,000,000, can for one hour) from 7 a.m. to noon, to become glamorous. They will with a big new one-hour show on then be put thru the beauty mill,

(Continued on page 6)

# Herbert to Tell **NBC-TV** Affils Of Sales Jump

To Cite Widening Of P.M. Margin Over CBS-TV

racked up gross time sales totaling \$9,000,000 in new business clusive of packages peddled by the web.

On the rating side, Herbert will disclose that NBC-TV's rating margin over CBS-TV in the evening hours has jumped from 7 per cent in 1952 to 12 per cent this year. Of the summer business picture, Herbert will report that (Continued on page 8)

# Sarnoff to Analyze **NBC-TV** Position

who have come here expecting to portions of the three-day meet. hear impassioned oratory during The success Sarnoff has in count-David Sarnoff, web board chairman, tomorrow (Tuesday). Altho the General has kept the content of his talk strictly to himself, and will deliver it on an off-thecuff basis, it is known that it will be a cards-on-the-table business talk from one coldly analytical executive to others.

the team" pep talk, but rather a plain analysis of the NBC position in the scramble for network domination, and how this affects the

affiliates. General Sarnoff is expected to pull no punches, and it is understood he will follow the pattern of other NBC speakers by frankly stating his opinion of the com-petition, CBS-TV. Thus, it is believed that the General is likely to remind the affiliates that it was NBC which advised its radio stations, over five years ago, to apply for video permits, and that NBC similarly advised its stations to hold fast for compatible color rather than mechanical, while CBS advice to the contrary proved deleterious to its stations.

Ready to Answer

Sarnoff is understood to be ready to answer affiliate questions concerning top executive shuffles and the rumors of new shuffles which have troubled the stations. He is believed to be stating that the competitive advantage the current line-up will remain which CBS-TV has enjoyed via aimed at soothing dissident affiliintact, and will assure the stations its contiguous rate discount.

NEW YORK, May 25.-Execs of from the assembled affiliates stations affiliated with NBC-TV This is likely to be one of the key their sessions with the web's ex- ering station demands, following ecs will have a surprise coming the roster of network speakers, when they listen to Brig. Gen. will determine the nature and tone of the final day's web-affil sessions on Wednesday. If the stations are placated tomorrow (Tuesday), the next day's meet will merely mop up any remaining puddles of disagreement; however, if there are still many stations which feel they have not been satisfied, the fur may fly on There'll be no "for the good of Wednesday, with the ultimate outcome of the meet up in the air.

(Continued on page 8)

### NBC-TV BRASS PLOT STRATEGY

NEW YORK, May 25 .-The top NBC-TV brass was closeted behind closelyguarded doors all Friday afternoon, emphasizing the importance with which they hold the web-affiliate meetings in Princeton, N. J., tomorrow (Tuesday). The web's toppers met from 3 to 6:30 p.m. in Studio 3-G. Stationed in front of the studio door to bar intruders was a burly Behind the NBC guide. doors the execs rehearsed the remarks they are to make to the affiliates tomorrow and plotted basic strategy.

# NBC Discount Plan Is Aimed at Day Line-Up

move to make NBC-TV's new daytime line-up more attractive, economically, to sponsors will be outlined tomorrow (Tuesday) to the web's video affiliates by Hugh M. Beville, web director of research and planning. Beville will announce adoption of a cumulative time discount structure which will enable sponsors to combine their total sponsored hours on the web, whether day or evening, to get their discounts. This plan, NBC-TV hopes, will effectively

Under the new NBC plan, the When Sarnoff concludes his ad- sponsor of a 30-minute evening dress, he will answer questions show who adds two daytime quar- for business.

NEW YORK, May 25 .- A basic | ter hours, would increase his discount from 6 per cent to 12 per cent. As another example, the cost of a 30-minute evening slot is 60 per cent of the hourly rate, while the cost of a daytime quarter hour is 40 per cent of the hourly rate. A sponsor will be able to combine such contracts and get both for 100 per cent, or the exact cost of one hour of time.

Beville will estimate that this move will cost NBC almost \$1,000,000 in additional discounts. The new schedule will become ates who have felt that the web was playing too cautious a game, and was avoiding risks in the race

# Don't Cut Rates, NARTB Execs Tell Radio Orgs

top National Association of Radio NARTB Vice-President Robert K. and Television Broadcasters offi- Richards, who asserted in an adcials told all-radio audiences this dress before the Kansas Associaweek that television can't put radio tion of Radio Broadcasters in Toout of business if radio broadcast- peka, "The successful (radio) staers practice good management and refrain from rate cutting. NARTB new job—he's looking for new President Harold E. Fellows told business." Most profitable stations, the Pennsylvania Association of Broadcasters at Bedford, Pa., that at least once in the past five years." TV would "catch up and pass radio on a dollars and cents basis within the next two years," but predicted continuing, progress in radio as well. He pointed out that since the alleged "death sentence" for radio in 1948-when TV became available to the station-there are "half again as many radio stations in operation" and "at least 65 per cent more radio receiving sets, while the annual advertising investment in radio has "gone up 35 per cent."

He warned against rate-cutting, describing the practice as "downright stupid," and held that "any radio man who has properly evaluated the various segments of time and the many different services he offers to an advertiser" will not be forced to cut rates.

# AM, TV Trade Watches Fate Of E. P. Levy

WASHINGTON, May 23-Fate of the excess profits tax will be watched with interest by the TV-Radio broadcast industry. With the House Ways and Means Committee launching a hearing June 1 on the administration's proposal for a half-year's extension of the tax which otherwise would expire June 30, the measure is now seen as having at least an even chance to get an additional lease of life. The excess profits levy, which taxed 82 per cent of every excess profits dollar of corporations, inspired considerable spending on TV-Radio advertising as a deductible expenditure. Altho Chairman Daniel A. Reed (R., N. Y.) of the House Ways and Means Committee is opposed to extension of the tax, a majority of begin development of a new color his committee at least want to TV show featuring Bob and Ray. give a "fair hearing" to the pro- The show would air locally only, posed half-year's extension, which with the starting date still indefiwas strongly urged by President nite but in the near future. The Dwight D. Eisenhower in a nationwide TV-radio talk this week. Until the president went on the

air this week, it appeared that the excess profits tax would definitely be allowed to expire. The President's stress on the need for revenue to balance the budget has restored the tax as a live issue, inasmuch as the levy has yielded an estimated \$2,500,000,000 a year to the treasury. The Reed committee hearings are expected to last at least 10 days. Deliberations on the tax have been given top priority by the committee in view of the short time left before the tax otherwise would manditorily lapse. According to the committee, the excess profits tax hearing will not forestall the scheduled June taxes (see separate story).

'GAME-OF-WEEK'

# Falstaff to Sponsor Seg Over ABC-TV

it to sponsor its baseball game of necessary for the President to nicians. the week telecasts over ABC-TV make separate talks for newsreels. The on Saturday afternoons. Reports and for TV and radio. This had were that Falstaff already had frequently been a serious deterclosed with one team and was on rent in arranging talks to fit into the verge of signing with two the President's busy schedule.

WASHINGTON, May 23 .- Two | This opinion was shared by he said, "have increased their rates

Successful radio stations are developing local programs to replace network sustaining features and are attempting to "soften the selling approach on the air thru persuasion rather than pressure," he

### Trammell Key Meet Figure, With Weaver

NEW YORK, May 25 .- Observers and station execs who gathered here for the NBC-TV affiliate sessions were taking careful notice of one development which has not had too much attention recently. This is the reactivation of Niles Trammell, former web chief, and Sylvester (Pat) Weaver, vice-chairman of the board.

Trammell officially is serving as consultant to the web, but in the past three months became increasingly active in program negotiations and in the past two or the major portion of his time to dealing with the affiliate prob- names not be used. lem, with which he is well acquainted. He is a close personal friend of many station operators, with whom the web hopes his influence remains undiminished.

Little had been heard from Weaver in recent weeks. However, the speech he is slated to make tomorrow (see separate story this issue) indicates he has been working on a top level basis on NBC-TV's color video plans.

### Prep Bob-Ray For Color TV

NEW YORK, May 23.-Barry Wood this week was assigned to show will air via NBC's experimental color TV station using Channel 4.

The new show is being planned

### PALEY LETTER IS SIGNIFICANT

NEW YORK, May 25 .--Word spread quickly among the NBC-TV affiliates who gathered here today of a letter which had been sent to the Radio Corporation of America by William S. Paley, board chairman of the rival CBS-TV. The report was that Paley's letter had asked RCA to co-operate in the sale of its compatible color TV transmitting system to CBS. Attempts to reach Paley for confirmation were unsuccessful. However, the effect of the report upon affiliates was deemed of importance mainly because of the timing, since it signified a final NBC-RCA victory in the long color fight.

NOT ALL EASY

# Some NBC-TV Affils Have to Be Convinced

NEW YORK, May 25.—All will not be sweetness and light by any means at the NBC-TV affiliate sessions starting today (Monday). Top execs of two highly important affiliates made that a certainty by their comments to The three weeks has been devoting Billboard in advance of the sessions. The execs asked that their

> One stated: "NBC's weaknesses an admirable record of accomthe lead both program-wise and set up in New York. sales-wise. What's to be said by NBC - TV at the meetings as promises is one thing; what impresses me, however, is accomplishment. However, I will make no decision about change in affiliation until after the sessions. In any event, I feel morally bound to retain my NBC affiliation for the duration of my contract."

Another top affiliate exec said: 'If these sessions don't work out right, I'll be glad to have lunch with representatives of the other networks and listen to what they have to say. In any case, there could be plenty of hell poppin' on Wednesday."

had been issued by the Federal Communications Commission, authorizing compatible color transon the basis of an order which missions on a sustaining basis.

GEN. FOODS VS. NBC

# Berle Insists on Own TV Schedule for Fall

NEW YORK, May 23.—General | every third week 10 times during Foods and its agency, Young and the season for General Foods. Rubicam, on one side, and NBC-TV and Milton Berle on the other, this week were engaged in a spirited battle over making the comedian's fall plans more definite. Berle goes in the Tuesday, 8-9 p.m. time period for Buick, and Bob Hope will spell him

Berle, however, does not wish to select his final schedule yet, or which weeks of the month he wishes to use. General Foods, which has \$1,000,000 riding on Hope, is insisting that Berle finalize his schedule so that Hope's plans, too, can become more firm so that pre-production important planning can be done.

General Foods has insisted that NBC-TV force Berle into line, but there are suspicions that the network's contract with the comedian allows Berle the privilege of making his own schedule. The sponsor is bringing his biggest artillery into play, but so far Berle has remained adamant while the GF and Y.&R. brass reach for the nearest aspirins.

# **NBC-TV Sets** Color Plans, Weaver Says

NEW YORK, May 25 .- As soon as compatible color is approved commercially by the Federal Communications Commission, NBC-TV will commence programing in multichrome at least twice weekly. This will be told to the web's affiliates tomorrow (Tuesday) by Sylvester (Pat) Weaver, NBC board vice-chairman. Weaver will outline plans for one year of color experimentation by the network, and will tell stations that they can equip themselves to transmit compatible color for only \$10,000.

Weaver will point out that altho the web knows the technology of color, more experience is needed in production work. As are public information. CBS has NBC itself gains that knowledge, a special school to train affiliates plishment, and has jumped into in the art of colorcasting will be

> lonial Theater here already is set for use as a color studio, and that squabble over Channel 10 in Miltwo regular transmissions weekly will be made from that studio as soon as FCC approval is forthcoming. Studio 3-H also can be used for color, and will be utilized on an as-needed basis. There also is available a color mobile unit which will be used to feed inserts into such shows as the Kate Smith and "Today" stanzas.

Weaver will stress that NBC-TV has in readiness 20 color cameras and 20 color chains, equipment which no other network can muster. He has been known to lem for some weeks now, as first weeks ago, which pointed out that NBC also has set up a "color guard" of top execs to get the web set for multichrome's advent.

### TV GRANTS

# FCC TV Okays Drop to Low Of 1 in Texas

WASHINGTON, May 23.-TV grants by Federal Communications Commission slowed to a snail's pace this week, which produced only a single new license, but activity continued to build up

around educational TV channels. The week's only TV grant went to the Magic Triangle Televisors, Weaver will state that the Co- Inc., Harlingen, Tex., to operate on VHF Channel 4. Meanwhile, a waukee gathered intensity this week as William F. Rasche, director of the Milwaukee Vocational and Adult Schools, which has applied for the channel, urged Wisconsin Governor Walter J. Koehler Jr., to support the group's bid, and to reverse his stand of last week asking the commission to hold up on any action involving Wisconsin educational channels (The Billboard, May 23). Koehler's message to the FCC last week is openly regarded as supporting a bid by Hearst Corporation, which has asked the be working on the color TV prob- commission to remove the channel from the educational reserved revealed in The Billboard several list and make it a commercial channel instead.

There is a strong chance that Sen. Charles Tobey (R., N. H.), chairman of the Senate Interstate and Foreign Commerce Committee, may resume a hearing on educational channels to air the controversy over Channel 10, which has already drawn Senators Joseph R. McCarthy (R., Wis.) and Alexander Wiley (R., Wis.) into the fray. McCarthy and Wiley several months ago jointly wrote to the FCC urging that Channel 10 be withdrawn from the reser-vation as an educational TV outlet and be assigned to commercial use. The Milwaukee vocational group regards the Wisconsin Legislature's action last week in adopting a resolution authorizing frequencies assigned to education in Wisconsin as a threat to revocational group has raised the This week's use of the curtained question as to whether funds

Meanwhile, the FCC announced ling, Inc., for same channel.

TV ERA AT WHITE HOUSE

# Twin 'Sound Curtains' Pave Way for More Telecasting

Continued from page 1

Bringing the White House closer to the people is avowedly a key objective of President Eisenhower's remarkably smooth and vision's role is a key one."

16 start of hearings on the excise will get the fullest benefits of kitchen. A story is told at the reels. At Snyder's prodding, the the new approach. The visual aids White House that the two fire- idea for the sound curtains was the State to apply for all TV will be lost to radio, while movie places in the room had been em- devised. Some weeks ago a newsnewsreels will have to take a back ployed to cook Abe Lincoln's fa- reel cameraman improvised a seat to live TV in terms of reach- vorite recipe of beans. The room curtain which, when tested, move the channel completely from ing the public and in picture is soundproofed and well equipped proved the scheme's feasibility. A educators and make it available for lighting. The sound curtains, committee of the various media for commercial interests, inaspadded with cotton batting. One of the curtains, facing a large basis. The cost was relatively sympathetic to the Hearst bid. The picturesque desk made of timber slight. competent press-TV-radio secre- from a once famous ship, can be tarial team, comprised of James unbuttoned for 10-foot long aper- broadcast room provided an acid would be available under a State C. Hagerty and his assistants, tures. TV and newsreel cameras test in three separate talks by bid for a Statewide network. Murray and Snyder. "There is no are operated from behind the cur- the President. The President de- Commissioner John Doerfer whose doubt but that we are in a new tain. There is an aesthetic and livered his tax talk for live TV community is West Allis, Wis., era," said Hagerty, "and tele- psychological advantage to this. and radio and later gave 1 sum- has indicated that he would sup-The new twin sound curtains of the cameras lined up like one- the following day he esta lished work in preference to a local NEW YORK, May 23.—Falstaff Beer this week reportedly had completed negotiations with limited TV's use in the White of the grinding film cameras and Mich., for a Ford Motor Company protested a request by the joint major league ball clubs enabling House. Up to this week it had been the sight of maneuvering tech-

The broadcast room has been used a few times prior to this week in the present administration for filmed TV appearances of the President, but without thers.

The curtains are strung across marked success. Assistant Pressthers.

If the deal jells, Falstaff will two opposite walls of the broadTV-Radio Secretary Snyder saw over 30 or 35 ABC-TV stations. little used in the final year of The web will also offer the show on a co-operative sponsorship basis to affiliates not covered by a feet, in the early days of the basis so that live basis to affiliates not covered by a feet, in the early days of the basis so that live the basis so that live basis to affiliates not covered by a feet, in the early days of the basis so that live the basis so that live basis to affiliate not covered by a feet, in the early days of the basis so that live basis to affiliate not covered by a feet, in the early days of the basis so that live basis to affiliate not covered by a feet, in the early days of the basis so that live basis to affiliate not covered by a feet, in the early days of the basis so that live basis to affiliate not covered by a feet, in the early days of the basis so that live basis to affiliate not covered by a feet of the need to get five a fully acknowledged in his ford movie camera crews working on movie camera crews working on a compatible basis so that live basis so that live basis to affiliate not covered by a feet of the need to get five a fully acknowledged in his ford movie camera crews working on fully acknowledged in his ford movie camera crews working on fully acknowledged in his ford movie camera crews working on fully acknowledged in his ford movie camera crews working on fully acknowledged in his ford movie camera crews working on fully acknowledged in his ford movie camera crews working on fully acknowledged in his ford movie camera crews working on fully acknowledged in his ford movie camera crews working on fully acknowledged in his ford movie camera crews working on fully acknowledged in his ford movie camera crews working on fully acknowledged in his ford movie camera crews working on fully acknowledged in his ford movie camera crews working on fully acknowledged in his ford movie camera crews working on fully acknowledged in his ford movie camera crews working on fully acknowledged in his ford movie camera crews ac White House had been used as a the necessity for duplications in been for closed-circuit TV.

The President is spared the sight mary for TV and newsre ls. On port a Statewide educational netgroup. Reception there was on a committee on educational teletheater TV screen. The closed- vision that the commission deny circuit talk, delivered in a free Hearst's latest petition asking for and easy sytle without use of a rehearing on the Channel 10 notes, set a pattern likely to be matter. followed frequently, particularly where the President wants to an order making immediately eflaunch its game coverage shortly over 30 or 35 ABC-TV stations. little used in the final year of The web will also offer the show President Truman's administrative co-operative cooperative cooperati reach such audiences as GOP fective an initial decision granting

### **NET FACTS**

# Rivals Quote PIB to Prove Superiority

NEW YORK, May 23. - The rival TV networks are both citing Publishers Information Bureau figures in attempt to prove their superiority. At CBS-TV, execs claim that from January thru April 1953 the web's billings were up 36 per cent over the same period in 1952. According to these execs, the PIB figures show that the second network, which is understood to mean NBC-TV, experienced only a 5.9 per cent increase in that period. April alone meant a PIB of \$7,770,181 for CBS-TV, a 37 per cent increase over April 1952. In contrast, that second network had an April boost of only 10.9 per cent.

Meanwhile, it was learned that IN THE ACT Jack Herbert, NBC veepee in charge of networks, will tell NBC-TV affiliates on Tuesday (26) that PIB figures reveal that during the first quarter of 1953 NBC led CBS in TV billings by 20 per cent.

# Craig Resigns As B&B Veepee For Radio-TV

NEW YORK, May 23.-After 10 years with Benton & Bowles, Walter Craig this week resigned as veepee in charge of radio and TV for the agency. Craig's resignation is attributed by observers to disagreements between him and Procter & Gamble, one of the agency's most important accounts. B. & B. handles its Tide division.

P. & G. has been dissattsfied with two of the Tide shows, Red Skelton and "Those Two," both of which were serviced by the ed on how to get the station, agency and which were recently rather than on what it will do cancelled. When the client replaced Skelton with Paul Winchell, it gave the program to Young & Rubicam to handle, and B. & B. found itself frozen out. The latter agency was originally supposed to split the billings with its rival.

Craig consequently found his recommendations discarded and also, indications are, found lack of support from top brass at his own agency. His resignation followed. The present director of TV, Tom this week was trying to sign Paul Roberts, his opposite numof AM activities.

Craig, who owns a piece of Teleprompter, has made no future satisfied client in Chesterfield

### Howard, CBS, Part Company

NEW YORK, May 23. — Cy wish to continue the arrangement. on M. Howard, who first started CBS Hence the network took over unday. on the trail of the loot and ratings available in situation-comedies, is no longer on the net-work's payroll. The his contract his terms. with CBS runs until June 1954, he gained the right to script a film for Paramount Pictures, thereby relieving the web of the obligation to pay his stipend.

In addition, for the first time in years, Howard will not have a sponsored show on either CBS Radio or TV. His "Life With Luigi" is currently being sus-tain d on CBS video, and "My Friend Irma" has reached the end of the trail in both mediums where its R. J. Reynold's sponsorship had ended.

### 'Goldbergs' Back on TV

### FCC PRIORITY IN MERGE BIDS

WASHINGTON, May 23 .-In an action encouraging mergers of applications in channel contests, the Federal Communications Commission today announced a rule which will give proprity to disposing of bids where competition for channels has been removed. Under the new rule, cases will be removed immediately from hearings or from scheduled hearings whenever the rival applicants agree to consolidate on a single bid.

The FCC has virtually disposed of all uncontested applications, and faces a long tieup in cases involving contested applications. Even if the FCC gets additional examiners (see separate story), a lengthy freeze is in prospect for some 550 contested TV applications. The commission's new rule which becomes effective as soon as it is published in the Federal Register is aimed to provide some relief. Commissioner Frieda S. Hennock dissented from the commission.

# **Zenith Wins** Injunction In FCC Tiff

CHICAGO, May 23.-Zenith Radio Corporation, which two years ago vowed it was not interested in being in the entertainment business, now wants to run a commercial station in Chicago on Channel 2. This was made clear this week after a U. S. Appellate its "Lone Ranger" series over Court in Washington issued an injunction restraining the FCC from fall. The show will be slotted in putting into effect its grant of the web's 12:30-1 p.m. Saturday Channel 2 in Chicago to CBS.

Zenith has been on Channel 2. experimentally, since 1939, and claims it wasn't given a fair 2 p.m. hearing when CBS was granted the channel.

Zenith strategy has been centerwith it when and if it gets it. However, Zenith would be certain to go all-out with phonevision operations on the channel if it received FCC approval.

## CBS Eager to Re-Sign Como

NEW YORK, May 23.—CBS-TV McDermott, will continue to head Perry Como to a contract. The up B. & B.'s video operations. singer already has been approached by Colgate to appear on ber in radio, will remain as head its "Comedy Hour" next season on NBC-TV, an offer which he is considering. But CBS-TV has a which sponsors Como thrice weekly in the 7:45-8 p.m. time period, and it must retain his services if it is to retain Chesterfield's business.

> singer under contract, but did not Ranger" in that same time period wish to continue the arrangement. on Monday, Wednesday and Fritil this June. Now CBS-TV would like to sign Como to a long-term

# CBS-TV, in Best Shape Ever, Will Step Up Creative Drive

best sales shape for the coming dersleeve) and Dean Miller. Kovacs. fall since it began functioning as Among the nighttime possibilities a video network, CBS-TV will are: "Professional Father," for continue to accent creative pro-graming ideas because of its vital Waterman vehicle; "Vanity and contribution to the web's current success, according to Hubbell Robinson Jr., veepee in charge of network shows. "We can't live on the Right" to be directed by Eddie our fat," Robinson said. "If we Buzzell. rest on our laurels and stop de-

Virginia Field, Jerry Lester, Ernie Sale." The network is working on

Daytime contenders are "Folveloping ideas, it won't be long low the Leader," for Miss Vague; before our competition begins "Your Lucky Stars," film clips in narrowing the gap." a quiz format; "I'll Buy That," CBS-TV has at least a dozen another quizzer; "Make a Milprograms in various stages of lion," for Lester; two quarterpreparation which will star such hour musical strips for Miss Stafnames as David Niven, Vera ford and Jimmy Boyd, and a re-Vague, Jimmy Boyd, Jo Stafford, vamped version of "Songs for

NEW YORK, May 23.—In the Kovacs, Willard Waterman (Gil- | a new format for Ernie (Madman)

Robinson has also given instructions to find more dramatic vehicles for comedy performers and network personalitites. He points to Jackie Gleason's great success in "The Laughmaker" on "Studio One" as proof of the worth of the idea. Robinson says that "The program benefits because of the star's ready-made following and the star increases his potential viewing public by exposing himself to a new viewing audience." He has suggested to the web's script department to see what they can find for Arthur Godfrey for next season.

"Even if we get one excellent idea, the network will be well repaid for its investment." Already signed are movie and mystery writer Harry Kurnitz; Sally Benson, creator of "Junior Miss," and Ronald Alexander, who wrote Broadway's "Time Out for Ginger."

# CBS-TV Creeps Up on SRO Stage for Fall

NEW YORK, May 23. - With for "This Is Show Business." The three new sales this week and program, currently aired from 9 two pending, CBS-TV moved to 9:30 p.m. on Saturday, will closer to the SRO stage for fall. move ahead this fall to the 7 to If the two pending deals go thru, 7:30 p.m. time slot the same evethe network will have only an ning if the sponsors sign. hour and 15 minutes of evening time left to sell—the Jane Froman show from 7:45 to 8 p.m. and an open spot from 8 to 9 p.m. opposite Berle.

New CBS-TV sales include a Red Barber sports show from 6:15 to 6:30 p.m. on Saturdays to Commercial Solvent, Inc., an antifreeze, and Ed Murrow's "Person to Person" airer for sponsorship by American Oil on Fridays, 10:30-11 p.m., beginning October 2. The third new sale was made to General Mills, which will move morning time period, thus giving CBS-TV a solid block of kid shows that day from 11:30 to

In addition to the above, CBS-

Other Deals

TV is claimed to have sold the 10:30-11 p.m. time period on Saturdays to an undisclosed client, with probabilities being that he will sponsor one of two shows-"Wanted in Washington" or "Corridor D Pentagon." Also pending is an alternate sponsorship deal

# General Mills Quits 2 Segs

Mills this week canceled its sponsorship of two ABC-Radio shows, "Silver Eagle" and Cal Tinney. The cereal outfit will drop the former series May 28, in the Tuesday and Thursday 7:30-8 8:30 on Wednesdays. "Amateur" p.m. time slot.

ABC will air a new program "Space Ranger," which is billed as "The Ranger of Tomorrow," thus giving ABC a Ranger of one era or The ponsor at one time had the already air GM's original "Lone slots.

The Tinney show currently is carried by the web on a Monday contract and will probably meet thru Friday schedule from 4 to 4:30 p.m.

# **Skelton Plans** Variety Format

NEW YORK, May 23.—If Red Skelton works for CBS-TV next season, he will do a variety show, with Ralph Levy, producer of the Jack Benny show, acting as producer-director. Negotiations between CBS and Skelton were understood to be in a state of flux this week.

Meanwhile, Levy has been relieved of his chores as producerdirector of the Burns and Allen show on CBS-TV. George Burns wants a full-time producer-director. Levy, besides his job on the Benny show, has several other packages of his own. The separation has been amicable. Since shifting to its present Monday night slot, the Burns and Allen show has enjoyed an appreciable boost in ratings.

## 2 TV Shows In Trouble

NEW YORK, May 23. — The Joan Davis TV film series and "The Original Amateur Hour" NEW YORK, May 23.—General have sponsor trouble in common, and rumor is that neither program will survive the season. "I Married Joan" is sponsored by General Electric on NBC-TV 8is slotted in NBC-TV's 8:30-9 p.m. time period on Saturday nights under Pet Molk sponsorship, Both bankrollers are looking at posanother across the board. They sible replacements for their time

# **No Ruling Yet** By U. S. Steel On 5-6 Sun. Seg

NEW YORK, May 23.-United States Steel this week deferred decision on its purchase of alternate weeks 5-6 Sunday afternoons on NBC-TV. The advertiser is considering three dramatic programs: "Critic's Choice," or a Leland Hayward produced stanza, or one which the Theater Guild would supervise. The first, owned by Richard Sanders, and the second, which is owned by NBC-TV, are getting the most consideration.

Should U. S. Steel buy the alternate hour, NBC-TV would sustain another alternate hour drama to be produced by Tony Minor. Its obvious sales pitch would be to Hallmark, which is currently sponsoring a half-hour drama show every week on NBC-TV. Benton & Bowles is the agency.

### OK's Storer WBRC Buy if WSAI Sold

WASHINGTON, May 23 .-Transfer of control of WBRC and WBRC-TV, Birmingham Broadcasting Company, Inc., Birmingham, Ala., from Eloise H. Hanna to Storer Broadcasting Company for \$2,400,000 was approved this week by the Federal Communications Commission. Sale was conditional upon Storer diverting itself of all interest in WSAI AM and FM, Cincinnati.

Storer is licensee or 100 per cent voting stockholder of seven AM, six FM and four TV stations, in addition to the new purchase.

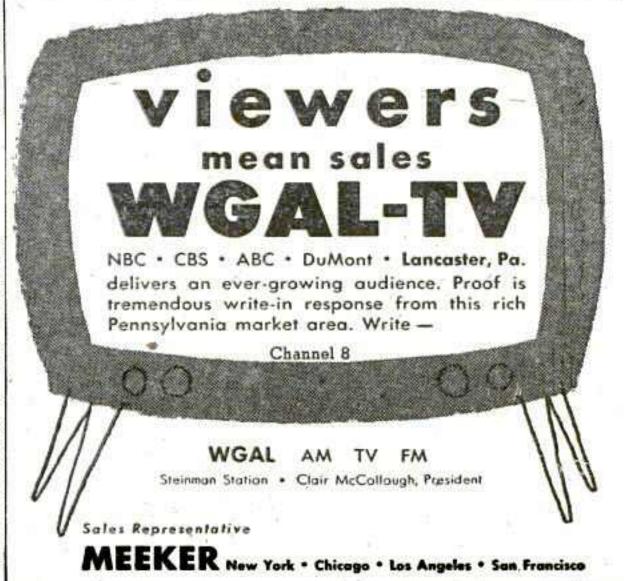
### CBS-Radio Billings for First Six Months Well Above 1952

Radio network billings for the first six months of 1953 are soaring considerably ahead of the same months of last year, according to the latest figures from the Publishers Information Bureau. While January and February were a shade behind last year, running 16 per cent ahead of 1952.

These figures reflect the strong NEW YORK, May 23.—RCA summer situation at CBS-Radio this week signed to sponsor "The this year. Among the factors con-Goldbergs" as a summer sub for tributing to this are Willys-Over-"The Dennis Day Show," mark- land's Sunday afternoon music four-week recess on "Radio Thea- cording to PIB.

NEW YORK, May 23.-CBS-|ter," the first time this sponsor did not go off the air for the full 13-week summer period; the "Power Plan" sale to Procter & Gamble, Nescafe and Brylcream; Jergen's sponsorship of the Marlene Dietrich show, and Ford's sponsorship of a five-minute news strip with Bob Trout.

CBS-Radio billings for June gains from March thru June are this year will be about \$5,369,900, increasingly greater, with June it is estimated. In May the total is \$5,609,100, up 13 per cent from 1952. In April it's \$4,897,800, up 9 per cent, and in March \$5,513,000, up 7 per cent. January and February this year were \$5,156,400 ing the first TV appearance of show, replacing the New York and \$4,670,100, down .1 per cent Gertrude Berg's brood in two Philharmonic; Lux's taking only a and .25 per cent respectively, ac-



# RWG Group Seen Swinging To Single Union Concept

By LEON MORSE NEW YORK, May 23. - The Authors' League this week was faced with the possibility of not only losing jurisdiction over of 80 per cent of the live TV many TV writers, but of radio writers, too. The AL, thru the TV Writers Group, is contesting jurisdiction of network TV scripters with the Television Writers of America in an upcoming National Labor Relations Board election which is to be held within the next two weeks.

TELEVISION-RADIO

Dick Powell, head of TWG, already has gone on record to the effect that "should we win the NLRB TV election, we will ask the Radio Writers' Guild to join with us to form one union for broadcasting writers." The RWG, of course, is a member union of the AL, but it has steadfastly maintained that writers' interests are common and that there should be one big union to cover both media. Indications are growing that many RWG members who also write for TV will throw their support to the TWA because

### 3 Sponsors Seek **New TV Stanzas**

NEW YORK, May 23.-Three national advertisers were understood to be on the lookout for TV shows this week. Remington ·Rand, which was a participant on "Omnibus" before the show went off for the summer, is reportedly seeking a sports show thru its agency, Young & Rubicam. Robert Burns Cigars, also thru Young & Rubicam, is also understood to be interested in a sports airer. And Cutex, thru J. M. Mathes, is looking for a 15-minute gossip program.

# Sub for 'Aldrich'

NEW YORK, May 23.-Campbell Soup this week pacted Martin Horrell to produce a new dramatic series for TV. The show, a family-type opus, will go into NBC-TV's 9:30 to 10 p.m. Friday nighttime slot as a summer sub and possible fall replacement for "The Aldrich Family," which is being dropped. Horrell produced open to all agency personnel. dramatic series.

is here on an electioneering mis- cause the NLRB has ruled that

# Schick-Carter Weigh Comedy

NEW YORK, May 23.-Schick, and Carter Products, co-owners of Tuesday 9-9:30 p.m. on CBS-TV, this week were weighing several comedy shows for the time 24 packagers to cover free-lance period next fall. Schick has al-ready canceled "Crime Syndi-cated" and will take a hiatus. Carter probably will stay with "City Hospital" during the sum-

Two of the programs getting the most interest from the sponsors are "Life With Father" and reaction to Storch's impact on viewers while he subs for Jackie Gleason, and that the former pro-

of the stand taken by Powell, who writers in Hollywood. But benetwork video writers here, on TWG claims it has the support the Coast and in Chicago must vote as a body, the TWA must find sufficient votes in the other two cities to enable it to win a national election.

> Its most serious campaigning is being done among RWG members whose votes as yet are unpledged and whose dissatisfaction with AL policy has been manifested from their opposition to it. The NLRB decision to hold the elec-NLRB decision to hold the election separated network TV writers from those working for packagers. Consequently the TWG this week signed contracts with TV scripters in the East. Should the TWA desire jurisdiction of free-lance scripters here, they will have to file with the NLRB for decertification of the TWG.

AL members, meanwhile, voted via referendum against two measures which would have strengthened the TWG and voted for an-Larry Storch, altho indications other which should help that unare that both clients will await ion's position. AL members decided against representation for the TWG on the AL's biennial Pont, which will move its "Cavalnominating committee and on the cade of America" TV film packgram's budget may be too expen- AL council. They voted, however, age from NBC to ABC-TV on sive for Carter. CBS-TV, how- to lift the former constitutional September 29. The series will be ever, feels that both advertisers provision that the consent of the aired on a weekly basis on ABCcan substantially better their rat- councils of the existing guilds is ings and cut into the NBC-TV necessary to the formation of a audience by programing comedy new one, thus enabling the AL to against drama, and has convinced confer guild status on the TWG the sponsors of the validity of its without the consent of other Ray Bolger Show to follow Hart-theory. without the consent of other Ray Bolger Show to follow Hart-member unions of the AL. man at 9:30 p.m.

### CUSTOM-BUILT **JOB FOR KVOS**

NEW YORK, May 23.—A recent story about KVOS, Bellingham, Wash., gave the impression that the station was being built of secondhand equipment. Rogan Jones of KVOS informed The Billboard that the station is being custom built, and is certainly not-a second-hand job.

# 3 New Clients **Growing Roster**

NEW YORK, May 23.-ABC-TV this week toted up three new sales. Armour, Inc., and Bristol Myers signed to sponsor the Paul Hartman film series this fall, on an alternate sponsorship deal, Friday nights from 9 to 9:30. Buster Brown Shoes will pick up 'the tab for Smilin' Ed McConnell's kid program on Saturdays at 10:30, beginning August 4.

Third sale was made to Du TV, from 7:30 to 8 p.m. every Tuesday. The web will further strengthen its Friday night programing picture by slotting the

## **Employee Org** Uses Funds To Fight CBS

HOLLYWOOD, May 23.—Office Employees' International Union (Local 174-AFL), heading toward its second week's strike against CBS here, dipped into its war chest to start distributing \$25 per week to active participants in the walkout. Web's Columbia Square and Television City buildings worked on a skeleton crew basis as the entire 256 members of OEIU walked

Strike, first in the union's sevenyear history, climaxed an impasse in contract renewal negotiations under way since early January. Final meeting between management and union reps was on May 11, at which time local's Max J. Krug turned down a CBS offer to boost pay by 5 per cent. Following day, union's membership voted in favor of a strike. Walkout hit the net's radio and TV centers at 11 a.m. Wednesday with picket lines surrounding the CBS buildings. CBS reps in the negotiations were Eugene Perver and Mochal

Cast members continued to cross picket lines, claiming their union contracts with the net didn't permit sympathy action. Carpenter's Local 25 and the Hodearriers' Local 439 stopped work on CBS Mount Wilson site. AFL Local 433, of the International Association of Bridge, Structural and Ornamental Workers, walked off from construction chores at CBS TV City. Other sympathetic action came from AFL Local 399 Studio Transportation Drivers (Teamsters' Union), AFL Local 468-Painters' Brotherhood, AFL Local 946-Car-penters, CIO Communication Workers of America, with possible International Brotherhood of Electrical Workers action seen in IBEW Prexy A. J. Cunningham's refusal to cross picket line at CBS TV City where he works as supervising engineer.

Pittsburgh Steelers. Other coponsor has not been signed yet. Bergmann also inked Admiral, thru Erwin, Wasey, to sponsor the All-Star game again. It is sched-

### uled for August 14. THE RESTLESS PEOPLE AND

THE REVOLVING DOOR ...

Harry Oleska, formerly with the American Cancer Society and prior to that a staff writer at WNEW, New York, has joined WNBT, New York, as a producerwriter. . . . Mort Watters, general manager of WCPO-TV, Cincinnati, has been made chirman of Du Mont's station advisory committee. . . . Frank Cleaver has been named TV program director

of NBC's West Coast originations. Joseph Stamler, formerly of WMGM, New York, has joined WABC-TV as account exec. . . . Doris Frankel has joined the writing staff of "Freedom Rings." . . . Glover De Laney, general

manager of WTHT, Hartford, Conn., for the past 12 years, has been promoted to head of all stations operated by the Gannett group of newspapers. . . . Kit Tyson has resigned from the publicity department of WBAL-TV, Baltimore, to become Baltimore rep for TV Guide magazine. . . . Dorothy Kemble, of Mutual, was elected president of the American Women in Radio and TV, with Nancy Craig, of WABC-TV, elected first veepee. . . . Adolph Seton has joined the ABC publicity staff as copy chief. . . . Red Barber is doing a book for Simon and Schuste, entitled "Cavalcade of Dodgers." . . . John Friedkin, of Young & Rubicam press, is on a five-week European-junket.

Neal McNaughten has resigned as manager of the engineering department of the National Association of Radio and Television Broadcasters to join the Radio Corporation of America staff in Camden, N. J.



### **NEWS CAPSULES—COAST TO COAST**

# Clinics to Help Reduce Spot Costs; Indie's Pubservice Seg Pays Off

effort to help ulcerous agency execs cope with the seemingly ever-increasing production costs on local commercials, WNBT is inaugurating a series of semimonthly spot clinics June 15 at its 67th Street studio. The sessions, conceived and conducted by operations manager Pete Affe, will be "Grand Central Station," a radio Subsequently the spot clinic plan will be put in operation by the

stations as a special service. Ac- Brooks" and "Mr. and Mrs. North" cording to Affe, agencies can cut altho the second program is takcosts and still achieve effective ing a hiatus. But the network lost production results by adopting a a sponsor when Cadillac axed its simplified operation plan. This quarter-hour "Choral Symphony" program, which he will explain in detail during the meetings, includes the use of rear projection; cut-outs which take on illusionary 3-D proportions on camera; "gobos" (miniatures); trick lenses; proper use of brief film clips with telops and slides, and a variety the Philharmonic Symphony next of new scenic developments with season. props.

#### PUBSERVICE SEG PAYS OFF . . .

NEW YORK — Local indie WNEW has evolved a formula that makes low-budget public service shows pay off audiencewise, according to the station's program director Bill Kaland. In explanation the exec notes that "World of Sound," an ad-lib gab session with blind youngsters requiring practically no rehearsal, pulled the station's highest rating in its time period for the last three years.

The program, produced by WNEW in co-operation with the New York Institute of the Blind, chalked up a 2.2 April, 1953, Pulse rating in a 4:30-5 p.m. Sunday time period, marking a 47 per cent increase over the 1.5 rating in that slot of "Jazz Instruction," airer on juvenile delinquency for

#### FRENCH-ONLY TV STATION . . .

MONTREAL — The Canadian Broadcasting Corporation is readying plans to set up a second TV station here, which will broad-cast exclusively in French for the benefit of Montreal's sizable French-speaking population. The present station, which has been operating on a bi-lingual basis, will switch to an English-only policy when the new outfit hits the air.

#### KLEENEX JOINS GODFREY RADIO . . .

NEW YORK - Kleenex this week stepped into the CBS-Radio sponsorship of the 10-10:15 segment of the Arthur Godfrey day-On the commercial side, Barry time show vacated by Lanolin.

NEW YORK, May 23.—In an rest of NBC's owned and operated roll Louella Parsons, "Our Miss after Sunday June 7. The advertiser, however, has a four-week option on an Earl Wrightson-Mimi Benzell half-hour program which the network is packaging; also, the web is close to getting a renewal from Willys-Overland for

#### VALLI TO QUIT 'HIT PARADE' . . .

NEW YORK-June Valli will withdraw from Lucky Strike's "Hit Parade" TV show when her present contract expires the middle of next month. The canary turned in her resignation at the request of her personal manager, band leader-packager Harry Salter, who plans to build a starring video vehicle for his client. As yet no replacement has been set for the fem on "Hit Parade."

#### **NEW SHOWS FOR** RADIO STRIPS . . .

NEW YORK-Toni and Manhattan Soap this week bought two shows for their joint 3:45-4 p.m. and 7:15-7:30 p.m. strips on CBS-Radio. Walter O'Keefe will emsee an audience participation show in the daytime across-the-board, and Mercedes McCambridge will star in a high class soap opera, "Family Skeleton," in the evening strip.

#### WGAR-WEWS TOP CLEVELAND POLLS . . .

CLEVELAND — The Cleveland Press yesterday (21) announced the winners of its Eigth Annual Radio-TV Poll of local radio and TV stations. Winners in the radio division were WGAR, first; WTAM, second; WERE, third. In the TV department, WEWS walked away with most honors, trailed by WNBK and WXEL. WGAR's score was 16 win, place or show awards, four of which were firsts.

#### DU MONT SIGNS GRID SPONSORS . . .

NEW YORK - Following the signing of Westinghouse to sponset-up and took over alternate sor National Football League games via Du Mont next season (see The Billboard, May 9), Ted Bergmann, Du Mont sales director, signed Atlantic Refining and feel that NBC-TV has lagged be- March, for example, in the 7:30- nate with Kleenex beginning Miller Brewing to repeat their cohind CBS-TV in ratings. The current Nielsen ratings, he will point out, show NBC with a 9 per cent lead over CBS in the evening lead over CBS in the evening like the content of the current Nielsen ratings. The current Nielsen ratings, he will point commercial hours and 40 advertisers and 40 advertisers.

July 6. CBS Radio also got a responsorship of a dozen grid games of the N. Y. Giants. Atlantic will, in addition, co-sponsor six games Advertiser will continue to bank-

# Drama Series to

\$3.5 Mil Program Budget Continued from page 3

day, when they will represent the size of audiences. Similarly, he "after" of a transformation. The will stress that the NBC cost per "before" will also be shown via a kine of their previous day's appearance. This show is deemed a natural by NBC brass for capturing the fem imagination.

Daytime Serials block which follows will be filled | fluctuating one, and that leaderby TV daytime serials, also starting July 6. Opening gun will be month. He is due to underline "Hawkins Falls, USA," which now the NBC-TV belief that its adhas an afternoon slot. This will be followed by a new soaper titled "The Bennett Story," and on the strength of two items by two others as yet unselected.

been handed over for development under the direct supervision and Godfrey in third and fourth a disk show, in 1951. Kaland is of Adrian Samish, who recently slots. All other positions in the readying a similar public service left the Dancer-Fitzgerald-Sample top 10 are held by NBC-TV. agency to join NBC's "creative group" of producers. This is his alternate months from November first assignment since moving to

the network. A special appropriation of \$100,-000 has been allocated for the development of the new show which per minute after 6 p.m. in the ultimately will go into the noon-1 p.m. strip. This is a show to be titled "Home," and is best de-scribed as an "electronic magazine" in the same way that "Today" is an electronic newspaper. It will, in effect, do the same things for the housefrau in the way of making her life and duties bearable that "Today" seeks to do in keeping viewers up to date on nights. The same applies by prothe latest world happenings.

3-5 p.m. periods are commercially solid for the summer as well as tion comedies, while NBC-TV

Barry will address himself par-

ultra-desirable form the following hours, and a 21 per cent lead in thousand viewers is 10 per cent below that of its rival.

. Altho admitting that CBS holds a \$50,000 edge in gross billings in the April report of Publishers In-formation Bureau, Barry is to The hour-long 11 a.m.-noon state that the billings story is a ship has varied from month to vantage is one of depth, and that CBS-TV holds its position mainly alone: Arthur Godfrey and "I The morning operation has Love Lucy." Thus, the latest Nielsen reports show "Lucy" on top,

Similary, in Nielsen reports on thru March, NBC-TV held six of the top 10; nine of the top 15; 13 of the top 20; 16 of the top 25, and 26 of the top 50. Average ratings same reports show NBC with a 30.8 average to the 28.3 of CBS-TV. This NBC-TV strength in depth, Barry will point out, also is shown by the lead that the web has on certain nights of the week, with the March Nielsen showing that CBS-TV has the edge on Mondays and Wednesdays, while NBC-TV is dominant on all other gram types, with CBS-TV leading Barry also will note that the in the ratings of Arthur Godfreytype variety shows and in situaleads in all other categories.

ticularly to those affiliates who also will tell the affiliates that in Snow Crop will continue to alter-

IDAHO, Boise, June 29

### Main Quotes From Maine & Milwaukee

PORTLAND, Me., May 25.—Following are quotes from remarks made here and at Milwaukee today (25) at the opening sessions of the 1953 series of program clinics sponsored by Broadcast Music, Inc. At Portland:

Jack Kerrigan-Program Director WHO, Des Moines . . . speaking on "Carrying Coals to Keokuk by Serving Outlying

"It's because things have changed in Iowa, just as they've changed everywhere else. And PEOPLE have changed; not basically, of course. As the song says, 'it's still the same old story, the fight for fame and glory' and so on, and 'the world will always welcome lovers'-but there just happen to be so darn many more lovers, these days."

John Comas-Program Director, WSJS, Winston-Salem, N. C. . . . speaking on "Music Shows Don't Just Happen-

They Are Built":

"In the final analysis, the only thing you have to sell is SOUND—the sound of your radio station. The expressions 'selling time,' 'selling spots,' 'selling availabilities,' 'selling programs' are really misnomers. What the advertiser is really buying is a sound-YOUR sound. When this fundamental fact is established, the only thing we broadcasters have to sell is SOUND."

R. C. Embry-Vice-President, WITH, Baltimore. . . . speak-

ing on "News Hits Hardest Close to Home":

"Let me reiterate the responsibility we have to our audiences. . . . to bring them all the news quickly, honestly and locally. Remember, news that hits hardest is the news close to home, and this type of programing builds audiences." At Milwaukee:

Frank Fogarty-General Manager, WOW, Omaha. . . . speaking on "Integrating Station With Community Thru Public

Service Programing":

"Shrewd opportunism can be one of your best friends in public service. Last fall a radio station staffer read a story in the Saturday Evening Post about a blinded navy pilot who was 'talked down' to a safe landing aboard a carrier by one of his squadron mates. . . . The station secured from the Navy Department a recording of the landing instructions, and around this recording built a special 15-minute program known as 'Combat Report.'

"Panel programs are an old story in radio. Some are good, many are not so good. It seems to me that the essentials of success in this type of programing are: Co-operation of local organizations; a skillful panelmaster; extreme care in the selection of panel members, and choice of subjects based on their timelessness and their controversial nature."

### INDISPENSABLE FACTOR

# It Is Programing, Kobak Tells BMI

much emphasis cannot be placed on the air. on the importance of good programing, in the opinion of Edgar Kobak, business consultant and owner of WTWA, Thompson, Ga. church or a motion picture-suc-Kobak addressed the luncheon cess depended upon what is presession of the Broadcast Music, Inc., Program Clinic today in Milwaukee, and stressed the point shows but should strive to dethat the "entire future of radio velop their own programs, and if and TV is wholly dependent on possible the type that could be

## ·3 Canadian Cities Hold **BMI Clinics**

WINNEPEG, May 23.—Broadcast Music, Inc. Program Clinics were held in three Canadian cities this week, ending here today. Other cities in which clinics have been presented are Amherst, Nova Scotia, and Regina, Sasketchewan on Friday (22) and Thursday (21) respectively.

At Winnepeg, addresses were made by George C. Davis, CJOB, who spoke on organizing a station library, and Rene Dussault, manager, CKSB, St. Boniface, on programing a French station.

At Amherst talks were made by John Comas, program director of WSJS, Winston-Salem, N. C., on "Music Shows Do Not Just Happen-They Are Built"; Har-old Meyer, president of WPOR, Portland, spoke about "Expanding Your Station Personality"; Jack Kerrigan, program director of WHO, Des Moines, Ia., whose topic was "Carrying Coals to Keokuk"; Milton Slater, program director, WSPR, Springfield, Mass., on "Transfusion of Ideas for Programs."

Vernon Dallin, manager, CFQC, Saskatoo, commented on quiz programs and give-aways, and Jerry Johnson, CKBI, Prince Albert, advised on "Recognizing Your Rural Market" at the Saskatchewan get-together. Jim Russell, veepee and general manager that quiz programs and giveof KVOR, Colorado Springs, Colo.; Eugene Halliday, manager, KSL, Salt Lake City; Lee Jacobs, listeners for any length of time. general manager, BMI of Canada, isn't necessarily the last buck." major lure for listeners.

MILWAUKEE, May 25. — Too programing—what is actually put

"No programing," said Kobak, "no sales." Therein, he stated, lay the secret of the activities, if successful, of a publisher, a sented to the people. Kobak further stated that stations shouldn't be too dependent upon network fed to the network.

### No Imitations!

As to radio and TV programing, Kobak told the BMI clinic audience that it was highly important that "Radio and TV programing be kept entirely separate-completely apart since they were competing with each other.' Also that there was a tendency to imitate widely a successful show, and more original thinking would pay off. By the same token copying the other fellow's style of operation did not mean it would work equally well in another locale. "Lot's of publicity," he said, "will not cover up a poor show, solve any problem, much less open any doors." New York and Hollywood, he said "have no corner on talent or ability and, if anything, these cities may have a corner on frustration."

In conclusion, Kobak made a plea for more music on the air, that it should be encouraged and never looked upon as an expense, particularly if more live groups could be built and fostered in local areas.

Ltd., and Carl Haverlin, president of BMI, appeared here, in Saskatchewan and at Calgary.

Johnston pointed out in his talk the importance of the rural radio market to Sasketchewan. 1952," he said, "the effective buying power of the rural market in the province was nearly 70 per cent of last year's \$986,000,000." He also stressed the part radio has played in bringing higher standards of education to country schools. Dallin maintained that it was the firm belief of his station aways are the result of poor prograr ing because they do not hold

# 14 Teams to Spark 43 BMI Clinics Over 7-Week Period

Programing Slated As First Topic; **BAB** to Follow With Sales Seminars

cast Music, Inc., Program Clinics. forums. Today's sessions kicked off in Milwaukee and Portland, Me. (see separate stories this issue). As the 14 teams of speakers trek thru the country over a sevenweek period, they will be followed up in each city on the succeeding day by a team from Broadcast Advertising Bureau, which will conduct a sales clinic, thus making for a series of twoday meetings all over the nation devoted to the two prime factors, programing and sales.

Following today's kick-off ses-sions, meetings will be held in Chicago and Boston tomorrow (26), and in St. Louis and Hartford, Conn., on Wednesday (27). Next week, clinics will open in Rochester, N. Y., and Des Moines on June 1; in Philadelphia and Omaha, June 3; in Baltimore and Wichita, Kan., June 5.

The subjects covered by clinic speakers and topics for the bull session discussions which follow the speeches were selected as the result of suggestions sent in by GEORGIA, Atlanta, June 30 more than 1,000 broadcasters in

NEW YORK, May 25.—A pool response to a BMI questionnaire. of more than 125 speakers, all Thus, the "most requested" subpractical exponents of radio pro- jects will receive the fullest covgraming, today (25) opened the erage, and the remaining requests first two of a series of 43 Broad- will be kicked around in the open

> Carl Haverlin, BMI chief, said that radio men have come to realize that they can profit immeasurably by freely swapping ideas, twists and program successes with their fellow broadcasters from other areas. He said that "no longer is it considered smart to be smug."

The complete schedule of BMI clinics, which run thru July 10, are listed below. All clinics begin at 9:30 a.m. sharp.

ALABAMA, Birmingham, June 29 (Thomas Jefferson Hotel) ARIZONA, Phoenix, June 17 (Westward Ho Hotel) ARKANSAS, Little Rock, June 22

(Marion Hotel) CALIFORNIA, Los Angeles, June 19 (Beverly-Wilshire) (Beverly Hills) CALIFORNIA, San Francisco, June 22 (Clift Hotel)

COLORADO, Denver, July 1 (University of Denver) CONNECTICUT, Hartford, May 27 (Bond Hotel) FLORIDA, Miami Beach, June 26

(Empress Hotel) (Ansley Hotel)

# Big BMI Kick-Off at Milwaukee Session

MILWAUKEE, May 25. - The the "coffee and rolls" session Broadcast Music, Inc., 1953 series of 43 Program Clinics got away to an auspicious start this morning at the Plankinton Hotel here with more than 100 broadcasters were scheduled, including local and traveling teams, plus Edgar (Rice Hotel)

TEXAS, Fort Worth, June 15 (Texas Hotel)

UTAH, Salt Lake City, June 3 (Utah Hotel)

VIRGINIA, Roanoke, July 9 putting in an early appearance at

# Calgary Meet Draws Record Crowd of 130

CALGARY, Alta., May 23 A record-breaking attendance of 130 broadcasters from the 11 stations in this province flocked to the Pallister Hotel here Tuesday (19), where they attended the first of a series of four Broadcast Music, Inc., Program Clinics to be held this week in various parts of the Dominion.

The sessions were chaired by Gordon Love, president of CFCN, Calgary, who filled in for Gerry Gaetz, head of the Western Association of Broadcasters. CFCN sports director Henry Viney led off the talks with a dissertation on "What Is Required of a Sports Commentator?" stating that a gabber has the responsibility of expressing his opinions, but should hold to his principles even if he is in the minority.

### Halliday

Eugene Halliday, manager of KSL, Salt Lake City, declared that station management must keep a sensitive finger on the staff pulse, and work closely with staffers on the development and slotting of programs. Carl Haverlin, BMI chief, noted the increasing recognition being achieved by Canadian concert music, and predicted that recordings of such music would be getting general distribution within a year.

Don Clayton, farm director of CJCA, Edmonton, Alta., noted that farm programs, to be really successful, must be able to hold the interest of the city listener as well. Jim Russell, president and general manager of KVOR, Colorado Springs, Colo., stressed the importance of playing up local news for best results in sponsorship as well as listenership. Lee Jacobs, president of Inland Radio Corporation of Oregon, prescribed first speaker to be heard after be held May 27. local AM shows as the antidote to Brown's remarks, his subject bewilliam Harold Moon, assistant He concluded, "The first buck that music will continue to be a By Serving Outlying Commun- will hold its sales clinics on the

Kobak as special luncheon

Those talking here today are Ben Laird, president of WDUZ. Green Bay, Wis., and president of the Wisconsin Broadcasters Association, who called the clinic to order following a short introduc-tion by the clinic chairman, Burt Squire, BMI field representative. Speakers

Wayne Saunders, general manager of KCNA, Tucson, Ariz., had as his topic, "Journey of a Thousand Miles - in Programing." Hugh Boice, general manager of WEMP, this city, spoke on "Are We Making Intelligent Use of Music?" Larry Haywood, news director of CFAC, Calgary, Alberta, delivered a speech on "Local News-the Talk of the Town." Carl Haverlin's (luncheon session) talk was "Have Your Cake."

The afternoon session, which followed Edgar Kobak's talk, was opened by Frank Fogarty, gen-eral manager of WOW, Omaha, who spoke on "Integrating Station With Community Thru Public Service Programing," and Mig. Figi, vice-president of WAUX, Waukesha, Wis., closed the speaker list with "Sharpening the AM Program Against the New Competition,'

A clinic bull session was held immediately following.

(Boise Hotel) ILLINOIS, Chicago, May 26 (St. Clair Hotel) INDIANA, Indianapolis, June 15 (Studios of WIRE) IOWA, Des Moines, June 1 (Savery Hotel) KANSAS, Wichita, June 5 (Lassen Hotel) KENTUCKY, Louisville, June 17 (Seelbach Hotel) LOUISIANA, New Orleans, June 12 (Roosevelt Hotel) MAINE, Portland, May 25 (Eastland Hotel) MARYLAND, D. C., Baltimore, June 5 (Emerson Hotel) MASSACHUSETTS, Boston, May 26 (Sheraton Plaza Hotel) MICHIGAN, Detroit, June 10 (Fort Shelby Hotel) MINNESOTA, Minneapolis, July 9 (Radisson Hotel) MISSISSIPPI, Jackson, June 24 (Heidelberg Hotel) MISSOURI, St. Louis, May 27 (Hotel Chase) MONTANA, Billings, July 6 (Northern Hotel) NEBRASKA, Omaha, June 3 (Blackstone Hotel) NEW MEXICO, Albuquerque, June 16 (Alvarado Hotel) NEW YORK, Rochester, June 1 (Hotel Seneca) NORTH CAROLINA, Charlotte, July 7 (Selwyn Hotel) NORTH DAKOTA, Bismarck, July 8 (Studios of KFYR) OHIO, Columbus, June 12 (Deshler-Wallick Hotel) OKLAHOMA, Oklahoma City, June 8 (Skirvin Hotel) OREGON, Portland, June 24 (Multnomah Hotel) PENNSYLVANIA, Philadelphia, June 3 (Bellevue-Stratford Hotel) PENNSYLVANIA, Pittsburgh, June 8 (William Penn Hotel) SOUTH CAROLINA, Columbia, July 1 (Wade Hampton Hotel) TENNESSEE, Nashville, June 19 (Andrew Jackson Hotel) TEXAS, Houston, June 10 UTAH, Salt Lake City, June 30 (Hotel Roanoke)

### CANADA CLINICS ARE UNDERWAY

WASHINGTON, Seattle, June 26

WISCONSIN, Milwaukee, May 25

WEST VIRGINIA, Charleston, July 10

(Olympic Hotel)

(Daniel Boone Hotel)

(Plankinton Hotel)

WINNIPEG, Man., May 23. -The Canadian program clinics, sponsored by Broadcast Music, Inc., teed off this week, leading their American counterparts by several days. BMI president Carl Haverlin, who attended the clinics in Calgary, Alta.; Regina, Sask., and Winnipeg, and Glenn Dolberg, reporting from Amherst, Nova Scotia, expressed delight with the big turnouts of Canadian broadcasters, the calibre of shirt-sleeve talks delivered by clinic speakers and the displays of heated interest during the bull-session discussions which followed the regular speeches.

The clinics were held in Calgary on May 19, in Regina on May 21, in Amherst on May 22 and in Winnipeg today (23).

# Maine Host to First Of BMI Eastern Clinics

Down East broadcasters arrived here this morning for the Broadcast Music, Inc., Program Clinic kicking off the Atlantic Seaboard series of 43 national Program Clinics, the first of which open today here and in Milwaukee. Roger S. Littleford Jr., co-Lin Pattee, BMI field representative, acted as chairman and the The Billboard. R. E. (Jake) Emgroup, far in excess of previous bry, vice-president of WITH. BMI clinic attendance here, was Baltimore, closed the afternoon called to order by Carlton D. Brown, president and general manager of WRVL, Waterville. Brown is also president of the Maine Broadcasters' Association.

ities." John Comas, production next c y.

PORTLAND, Me., May 25. - | director of WSJS, Winston-Salem, N. C., titled his talk, "Music Shows Don't Just Happen-They

Are Built."

Glenn Dolberg, vice-president in charge of station relations for BMI, presided at the luncheon session which was addressed by publisher and editor-in-chief of session with, "News Hits Hardest Close to Home." Open Forum followed until late in the day. Teams addressing the Portland Jack Kerrigan, program direction. Clinic will go on to Boston and then to Hartford, Conn., where the tor of WHO, Des Moines, was the first Connecticut BMI Clinic will

Following all the BMI Clinics,

11 1-1-11 11 111

# 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 BOSTON

(1,029,000 TV Sets;\* Panel Size 300)

. . . According to Videodex Reports

WBZ-TV	Westinghouse	Radio	Stations.	Inc		N	BC
WNAC-TV	.Yankee Netw	ork		ABC,	CBS,	Du	M

Videodex reports monthly on each of 20 major markets, besides publishing a monthly national network report based on all 63 markets. In the 20 markets it has placed diaries in a total of 7,700 TV homes. The city reports for those markets taken the first seven days of each month, contains the rating for every 15-minute segment of every program from sign-on to sign-off. The rating for any show longer than 15 minutes is obtained by averaging the 15-minute ratings. The top 10 shows

	APRIL, 195		)FF				Avg.
	TOAST OF THE TOWNCBS	310M-C	8.00.	9:00	38	WNAC.	200
1.	COMEDY HOURNBC		8:00-	9:00		WBZ .	31.
	MANAGE TO A DESCRIPTION OF THE PARTY OF THE		9:00-	10:00		WBZ .	30.
3.	MR. PEEPERSNB		7:30-	8:00		WBZ .	27.
4. 5.	RED SKELTON	08397	5:30-	6:00		WBZ .	24.
6.	하면 하면 가게 되었다. 그리고 있다면 하는데 하는데 아이들은 사람들이 다른데 하는데 하는데 하는데 다른데 다른데 다른데 다른데 하는데 하는데 하는데 하는데 하는데 하는데 하는데 하는데 하는데 하는		7:00-	7:30		WBZ .	21.
	FEATURE FILMNon-Ne		6:00-	7:00		WBZ .	20.
7.	TIME TO SMILECB		9:30-	10:00		WNAC.	19.
9.	CD.		4:30-	6:00		WNAC.	18.
10	GENE AUTRY (film)	S	7:00-	7:30		WNAC.	18.
10.	FRED WARING SHOWCBS	2004.000	9:00-	9:30		WNAC.	18.
10	MONDAY, SIGN-ON TO						
1	I LOVE LUCYCB			9:30		WNAC.	58.
3.	TALENT SCOUTSCB	S	8:30-	9:00	٠	WNAC.	51.
3.	ROBERT MONTGOMERY PRESENTSNBC		9:30-	10:30		WBZ .	31.
4.	STUDIO ONECBS		10:00-	11:00		WNAC.	30.
5.		·	8:00-	8:30		WNAC.	27.
6.	RED BUTTONS SHOWCB	S	9:30-	10:00		WNAC.	23.
7.	CAMEL NEWS CARAVANNB		7:45	8:00		WBZ .	21.
8	KIT CARSON	1	5:30-	6:00		WNAC.	21.
Q	PERRY COMOCB	5	7:45-	8:00		WNAC.	20.
10.	WINCHELL-MAHONEYNB		8:00-	8:30		WBZ .	19.
	TUESDAY, SIGN-ON TO						
1.	TEXACO STAR THEATERNB		8:00-	9:00		WBZ .	38.
2.	EIDECINE THEATED NB		9:00-	9:30		. WBL .	31.
3.	TWO FOR THE MONEY	Service of the	10:00-	10:30		MRT .	28
4.	CIDCLE THEATED		9:30	10:00		WDL .	21.
5.	CAMEL NEWS CARAVAN	\$	7.45	9:30		WR7	19.
6.	DINAH SHORENB		7:30	7:45		WBZ .	18.
7.	LIFE IS WODTH LIVING		8:00-	8:30		WNAL.	10.
0	AUTO SHOWCB	S	9:30-	10:00		WNAL.	18.
10.	DANGERCB	5	10:00-	10:30		. WNAC .	17.
	WEDNESDAY, SIGN-ON	ro sign	-OFF			1000004	(2006
1.	GODFREY AND FRIENDSCBS		8:30-	9:00		WNAC.	54.
2.	KRAFT TV THEATERNB		9:00-	10:00		WBZ .	31
3.	THIS IS YOUR LIFE		9.00	9:30		WNAC.	30.
4. 5.	CAMEL NEWS CARAVANNBO		7:45	8:00		WBZ .	23.
6.	MAN AGAINST COIME	S	9:30	10:00		WNAC.	LL.
7.	THOSE TWO		7:30	7:45		.WBZ .	Z1.
8.	PERRY COMOCB		7:45	8:00	* + + +	WNAL.	20.
9.	WILD BILL HICKOK Non-Ne I MARRIED JOAN		8:00	8:30		WBZ .	19.
10.	THURSDAY, SIGN-ON T						# ITCS-14Nocco
1	DDAGNET NB		9:00-	9:30		.WBZ .	43.
2.	GROUTHO MARY NB		8:00	8:30		.WBZ .	41.
3.	BIG TOWNCB	S	9:30	10:00		WNAC.	24.
4.	FORD THEATER	C	9:30	10:00		.WBZ .	22.
5.	CAMEL NEWS CARAVANNB	*****	10:00	10:30		WNAC	21
0. 7.	DINAH SHORENBO		7:30-	7:45		WBZ .	19.
8.	LUX TV THEATERCB	5	9:00	9:30		. WNAC.	19.
9.	CHANCE OF A LIFETIME	5	8:30	9:00		. WNAC.	19.
10.	A DATE WITH JUDYAB			7:00	64.5.60	. WHAL.	16.
(200	FRIDAY, SIGN-ON TO			10.00		MAYE	47
1.	OUR MISS BROOKS	, S	9.00	9.30	• • • •	. WHAC.	36
-	PLATITUDE OF STARS		0.00	0.20	788.EU		30
2.	MAMACB	5	8:00	6:30		WNAL.	
2. 3. 4.	MAMACB		10:00-	10:30	i.	WBZ .	29.
3.	MAMA	 C	10:00- 8:30-	10:30 9:00		. WBZ .	29. 27.
3. 4. 5. 6.	MAMA	 C S	10:00- 8:30- 8:30-	10:30 · 9:00 · 9:00	 	. WBZ . . WBZ . . WNAC .	29. 27. 25.
3. 4. 5. 6. 7.	MAMA	: c s c	8:30 8:30 8:30 8:00	9:00 9:00 9:00 8:30	  	. WBZ . . WBZ . . WNAC . . WBZ .	29. 27. 25. 22.
3. 4. 5. 6. 7.	MAMA         CB           BOXING         NB           LIFE OF RILEY         NB           MY FRIEND IRMA         CB           RCA SHOW         NB           MR. & MRS. NORTH         CB	 C S C	8:30 8:30 8:30 8:00 10:00	10:30 • 9:00 • 9:00 • 8:30 •10:30	   	. WBZ . . WBZ . . WNAC . . WBZ .	2927252220.
3. 4. 5. 6. 7. 8.	MAMA	   	8:30 8:30 8:30 8:00 10:00 7:45	10:30 • 9:00 • 9:00 • 8:30 • 10:30 • 8:00		WBZ . .WBZ . .WNAC . .WBZ . .WNAC .	29. 27. 25. 22. 20.
3. 4. 5. 6. 7. 8. 9.	MAMA	S S S	10:00- 8:30- 8:30- 8:00- 10:00- 7:45- 7:45-	10:30 9:00 9:00 8:30 10:30 8:00		WBZ . .WBZ . .WNAC . .WNAC . .WNAC .	29. 27. 25. 22. 20. 19.
3. 4. 5. 6. 7. 8. 9. 10.	MAMA	S	10:00- 8:30- 8:30- 8:00- 10:00- 7:45- 7:45- <b>OFF</b> 9:00-	10:30 - 9:00 - 9:00 - 8:30 -10:30 - 8:00 - 10:30		WBZ . .WBZ . .WBZ . .WBZ . .WBZ . .WBZ .	29. 25. 22. 20. 19. 18.
3. 4. 5. 6. 7. 8. 9. 10.	MAMA	S S S S S	10:00- 8:30- 8:30- 8:00- 10:00- 7:45- 7:45- OFF 9:00- 8:00-	10:30 - 9:00 - 9:00 - 8:30 -10:30 - 8:00 -10:30 - 9:00		WBZ . .WBZ . .WNAC . .WNAC . .WNAC . .WNAC .	29. 25. 22. 20. 19. 18.
3. 4. 5. 6. 7. 8. 9. 10.	MAMA	S	10:00- 8:30- 8:30- 8:00- 10:00- 7:45- 7:45- OFF 9:00- 8:00- 7:00-	10:30 - 9:00 - 9:00 - 8:30 - 10:30 - 8:00 - 10:30 - 9:00 - 7:30		WBZ . .WBZ . .WBZ . .WAC . .WBZ . .WNAC . .WBZ .	29. 25. 22. 20. 19. 18.
3. 4. 5. 6. 7. 8. 9. 10.	MAMA	S	10:00- 8:30- 8:30- 8:00- 10:00- 7:45- 7:45- 0FF 9:00- 8:00- 7:00- 8:00-	10:30 - 9:00 - 9:00 - 8:30 -10:30 - 8:00 - 10:30 - 9:00 - 7:30 - 9:00		WBZ . WBZ . WBZ . WNAC . WBZ . WNAC . WBZ . WNAC . WNAC . WNAC .	29. 27. 25. 20. 19. 18. 18. 35. 32.
3. 4. 5. 6. 7. 8. 9. 10.	MAMA CB BOXING NB LIFE OF RILEY NB MY FRIEND IRMA CB RCA SHOW NB MR. & MRS. NORTH CB CAMEL NEWS CARAVAN NB PERRY COMO CB SATURDAY, SIGN-ON T YOUR SHOW OF SHOWS NB JACKIE GLEASON CB BOSTON BLACKIE (film) Non-Ne ALL STAR REVUE NB ROY ROGERS NB LONE RANGER AB	S	10:00- 8:30- 8:30- 8:00- 10:00- 7:45- 7:45- 0FF 9:00- 8:00- 7:00- 8:00- 5:30- 6:30-	10:30 - 9:00 - 9:00 - 8:30 - 10:30 - 8:00 - 10:30 - 9:00 - 7:30 - 9:00 - 6:00 - 7:00		WBZ . WBZ . WNAC .	29. 27. 25. 20. 19. 18. 35. 32. 32. 32. 27.
3. 4. 5. 6. 7. 8. 9. 10. 1. 2. 3. 4. 5. 6. 7.	MAMA	S S S S S C C C	10:00- 8:30- 8:30- 8:00- 10:00- 7:45- 7:45- OFF 9:00- 8:00- 7:00- 8:00- 5:30- 6:30- 10:30-	10:30 - 9:00 - 9:00 - 8:30 - 10:30 - 8:00 - 10:30 - 7:30 - 9:00 - 7:30 - 7:00 - 11:00		WBZ .	29. 25. 22. 20. 19. 18. 35. 32. 32. 32. 27.
3. 4. 5. 6. 7. 8. 9. 10. 1. 2. 3. 4. 5. 6.	MAMA CB BOXING NB LIFE OF RILEY NB MY FRIEND IRMA CB RCA SHOW NB MR. & MRS. NORTH CB CAMEL NEWS CARAVAN NB PERRY COMO CB SATURDAY, SIGN-ON T YOUR SHOW OF SHOWS NB JACKIE GLEASON CB BOSTON BLACKIE (film) Non-Ne ALL STAR REVUE NB ROY ROGERS NB LONE RANGER AB	S	10:00- 8:30- 8:30- 8:00- 10:00- 7:45- 7:45- 0FF 9:00- 8:00- 7:00- 8:00- 5:30- 6:30- 10:30- 12:00-	10:30 - 9:00 - 9:00 - 8:30 - 10:30 - 8:00 - 10:30 - 9:00 - 7:30 - 6:00 - 7:00 - 11:00 - 1:00		WBZ . WBZ . WNAC . WNAC . WBZ . WNAC . WNAC . WBZ . WNAC .	29. 27. 25. 20. 19. 18. 35. 32. 32. 32. 27. 27. 26.

\*NBC estimate for March, 1953.

### **NEXT WEEK**

Videodex and Pulse Studies of CHICAGO

Top 10 TV Shows Each Day

. . . According to Videodex

Top 5 Radio Shows Each Day

. . . According to Pulse

### FOR FULL INFORMATION

about all radio and television shows . . . ratings, audience compositions and the many other factors which determine the success or failure of a program, subscribe to part of or the full services of the research organizations featured on these pages.

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

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

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

### Sarnoff Speech

One question certain to be raised is that of a reduction in free network time which stations must carry, and its corrollary is an increase in station take from the current 35 per cent up to 40 or even 45 per cent. On the ability of Sarnoff to put over his viewpoint on these issues may rest the ultimate success or failure of the NBC attempt to reach a modus vivendi with the stations. For on this point, Sarnoff is expected to hold firm.

It's expected that to any such demand, Sarnoff will cite the record of NBC successes in its relationship with clients and agencies as well as stations. He will point out that each of these units has its own rights and duties, and each has scored notable advances on the current basis.

He will flatly tell the outlets that the price asked by NBC for affiliation with the network is not too high, and urge them to continue to walk a two-way street with the network.

### Herbert to Tell

Continued from page 3

NBC is in excellent condition in holding its bankrollers. Sundays, sponsors taking a hiatus include Procter & Gamble (7 p.m.), Reynolds Metals (7:30 p.m.) and P&G (10 p.m.). On Mondays, only the 9-9:30 p.m. time is open, and that is close to sale. Tuesdays, Chevrolet (7:30-7:45 p.m.) is on hiatus, but periods vacated for the summer by Texaco (8-9 p.m.) and Armstrong (9:30-10 p.m.) will be filled in their absence by Revlon and Ansco products in the firstnamed period, and Hazel Bishop in the latter slot.

All sponsors remain for the summer on Wednesdays, Thursdays and Fridays. On Saturdays, Sunbeam takes off for eight weeks on "Ethel and Albert" (7:30-8 p.m.), and most of the bankrollers in the "Show of Shows" time will remain. All others are solid.

Herbert is to announce a co-op newspaper advertising campaign for TV affiliates similar to the AM plan now in effect, making NBC the first to make such a move. He also will tell of plans for a sales convention to be held here early in June, and will set the start of a drive for radio sales as well.

# Top 5 Radio Shows Each Day of the Week in BOSTON

(871,670 Radio Families\*)

#### . . . According to Pulse Reports

WBMS 1,000	watts daysInd.	WLAW50,000 watts	ABC
WBZ50,000		WMEX 5,000 watts	
WCOP 5,000		WNAC 5,000 watts	
WEEI 5,000		WORL 5,000 watts	
WHDH50,000		100	

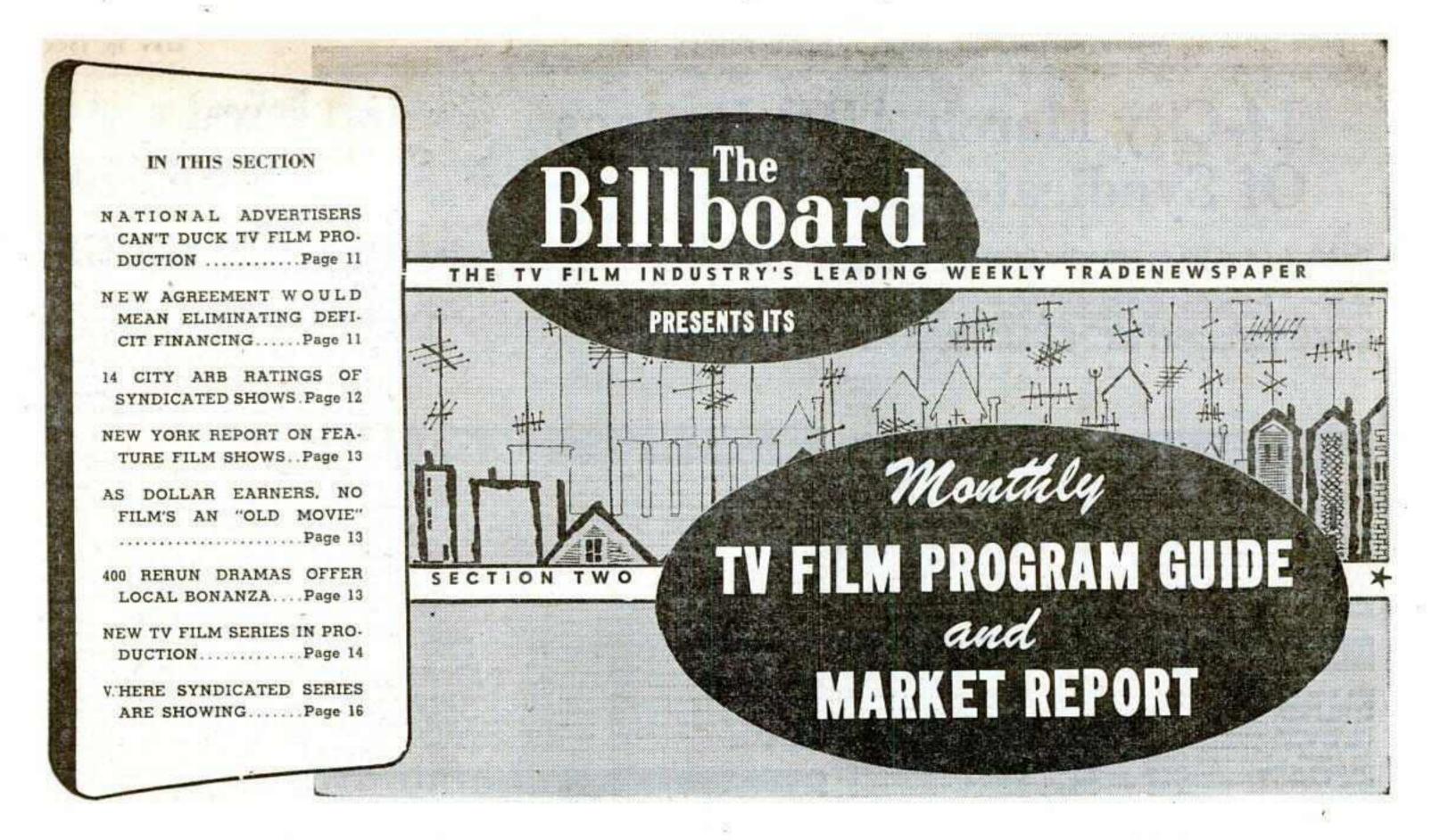
Pulse radio surveys are conducted in 19 markets, and reports are issued bi-monthly except in New York, which is monthly. Information is obtained by the personal interview roster method using a cross-section of homes pre-selected by a modified area sampling method. In the bi-monthly reports, 8,200 homes are interviewed in each market. Ratings are reported by 15-minute segments

	IAARCH-APRIL, 1953 Highe
	SUNDAY, 7 P.M. TO 12 P.M.
	JACK BENNY
	AMOS 'N' ANDY CBS 7:30- 8:00 WEEL 8.
	MY LITTLE MARGIE
	BERGEN-McCARTHY
	HALLMARK PLAYHOUSE
	MONDAY, 7 P.M. TO 12 P.M.
	LUX RADIO THEATER
	BOB HAWK SHOW
	GODFREY'S TALENT SCOUTS
	SUSPENSE
	EDWARD R. MURROW
1	TUESDAY, 7 P.M. TO 12 P.M
	LIFE-LUIGI, J. DOLLAR
	FIBBER McGEE & MOLLY
	PEOPLE ARE FUNNY
	[1] THE SECOND S
	WEDNESDAY, 7 P.M. TO 12 P.M.
	YOU BET YOUR LIFE
	THE BIG STORY 9:30-10:00WBZ 6.
	The state of the s
	BOB HOPENBC10:00-10:30WBZ 5.
	DR. CHRISTIAN CBS 8:30- 9:00 WEEI 5.
9	EDWARD R. MURROW CBS 7:45- 8:00 WEEI 5.
	THURSDAY, 7 P.M. TO 12 P.M.
	EDDIE CANTOR SHOW
	BING CROSBY SHOW CBS 9:30-10:00 WEEL 7.
	TRUTH OR CONSEQUENCES
	TIME FOR LOVE
	CBS NEWS, ON STAGE
	EDWARD R. MURROW
	FRIDAY, 7 P.M. TO 12 P.M.
99	J. DOLLAR, MR. CHAMELEON
	MR KEEN
	EDWARD R. MURROW
	OZZIE AND HARRIET
	· 프리즈 - (A) ( - (A) ( ) [ [ [ [ [ [ [ [ [ [ [ [ [ [ [ [ [
	MUSIC IN THE AIR
	SATURDAY, 7 P.M. TO 12 P.M.
	GENE AUTRY SHOW
	GUNSMOKE
	GANGBUSTERS
8	, [[[전문] (1) [[[[[[[] 14] 14] 14] [[[[[] 14] 14] [[[] 14] [[] 14] [[[] 14] [[[] 14] [[] 14] [[[] 14] [[[] 14] [[] 14] [[] 14] [[[] 14] [[] 14] [[[] 14] [[] 14] [[] 14] [[] 14] [[[] 14] [[] 14
	TARZAN
	CAPILL CARATAN
	MONDAY-FRIDAY, 6 A.M. TO 7 P.M.
	ROSEMARY
	GRAND SLAM
11	AUNT JENNY
	이 있다면 있다는 [145] [145] [145] 이 이 경기에 아내는
7	OUR GAL SUNDAY
50	SATURDAY, 6 A.M. TO 7 P.M.
	CARNIVAL OF MUSIC
	BOB CLAYTON'S BANDSTAND
	BASEBALL, MISC
	BOSTON BALLROOM
•	KING COLE TRIO
ed)	SUNDAY, 6 A.M. TO 7 P.M.
	COUNTERSPY
	TOUNTEDADY SECONDATE CONTRACTOR OF THE PROPERTY OF THE PROPERT

\* Based on U. S. Census Radio Ownership of 1950 and Sales Manageemnt 1952 estimates

5. THEATER OF STARS...... 6:00- 6:30.... WEEI ..... 4.5

of families in Suffolk, Essex, Middlesex, Norfolk and Plymouth counties.



# SPONSORS BACK FILM COSTS

### Nat'l Advertisers Can't Duck TV Film Production Business

By LEE ZHITO

Whether they like it or not, the big national advertisers will directly have to go into the TV film business to protect themselves as well as the producer. This is the opinion of Jack Chertok, head of the TV film production firm bearing his name. The national sponsor will have to participate in the initial cost of a TV film series and in return enjoy a share of that show's residual revenue, Chertok said. Heretofore, the sponsor has been traditionally opposed to such thinking, arguing that he wants to stay in the soap or cigarette business and not go into TV film production.

Chertok maintains that the important sponsors are slowly changing their attitude on that score and that the future will see more and more bankrollers indirectly "going into the television film business" as they see that it's to their advantage to do so. The day will soon disappear, if it isn't already in the past, when a producer will agree to film a series for national airing at a calculated loss with the hope that the residual returns will bring the producer the remainder of his investment, plus profits, Chertok said.

### Deficit System

According to Chertok's thinking, both sponsor and producer lose under the deficit system. If a series is sold at a loss, Chertok feels the producer can never get his head above water on his investment. If the series is a hitsomething which both producer and sponsor strive for at the outset-the advertiser will naturally continue to renew the show. This, of course, adds to the producer's margin of loss. If the contract, as some of them do, includes an esculator clause providing for increases in per-show payments the rate of increase will seldom if ever make up for the margin of loss incurred in earlier cycles. The producer of a hit show is eager to retain the blessings of high ratings and most likely will add to the production budget to keep his series high on the rating ladder, further decreasing his chances of making up his losses.

On the other hand, if the show, despite all efforts, falls short of producer and sponsor expectations, the advertiser will na- tees himself a top quality proturally drop the series. The pro- duction which will continue to

first run at a calculated loss will then have even less chance to make up his loss in residual runs, since a show that couldn't cut the rating mustard in its initial run will naturally be less valuable on the rerun market. Hence, according to Chertok, the producer working on the deficit plan loses out either way, whether the show is a hit or a miss in its initial showing. Red Operation

Here's how the sponsor loses, according to Chertok's figures. The sponsor who buys a show knowing that the producer is operating in the red is working with a dissatisfied producer from the outset. If the show is a hit, some producers will continue to go deeper in the red to keep the show in the high rating bracket. Soon, the producer will realize that cash on hand commands more bank respect than high ratings, and the production quality pendulum will start swinging back in the opposite direction. The producer in the red with no chance of getting back into the black will turn a blind to ratings and start cutting corners. He will try to start bringing the show in for less than the sponsor is paying, so that he can get himself back on a money making basis. The show will naturally suffer, and the sponsor in the long run will suffer by getting inferior production, according to Chertok.

The only answer to this problem, Chertok insists, is for the sponsor to participate in the cost of a series' production from the outset, and in return, retain a continuing interest in the series, sharing in its residual value. The advertiser feels he's going into the TV film business under such a system, but Chertok insists, the other way means the film producer is forced to go into the cigarette business.

#### Only Road

Production of a filmed series is a gamble that sponsor and producer must jointly take, Chertok feels, if both parties are to come out ahead. By underwriting the cost of a filmed series from the start and permitting the producer to operate at a profit, the advertiser guaranducer who sold that series for its have the producer's interest in keeping high in ratings and foremost in production values. The producer realizes that the show is building future resale value by grabbing good ratings during its initial showing and he can afford not to cut corners be ause he is operating at a profit. The sponsor is getting his bankroll's worth in good film product and still holds a percentage of the film's value when it goes into the resale market. Furthermore, he has more voice in the show's production and future if he has invested in it.

According to Chertok, this is the basis which his firm is following the sale of its future ...ows. Chertok admits that his company has lost business as a result of adhering to this plan, but he feels that he will remain in business longer and on a firmer footing than some of his competitors, and that eventual sponsors will be happier in the long run with the shows they do

#### Chertok Move

Chertok moved toward this direction in his sale of the Ann Sothern "Secretary" series to American Tobacco Company. The original agreement called for producer and sponsor to share equally in the production cost of the show's pilot reel. In the event the advertiser turned down the series after seeing the film, Chertok would repay the sponsor his share in the pilot's production once the series was sold to another sponsor. If American Tobacco bought the series — which it did — Chertok would produce the series at a margin of profit from the outset, with the sponsor retaining a percentage of interest in the series' future returns.

Chertok's determination to come out in the black from the start is understandable in light of his introduction to the TV film industry's financial pitfalls. He agreed to produce 52 "Lone Ranger" half-hour filmed shows for General Mills on a cost-plus basis with George Trendel, owner of the "Ranger" property retaining future rights to the series. Chertok figured costs wrong-first because production costs increased after the series got underway, and, secondly, by his own admission, he misjudged production time needsand went into the red by 15 per cent on the series' first 26 episodes. Fortunately for Chertok, General Mills heard of his problem and came to Chertok on its own, offering to readjust the firm contract for the remaining 20 episodes so as to allow the

## **New Agreement Would Mean Eliminating Deficit Financing**

By LEON MORSE

A new contract to give TV film producers a better shake on their sponsored network film properties and to eliminate deficit financing within the industry has been originated by Ben Frye, veepee in charge of national sales for United Television Programs. Frye is currently dickering with a network client who has accepted the contract, but is waiting to see whether he can get network time for the show.

The agreement provides that advertisers pay the full production costs of each film Many film makers agree to pay about one-quarter of the program's cost in the belief that they will be able to recoup their investment on residuals since they own the property.

In reality, many of these producers have learned, according to Frye, that considerable time must elapse before they can retain their investment; enough time, in some cases, to almost bankrupt them unless they have unusual financial resources.

The agreement also provides that the sponsor is to have first run rights in all markets for 90 days after the date of the first telecast. In the event, however, that the client wishes to rerun the property, he must give Frye 60 days notice of his decision. This provision is intended to give the producer 60 days to find another sponsor in that market should the network sponsor decide against a second

Since the projected series is for 26 films, Frye inserted a provision for a \$200,000 penalty fund should the sponsor decide against bankrolling more than 13 films. The film maker claims that considerable production costs will naturally have to be incurred to get ready to shoot the second 13 films in the series, that he will have been prevented from negotiating other deals because of his contractual obligations and that he will be otherwise materially damaged by a sponsor's decision to curtail shooting of a series after only half is made.

A significant section of the agreement states that Frye will be allowed to start second runs of the series in any market 39 producer to come out on the weeks from the original starting that no such financial hurdles date. This, of course, allows the would have to be jumped.

initial sponsor to buy the second runs first, but in any event he does not exercise his option, gives the producer a chance to start making money quickly from residuals. It is devised so that national sponsors not using certain markets cannot retain an indefinite right to prevent producers from selling the properties in those markets until their consent is given.

Frye claims that it is time that the industry did away with deficit financing, which he points out is harmful to both the sponsor and the producer. He recognizes that the practice was originated so that advertisers would not take excessive risks with video film producers who previously did not have a background of success. But he maintains that numerous TV film makers have won their spurs and that it is time for the practice to end.

Deficit financing, of course, was more prevalent in the early days of TV than it is now. Two such earlier film deals were made by Procter & Gamble and Lucky Strike cigarettes. P.&G. paid Gordon Levoy \$1,750 each for two 15-minute films which comprised the first weekly "Fireside Theater." Levoy spent \$4,500 for each film in the belief that he would recoup his residuals quickly. He soon however, found that he was several hundred thousand dollars in the hole. It was only much later when he sold the same properties to CBS-TV on a profit-sharing deal, plus an original advance that he was able to get out from far behind the eightball.

The Lucky Strike deal was with Grant-Realm Productions. It saw the advertiser pay \$9,000 for a half-hour film that cost \$11,000. After the cancellation of the series, the producers found themselves in trouble but fortunately were rescued when Ziv took over the property and bailed them out financially. In all cases, the trade feels, the vital factor of time hurt the producers who thought they could make money on residuals quickly. They were disabused of the notion only after narrow

But Frye's contract was created expressly to make certain

# 14-City March ARB Ratings Of Syndicated Shows

The following chart lists the ARB ratings for syndicated film series competition. The names of the distributors handling these shows can showing the first week of March in each of the 14 cities surveyed be found in the Syndicated Series and Where Showing chart in this individually by the American Research Bureau. The program titles issue. For further information on audience size and breakdown, the are arranged in rank order by program category under each city. The reader should consult the Amercan Research Bureau, National Press reader may thus compare the audiences of these film shows in each Building, Washington 4, D. C.; 516 Fifth Ave., New York; P. O. Box of the key markets. The ARB charts in The Billboard over the past | 6934, Los Angeles 22.

 Boston Blackie
 Mystery
 WBNS—S.—9:00-9:30
 33.2

 Telenews Daily
 News
 WLWC—Su. to Th.—11:00-11:15
 9.9

 Telesports Digest
 Sports
 WBNS—W.—7:00-7:30
 11.8

2 STATIONS

Font Page Detective......Mystery .....KDYL-Su,-8:00-8:30 ................28.7

3 STATIONS

(Continued on page 14)

FRANCISCO

of the key markets. The ARB charts in The Billboard over the past four weeks have shown how each of these shows compared with its	6934, Los Angeles 22.
March ARB	March ARB
Rating	Rating .
BALTIMORE 3. STATIONS	DETROIT
Dick Tracy	Ramar of the Jungle       Adv.       WXYZ—F.—6:30-7:00       17.5         Foreign Intrigue       Adv.       WJBK—F.—10:30-11:00       16.5         Dick Tracy       Adv.       WXYZ—T.—7:00-7:30       11.7
The Unexpected	China Smith
Liberace	Abbott-Costello         Comedy         WXYZ—W.—9:30-10:00         11.3           March of Time         Docum.         WJBK—F.—7:00-7:30         7.7           Favorite Story         Drama         WJBK—T.—10:30-11:00         11.3
RoBer Derby         Sports         WAAM—T.—9:00-9:30         6.5           Cisco Kid         West.         WBAL—T.—7:00-7:30         27.5           Gene Autry         West.         WMAR—Su.—7:00-7:30         22.6	Doug. Fairbanks Presents
Hopalong Cassidy	Liberace
BOSTON 2 STATIONS	Files of Jeffrey Jones
Dick Tracy	Telenews Daily
Foreign Intrigue	Cisco Kid
The Unexpected	Gene Autry
The March of TimeDocumWNAC—S.—6:00-6:30	LOS ANGELES (7 STATIONS)
Kieran's KaleidoscopeMiscelWNAC—Su.—6:30-6:45	Dangerous AssignmentAdvKNBH—F.—10:30-11:0016.5
Files of Jeffrey Jones	Foreign Intrigue
Movie Quick QuizQuiz	The Unexpected
Cisco Kid	Junior Crossroads         .Child.         .KNBH—MT. Th.—5:00-5:15         1.0           Abbott-Costello         .Comedy         .KTTV—T.—8:00-8:30         15.6           The Ruggles         .Comedy         .KECA—Th.—7:00-7:30         13.3
CHICAGO (4 STATIONS)	March of Time
	Favorite Story
Ramar of the Jungle       Adv.       WBKB—Th.—7:00-7:30       16.3         Dangerous Assignment       Adv.       WBKB—T.—10:00-10:30       16.3         China Smith       Adv.       WNBQ—Th.—9:30-10:00       10.6	Front Page DetectiveMysteryKTTV—Su.—9:00-9:30
Foreign Intrigue	UP Movietone News         News         KHJ—M. to F.—7:00-7:15         2.5           Telenews Daily         News         KECA—M. to F.—6:00-6:15         2.0           Cisco Kid         West         KECA—M.—7:00-7:30         15.3
The Ruggles         Comedy         WBKB—W.—8:00-8:30         5.5           March of Time         Docum.         WBKB—Th.—10:00-10:30         3.1           Clete Roberts         Docum.         WGN—M. to F.—5:45-6:00         1.7	The Range Rider
Favorite Story	Gene Autry
Old American Barn Dance         Music         WGN-W9:00-9:30         1.9           Boston Blackle         Mystery         WBBM-Th9:30-10:00         27.8           Heart of the City         Mystery         WBKB-T10:30-11:00         7.4	
Heart of the CityMystery	Foreign Intrigue
Telenews Daily	Time for Beany
Hopalong Cassidy	March of Time         Docum         WNBT—W.—7:00-7:30         6.0           Favorite Story         Drama         WNBT—Su.—10:30-11:00         9.7           Invitation Playbouse         Drama         WCBS—S.—6:15-6:30         1.9
	Invitation PlayhouseDrama, WCBS—Su.—2:30-2:45
CINCINNATI 3 STATIONS	Kieran's Kaleidoscope
Foreign Intrigue	Heart of the City
Willie Wonderful	Telenews Daily
Night Editor	Roller DerbySportsWPIX—Su,—3:00-3:30
Telenews Daily	Hopalong Cassidy
Washington Spotlight         News         WCPO—Su.—7:30-7:45         1.9           Movie Quick Quiz         Quiz         WKRC—M. to F.—3:00-3:30         .4           Clsco Kid         West         WCPO—Su.—6:00-6:30         .36.5	Cowboy G-Men
Cowboy G-Men       West.       WCPO—Su,—1:30-2:00       19.4         Gene Autry       West.       WKRC—Su,—7:00-7:30       13.7         Hopalong Cassidy       West.       WLWT—S.—5:30-6:00       13.0	A WILL A D. E. I. D. W. I. A. M. C. W. C. T. C. W. C.
	Foreign Intrigue
CLEVELAND 3 STATIONS	Ramar of the Jungle
Dangerous AssignmentAdvWNBK—Th.—10:30-11:0016.7	Dangerous Assignment         Adv.         WPTZ—T.—10:30-11:00         15.5           Ramar of the Jungle         Adv.         WFIL—S.—1:00-1:30         9.2           Abbott-Costello         Comedy         WCAU—S.—9:00-9:30         19.9
Abbott-Costello	March of Time         Docum.         WCAU—M.—7:00-7:30         12.8           Favorite Story         Drama         WPTZ—S.—7:00-7:30         12.0           Stranger Than Fiction         Miscel.         WPTZ—Su.—6:30-6:45         13.7
Crusade in the Pacific	Kieran's Kaleidoscope
Favorite Story	Craig Kennedy         Mystery        WCAU—Th.—7:00-7:30         16.8           I'm the Law         Mystery        WPTZ—W.—10:30-11:00         11.4           Telenews Daily         News        WCAU—M. to F.—11:00-11:15        11.7
The Range Rider	Telenews Daily
	Cisco Kid       West.       WCAU-F7:00-7:30       29.2         Hopalong Cassidy       West.       WPTZ-T6:00-6:30       21.4         Gene Autry       West.       WCAU-Su,-7:00-7:30       20.5
COLUMBUS STATIONS	The Range Rider
Ramar of the Jungle	SALT LAKE CITY 2 STATIONS
The Unexpected	Diek Tenes Adv KDVI —W —6:30-7:00 16.7
Abbott-CostelloComedyWLWC-F9:30-10:0028.0  March of TimeDocumWBNS-F7:00-7:3016.4  Old American Barn DanceMusicWTVN-T10:00-10:302.9	Abbett Cartello Comedy KSI F -9:30-9:00 28.3

# Syndication Is A Fertile Field For Sponsors

NEW YORK, May 23.-Sponsors who own or have an interest in TV films which they first aired via a video network are now beginning to reap a real return from them in the syndication field. Among such bankrollers are R. J. Reynolds Tobacco Company (Camels) with "Man Against Crime," Ballantine Beer with "Foreign Intrigue," Procter & Gamble with "Fireside Theater" and Lever

Bros., with "Big Town." The latest of these properties to go into local distribution is "Man Against Crime," which is one of the few film shows produced by an advertising agency (in this case, William Esty) for a client. Under the title of "Follow That Man," the Ralph Bellamy vehicle is being syndicated by MCA-TV in 33 cities where the client is not networking the show. MCA-TV reportedly will get its usual 35 per cent distribution fee and also pay the cost of the prints. It is estimated that chould MCA-TV sell the video film in all 33 markets, which is not unlikely since the program is now in the top 10 according to the latest Trendex ratings, the advertiser can make a net profit of about \$5,000 each week.

This sum can be increased considerably when more markets become available for syndication, as they will after the program outlives its network status. There seems to be every likelihood that Reynolds will recoup most of its production investment, which is estimated at about \$18,000 per show. The net on each eipsode, however, will . be cut because of rerun fees to be paid, especially to the high priced star, Bellamy.

"Foreign Intrigue" Another deal which is paying off for an advertiser is Ballantine's buy of "Foreign Intrigue." This film cost the client \$12,500 for each episode and includes North American rights. The sponsor uses a limited NBC-TV network, and the property is now syndicated in 29 markets. The video film, of course, is bought so cheaply because it is made in Europe, but that very factor is cutting into rerun possibilities because of the complaints of unions, notably the International Alliance of Theatrical Stage Employees.

This video film, however, is syndicated thru the J. Walter Thompson Agency, certainly a unique move. The agency has had to build a department to handle "Foreign Intrigue." Some observers feel that an established syndicator might have sold more markets, but the low cost, together with the net profit on syndication estimated at \$3,000 weekly, makes the prop-erty one of the better deals made by an advertiser.

"Fireside" Another example of sponsorship return on an investment is the Procter & Gamble deal with Ziv for the second group of the "Fireside Theater" series. . Now titled "Your TV Theater," the show is playing in about 55 markets. Reports are that P.&G. received a \$10,000 advance for each film against 45 per cent of the net profits. The advertiser, therefore, has found that each film will have cost him no more than \$7,500. The production cost of each film was about \$17,500.

The Gross-Krasne deal with Lever Brothers on "Big Town" is another that is producing results. The package is now sold in 51 markets by United Television Programs, nine of which are not, as yet, on the air. The video film cost about \$18,500 to produce, \$5,000 of which was paid by the sponsor. The profitsharing arrangement is such that the producers get a \$2 profit for every one received by Lever Bros., which should net on each one of the films this year.

# New TV Film Series In Production

or to begin shooting soon

The following list, based on the latest survey of producers, contains the titles of TV-film series now in production or on which production is planned in the near future. These shows are expected to become available within the coming months. Once a series begins showing, it is no longer carried on this list.

CURRENTLY SHOOTING MARK HELLINGER STORIES 26 half-hour series.

Les Hafner & Company 48 W. 48th St., New York

ETHEL BARRYMORE THEATER

13 half-hour shows featuring name personalities with prolog by Ethel Barrymore who also appears in some of the shows. Series now being completed. Interstate Television Corporation

4376 Sunset Dr., Hollywood 27, Calff. MARK TWAIN TELEVISION

THEATER Being scripted by Robert Nathan.

Filmcraft Productions 8451 Melrose Ave., Los Angeles BEN BLUE SHOW

A half-hour series for syndication. No title selected yet. NBC TV Film Division

30 Rockefeller Plaza, New York

OOPS, IT'S DAISY Written and directed by Frank Tashlin, a series of 39 half-hour comedies. NBC TV Film Division

30 Rockefeller Plaza, New York THE DAMON RUNYON PLAYHOUSE 39 half-hours based on stories of the famed newsman, produced by Harold

William Morris Agency 1740 Broadway, New York

OPERATIC FILMS

Weisch.

15-minute sequences from famous operas, produced in Rome by Jacques Rachmilovitch. Television Exploitations, Inc.

101 W. 55th St., New York GULLIVER AND THE LITTLE PEOPLE Television Exploitations, Inc. 101 W. 55th St., New York TELEGRAM

15-minute series based on actual incidents in which receipt of a telegram changed a person's life. Produced by Steve Sharff.

United Artists Television 729 Seventh Ave., New York

THE SIGN OF ZORRO Half-hour series based on stories of Johnson McCulley. William Cottrell is producer.

Zorro Productions Burbank, Calif. ALICIA MARKOVA SHOW

A series featuring and narrated by the famous ballerina. Produced by Charles Oasis Telecasts, Inc.

1239 Madison Ave., New York MEET THE FAMILY

Half-hour situation comedy. Pilot stars Lon McCallister and Gene Lockhart. Screen Gems

233 W. 49th St., New York TALES OF THE TEXAS RANGERS Based on actual crime files of Texas State police, Co-producer, Kacy Steach.

Screen Gems 233 W. 49th St., New York FAIR TRIAL

Great trials of history, with audience asked at wind-up if it was a fair deal. Screen Gems 233 W. 49th St., New York

THE LAW STRIKES BACK Michael Kraike producing and Ted Post directing. Miscellaneous mystery series,

half hour. Screen Gems 233 W. 49th St., New York THE ADVENTURES OF BLINKEY 15-minute kiddle fantasy.

Blinkey Productions 159 W. 49th St., New York THRILL OF A LIFETIME 15-minute "We, the People" type of

show. Narrated by Quentin Reynolds. Produced by Lifetime Productions. United Television Programs 444 Madison Ave., New York

AMERICA'S FINEST Half-hour dramatic series. Starring Ray Milland, Joan Crawford and others. Produced by Revue Productions. MCA-TV

598 Madison Ave., New York HOLLYWOOD AT WORK Half-hour series. True stories about Ronald Colman, Harpo Marx, Humphrey Bogart and others. Produced and directed by Robert Gurney.

Official Films, Inc. 25 W. 45th St., New York A SPORTING CHANCE 13 half-hour series on adventures of a

sports writer. Reid Ray Telefilms, Inc. 8762 Holloway Dr., Hollywood

FRONT ROW, U.S.A. A half-hour series of 26 about the values in the American way of life. Producer, Louis Forbes and Paul F. Heard, Inc., Hollywood. BOXING SHOW

Second series of half-hour films of boxing matches at the Rainbo Arena, Chicago, now shooting. Announcer Jack Drees.

Kling Studios, Inc. 601 N. Fairbanks St., Chicago DRAMATIC SHOW (Untitled) First series of 13 now shooting in Rome, Italy, DePaolis Studios. John Mantley is the director.

Andre Luotto Productions 30 Rockefeller Plaza, New York FABIAN OF SCOTLAND YARD Half-hour series of 13 based on actual experiences of Robert Fabian of Scotland Yard. Bruce Seton has the title role. Directed by John Harlow.

Antony Beauchamp Carlton Hill Studios, London MEN TOWARD THE LIGHT

13 15-minute dramas produced by the American Foundation for the Blind and the Industrial Home for the Blind, John Daly is off-screen narrator. Most of the cast is blind.

Charter Oaks Tele-Pictures 45 University Pl., New York

PROBLEM SPOTS

13-week series with Clete Roberts doing man-in-the-street interviews.

**British Information Services** 30 Rockefeller Plaza, New York

Based on the NBC radio show. Doug Fowley plays the lead. NBC TV Film Division

30 Rockefeller Plaza, New York TO BEGIN SHOOTING SOON COMEDY TELEFILMS

13 quarter-hour films of comedy news

events of the last 25 years. Narrated by Henry Morgan. Available in July for syndication.

United Television Programs 444 Madison Ave., New York MONTE WOOLEY

Half-hour dramatic series starring Monte Wooley as host. TV adaptations of one act play classics. United Television Programs

444 Madison Ave., New York MYSTERY-DRAMA SERIES (Untitled) 39 half-hour Mike Malloy films starring Steve Brodie. Pilot completed. Mike Malloy Productions **RKO Pathe Studios** 

Hollywood, Calif. READER'S DIGEST SERIES (Untitled) 26 films based on the magazine's material.

Prockter Television Enterprises 221 W. 57th St., New York

ROMANTIC ADVENTURE SERIES (Untitled) Half-hour series starring Maria Riva

and featuring her husband William Riva. Harold Kallen will be story editor. Motion Pcitures for Television

655 Madiosn Ave., New York DOCTOR IN THE HOUSE

Half-hour situation comedy. Revue Productions

Eagle Lion Studios, Hollywood, Calif. WATERFRONT Half-hour series of dramatic adventures of a tugboat skipper and his family.

Roland Reed Productions Hal Roach Studios, Culver City, Calif. BOOMERANG

Half-hour series of mystery stories with a twist ending. Roland Reed Productions Hal Roach Studios, Culver City, Cailf.

# 14-City March ARB Ratings

Continued from page 12

	March
	ARB
	Rating
	Crusade in Europe
	March of Time
1	Clete Roberts
	Doug. Fairbanks PresentsDramaKRON-S8:00-8:3024.1
	Kieran's KaleidoscopeMiscelKRON-W7:30-7:45
	Liberace
	I'm the Law
	Boston Blackie
	Files of Jeffrey JonesMysteryKPIX-Su8:00-8:3015.6
	Heart of the City
	Telenews Daily
	Telenews Daily
	Movie Quick QuizQuizKRON-M. to F6:30-6:45 6.2
	Cisco Kid
	The Range Rider
	Hopalong Cassidy
	Gene Autry

Gene Autry
WASHINGTON 4 STATIONS
Foreign Intrigue
Dick Tracy
Ramar of the Jungle
Dangerous AssignmentAdvWMAL-T9:30-10:00 9.4
Time for Beasy
March of Time
Favorite Story
I'm the Law
Heart of the City
UP Movietone NewsNewsWTTG-M. to F11:00-11:15 3.0
UP Movietone NewsNewsWTTG-M. to F12:00-12:15 2.7
Movie Quick QuizQuizWNBW-M. to Th7:00-7:15 5.7
Clsco Kid
Hopalong Cassidy
Gene AutryWestWTOP-Su7:00-7:30
The Range RiderWestWTOP-S,-1:30-2:00 5.8

# TV's HOTTEST New TELEPHONE QUIZ

12 MARKETS SOLD THE FIRST TWO WEEKS GOING LIKE WILDFIRE

... Hurry, Stake Out Your Claim Before the Sellout!

### Here's The Sure-Fire Formula:

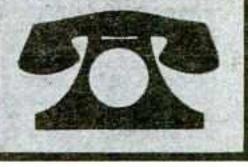
- 1. ENTERTAINMENT. Unusual eyeappeal plus expertly phrased questions create dramatic suspense and curiosity that hold all types of viewers.
- 2. AWARDS. Don't underestimate the lure of a big money jackpot that pyramids daily. Everyone loves to win or see another get a pile of dough.
- 3. MERCHANDISING HOOK. Simply announce that answers to this week's PhotoQuiz are posted in sponsor's place of business. Then watch the crowds come in!
- 4. SPONSOR IDENTIFICATION. Besides the 3 regular commercials there are 15 to 20 "painless" mentions of sponsor's name throughout the show.
- 5. RATINGS. "Can't-miss" elements above assure "out-of-this-world" ratings. AND our National Exploitation includes: LOOK Placards on newsstands, panel posters on LOOK trucks!

Phone, Wire or Write

UTP

Now For Price and Availability Details

A 15-minute, 5 day-a-week Winner Guaranteed to BUILD BIG AUDIENCES and SKYROCKET SALES!



Here's the greatest, sure-fire business-

getter ever devised . . . the only telephone quiz show with the terrific natural merchandising and exploitation boost of a promotional tie-in with LOOK Magazine!

LOOK'S PHOTOQUIZ is one of the most widely followed features in the world Now the editors of TELENEWS have faithfully captured its tremendous appeal in this brand new 15-minute, 5-day-a-week TV program.

LOOK'S TV PHOTOQUIZ is the easiest-to-handle show you've ever seen . . . completely ready to use, with both voice and music on film. No complicated synchronization or cueing problems of any kind! Opening and closing films are made to order with sponsor's name right on the film.

HERE'S HOW IT WORKS: Film is shown, announcer makes phone call, asks question. Contestant wins jackpot or another award is added for the next call.

It all adds up to the most exciting, greatest sales making telephone quiz yet devised!

### IT'S THE BIGGEST BARGAIN IN TELEVISION TODAY!

**NEW YORK** 

444 Madison Ave. PL 3-4620

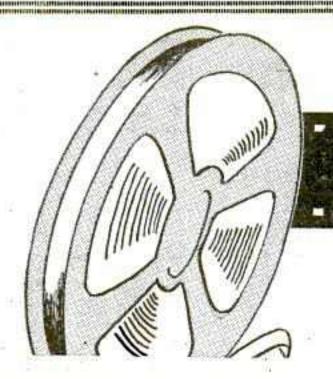
CHICAGO

360 N. Michigan Ave. CE. 6-0041

HOLLYWOOD

California Studios, 650 N. Bronson Ave. HO. 9-8321





# New York City report on . . .

The following chart contains feature-film programs in New York along with their American Research Bureau Ratings for March. The ARB March ratings were taken the week of March 1 thru 7. Ratings shown here are averages of the quarter-hour ratings in the periods indicated. Multi-weekly daytime shows rated here have been figured on the averages of the quarter-hour ratings for the combined days the program was viewed.

253-2011	1725000 HVZ2000000HW West	Mar. ARB	Set
Title	Sta.—Time—Day	Rtg.	Us
Premier Theater		1.6	42.
	iseWABD-10-11 W		
	WOR-8:45-9 W		
	WABD-8:30-9:30 S.		63.
Feature Film	WATV-10-11 W	6	49.
	m		61.
Manhattan Playhouse	WABD-7:30-8:30 Su.	5	62.
Feature Film		5	18.
Movie Time	WPIX—7:15-9 S	4	58.
Western Feature	WATV—8:15-9 Th	3	66
Feature Film	WATV-8:15-9:30 S	3	64.
Feature Film		3	64
Film		3	9.

Weekly	Shows—Daytime	
UMAZEAU/OSSOVI	Name of the state	_

Sunday Afternoon Pic	ture	.wcbs-	1-2:30 Su		7.314
Frontier Theater					
Feature Theater					
Frontier Theater					
Italian Film Theater					
Feature Film					
Early Bird Matinee .		WATV-	-3-4 S		1.0, 3
Sunday Playhouse		.WABC-	-2-4:30 Su		.914
Morning Show					
Family Film Theater		.WPIX-	1:15-2:30	Su	.814
Movie Classics		.WOR-6	-7 Su		.739
Midday Playbouse		WABC-	-12:30-1 N	(	.6.,10

Sta.—Time—Day	ARB Rtg.	Use
.WABC-3:00-5:15 S	4	. 7.4
.WNBT-3-4 S	4	. 3.5
.WATV-3:15-4 Su	3	.16.6
.WOR-6-7:30 S	3	.30.6
.WATV-2-3:15 Su	3	.12.1
	.WOR—1:30-2:30 Th. .WABC—3:00-5:15 S. .WNBT—3-4 S. .WATV—3:15-4 Su. .WOR—3-4:30 S. .WOR—6-7:30 S.	

#### Multi-Weekly Shows-Daytime

Early Show	15-7 M. to F	9.127.8
Late MatineeWCBS-5-6		
Western RoundupWATV-4-		
Channel 4 TheaterWNBT-1-		
6 o'Clock PlayhouseWPIX-6-6		
Rainbow TheaterWPIX-4-5		
Hollywood MovietimeWABC-4:		
Feature TheaterWABD-1		
Matinee MovieWOR-3:34		
Hollywood PlayhouseWATV-5:		
Cinema TheaterWABD-5:		
Western PlayhouseWOR-5-6		THE RESERVE THE PROPERTY OF TH
Early Bird MatineeWATV-1:		
Midday PlayhouseWABC-11		
МТ	WF	.512.8

#### Multi-Weeckly Shows-Nighttime

Early Show			WCBS	-6:15-7 M.	to F9.1
(No daily	ratings a	vailable		time slot)	av. 5 days

Tide	Sta.—Time—Day	Mar. ARB Rtg.	Sets ia Use
(/BANGS)	WCBS-7-7:30 T	000000	90,000
	WCBS-7-7:30 W		
	WCBS-7-7:30 Th	10.9	28.3
	WCBS-7-7:30 F		
Late Show	-WCBS11:15-12:45 S	6.6	. 9.2
	WCBS11:30-12:45 N		
	WCBS-11:15-12:30 T	4.8	9.1
	WCBS11:30-12:45 V	V4.2	7.6
	WCBS-11:45-1 Th.		
	WCBS-11:30-12:45 F		
	WCBS-11:15-1 S	6.5	19.3
Late, Late Show			
	WCBS-1-2:15 S	1.7.	
lith Hour Theater	.WN8T-11:15-1 Su.	2.4	8.0
	WNBT-11:15-1 M	3.1	8.4
	WNBT-11:15-12:45		
	WNBT-11:15-1:15 W	2.7	1 7.3
	WNBT-11:30-1:15 T		
	WNBT-11:45-1 F		
	WNBT-11:15-1:30 S.	9.1	10.1
First Show			
	WPIX-7:30-9 T		
	WPIX-7:30-9 W	7.5	58
	WPIX-7:30-9 Th WPIX-7:30-9 F	3.0	. 55.
Night Owl Theater			
right Own Incatet	WPIX-12:15-1 T		
	WPIX-11:30-1:15 W		
	WPIX-11:15-1 Th.		
	WPIX-11:45-1:45 S.		
Prairie Theater	WATV-7-8 S	0.8	46
110000000000000000000000000000000000000	WATV-7-8 Su	0.5	49.
Stardust Theater	. WATV-11-12 Su.	0.3	15.
	WATV-11:15-12:30	M 0.3	9.
	WATV-11-12:15 T.	0.3	13.0
90	WATV-11-12:15 W.	0.3	11.
	WATV-11-12:30 F.	0.3	15.
	WATV-11-12:15 S.	0.8	25.
Western Feature			
	WATV-10-11 M	03	. 54.
	WATV-10-11 T		
	WATV-10-11 S	0.3	53.
8 o'Clock Theater			
	WATV-8-9:30 M WATV-8-9 T		
24107. 119307674			
Feature Film			
	WABC-10-11 S	1.5	
Invitation Theater			
	WOR _9:30-10:30 F	0.3	6.4

# As Dollar Earners, No Film's an ''Old Movie

By ERWIN (ES) EZZES

General Manager, Motion Pictures for Television, Inc.

A lot of new-station people we run into refer to feature film programing for TV as "old movies." Now we're not sensitive about this, nor do we consider the expression "old movies" significant in itself, but it does reflect an attitude that is potentially unprofitable for the station, and it's just not accurate.

I say it's potentially unprofitable, because the record shows that feature film, thru all the metamorphases the young TV and TV film businesses have gone, remain one of the best buys a station can make.

Feature films have proved entertainment value. Entertainment value will always attract audiences. Some time ago, Universal-International Pictures released its entire back inventory for 35mm, reissue in theaters. None of these pictures was newer than 1945 production, and production dates in some cases went back almost as far as the beginning of "sound - on - film" pictures. In reissue to theaters these feature films grossed approximately \$20,000,000. This \$20,000,000 represents net dollars earned by the distributor and indicates that the theater box office was over \$100,000,000. Yet, on television, pictures of new vintage may be seen without charge by the station's audience in their own homes. No wonder feature film programing attracts large, loyal audiences. Two-a-Day

The average new station can program an hour-and-a-half feature film across the board at a cost far below any other type of live or film programing. Yet, by selling one-minute spots, all the station has to do is sell approximately two spots a day, and it has recouped its talent investment. The figures disclosed by an average pre-freeze station, which has established the feature film theater in its market, indicates it carries an average of 26 spot participations in a fiveday, across-the-board segment. This results in a station profit over talent cost of \$1,000 a week. In Western feature programing this same station earns a gross revenue of over \$200 a day. which results in a profit over talent cost of \$125 a day. Acrossthe-board film programing is so

effective that this same station programs serials such as "Flash Gordon" five days a week and shows a 49 per cent net profit on the program. There is no doubt that properly programed feature films are substantial profit producers for a station.

Advantages

There are some excellent television film programs that are good for short-range sponsorship. Feature films are not victim to this kind of inflexibility. A station can buy them in such a way that it is able to program. in a specific time slot continuously. This kind of program créates habitual tune-in; the audience knows that by tuning in Channel "X" at 11:00 every night, the station brings the theater to their living rooms. Furthermore, any feature film can be rerun many times during the course of a year without loss of viewer-interest. This is due to many factors, not the least of which is that audience size is constantly increasing, especially in new markets. Also, the fact that feature films may be telecast in different time segments to different sections of an audience. Television audiences have demonstrated a sentimental attachment and interest in films which they have seen previously. Many times the replay of a picture will receive a higher rating than the initial telecasting.

While such shows are often carried with a single sponsor. feature films also lend themselves most naturally to participating sponsorship. This is one way to get the local advertiser on television at a budget he can afford.

The participating type program provides the station with a daily clothesline on which to hang anywhere from 5 to 12 participations, and these programs are effective for the woman's audience in the morning and early afternoon, the kid's audience in the late afternoon and early evening and for the family audience late at night. This is one of the things I mean by flexibility of programing.

Sponsor Scheme

The station can dress up the program by billboarding the

different participation formats, such as the station which, with five participating sponsors on a feature film show running across the board, effectively billboarded the show as being presented by all five sponsors, plugging only one heavily each

Still, the station man talks about "old movies." Well, admittedly many of the feature films in TV are quite old. But there are also many that were released theatrically as recently as last year. There are also many top Class A pictures, the enduring value of which no one would question. I might mention "The Story of G.I. Joe" and "Stagecoach," to name two, and there are many others which have earned Academy Award nominations.

The station manager shouldn't kid himself. He just couldn't afford to buy only top, new pictures. He can still get himself a good package of Class A features, but to program only with these, we have found, would be

It has been proved time and time again that the most effective way to use feature films is to program in balance. Programing in extremes will cost the station audience.

#### Some Errors

We know of one station which got into late-evening feature film programing long after its competition had established itself with this type of show. To overcome the time deficit, this station went on a policy of only top films. The audience response at first was terrific. But after a few weeks, he began to run out of top shows, and the rating began to taper off until finally it fell behind the competing station

The key to good feature film programing, then, is diversity. Keep that balance. Throw in an audience film occasionally, and throw in a really top one occasionally. But keep a proper bal-ance, and you'll build your audience.

It's important that you create a good title for your feature film show. Whether it be "Armchair Theater," "The Eleventh Hour Theater," "The Hollywood Playhouse" or "Mother's Mati-

And another important asset is a good, personable emsee. TV, after all, is a very intimate medium. There is nothing like a friendly, informal chat to make movie viewing via TV something people will look forward

# 400 Rerun Dramas Otter Local Bonanza

By JUNE BUNDY

On the syndication market today there are something like 400 half-hour dramas that were originally produced for specific national and regional sponsors. They are available to the local sponsor at relatively reasonable rates and offer several distinct

advantages. First of all, the local adver-

tiser may put any program title on his series that he chooses and thus gain high sponsor identification. Since there is no continous character or title thru any of these series, the residual identification with any previous sponsor can be no more than negligible. The prestige derived from such a show is also quite high. Half-hour drama, after all, is one of the most stable forms of TV entertainment. The script and production values in these shows are usually quite high; many of them in their original runs were top rated under such titles as "Fireside Theater," "Ford Theater" and "Chevron Theater." MCA-TV Supply

The largest single collection of residual-run 30-minute dramas is that of MCA-TV, which today has 182 available and more due. Revue Productions, the TV film production branch of Music Corporation of America, was organized in the summer of 1950, when Armour, Inc., asked MCA to producer a TV film version of its radio show, "Stars Over Hollywood." Revue produced 52 half - hour films for Armour. which were aired over NBC-TV that year, and produced another group of 39 half-hour dramas for Gruen Watches, Inc., in 1951.

The Armour films went into their first rerun phase in July, 1951, when Ennds (Pearson Pharmacal) picked up 39 segs for sponsorship on CBS-TV, under Ennds' own title, "Hollywood Opening Night."

Syndication In the fall of 1951, MCA set up its film syndication branch, MCA-TV, Ltd., packaging the half-hour shows under three titles - "Famous Playhouse," Regal Theater" and "From Hollywood." However, most sponsors air the films under their own title. Some sales are made to stations, but most of them are direct to advertisers.

Standard Oil of California entered the picture in January, 1952, via a production order for

26 dramatic films, which were subsequently spot-booked in six Western markets under the tag "Chevron Theater." Chevron has renewed its production order (in series of 13) five times to date, so that half (91) of MCA's half-hour dramatic library was produced for the oil firm, which is still sponsoring first-run MCA

WOR-9:30-10:30 F. .... 0.3 64.2

films in the six markets. Rerun Story MCA's rerun story is a fabulous one. The first 52 films produced have been aired six times each in Los Angeles, and two segs are now in their 10th run in that city. In the New York market, 13 MCA flickers have each been telecast six times and every MCA film has been sold at least once in all but five of the established markets. A random check on one of the halfhour segs revealed that, altho the film has been sold more than 150 times, it is still firstrun in at least 17 markets. Since MCA makes a new print after

three sales, this flicker has had at least 50 prints pulled on it to MCA is cashing in on its residual rights, both in syndication and on the network. Last summer Campbell Soup picked up 13 MCA films as summer subs for "Henry Aldrich," and all of the pix were in the rerun stage-the fourth time in some markets. The soup outfit aver-

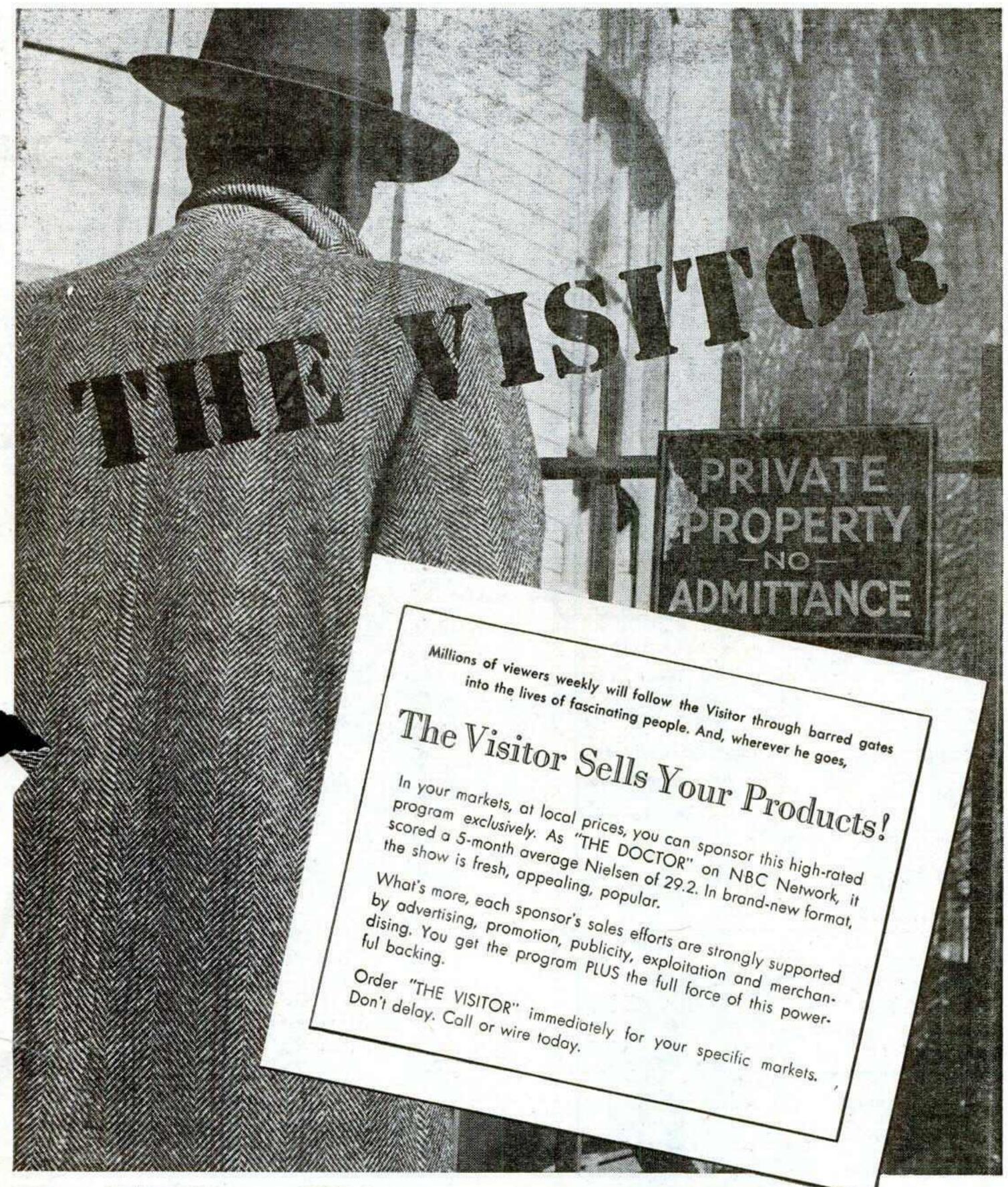
aged a 19.7 Nielsen on the series during its run, and has signed for the same deal this summer. Lucky Strike is buying a similar 13-week MCA pacakge as sum-mer sub for "Hit Parade" or "Private Secretary."

Distrib & Accounting The distribution and account-

ing complexities of MCA's 182film package are, of course, numerous. The latter problem is somewhat simplified via separate production numbers for each film seg, while the former is handled from a special warehouse in Los Angeles, where prints are stored, serviced and shipped out on order, under the supervision of Ward Nhyus.

The syndication history of "Fireside Theater" is also a complicated one. The series has been sold in blocks for syndication to three different distributors during its four-year life span and has been rerun as many as five times in some markets. A group

(Continued on page 17)



FILM DIVISION

OF COMMENTS

OF

NEW YORK, CHICAGO, LOS ANGELES

Engineering and the server text course



# Where Syndicated Series Are Showing

(Bold face type indicates recent secons)

The following chart lists the cities in which each of the syndicated TV film programs was sold as of the last week in April. New sales made in the past 30 days are shown in boldface type. Program titles are grouped according to category beginning with Adventure. The American Research Bureau's rating on many of these shows appear elsewhere in this section.

Series Name

Minutes Minutes No. Release Available



San Diego, Calif.; San Francisco; Seat-

tle: Tucson, Ariz.; Washington.

Dangerous Assignment .....30......29 Dist.: NBC Film Division SOLD TO: Altoona, Pa.; Amarillo, Tex.; Ashland, Ky.; Beaumont, Tex.; Birmingham; Boise, Idaho; Charleston, S. C.; Charlotte, N. C.; Chicago; Cincinnati; Cleveland; Colorado Springs, Colo.; Columbia, S. C.; Dallas-Fort Worth; Dayton, O.; Decatur, III.; Denver; El Paso, Tex.; Erie, Pa.; Galveston, Tex.; Green Bay, Wis.; Honolulu; Huntington, W. Va.; Jackson, Miss.; Jacksonville, Fla; Lawton, Okla.; Lincoln, Neb.; Los Angeles; Louisville; Lubbock, Tex.; Miami; Minneapolis-St. Paul; Montgomery, Ala.; New Orleans; Norfolk; Omaha; Oshkosh, Wis.; Peoria, Ill.; Philadelphia; Portland, Ore.; Pueblo, Colo.; Raleigh, N. C.; Reading, Pa.; Rockford, Ill.; Salinus, Calif.; Salt Lake City; San Antonio; San Diego, Calif.; Scranton, Pa.; Scattle; Sioux Falls, S. D.; South Bend, Ind.; Spo-

Wash.: Springfield - Holyoke,

Mass.; Springfield, Mo.; Tucson, Ariz.;

Tulsa, Okla.; Tyler, Tex.; Wheeling,

#### WARNING

Check distributor for available markets. Many markets listed here may be available shortly. Query distributor promptly on any films in which you are interested.

Series Name

Name Length in Linute

Louis; Salt Lake City; San Francisco; Schenectady, N. Y.; South Bend, Ind.; Syracuse; Toledo; Washington; Wilkes-Barre, Pa.; Zanesville, O. Going Places

With Uncle George .....9.....26 Dist.: Consolidated Television Sales SOLD TO: Amarillo, Tex.; Bellingham, Wash.; Chambersburg, Pa.; Colorado Springs, Colo; Duluth, Minn.; Elmira, N. Y.; Fort Lauderdale, Fla.; Harrisburg, Pa.; La Fayette, Ind.; Little Rock. Ark.; Lincoln, Neb.; Louisville; Madlson, Wis.; Mobile, Ala.; Monroe, La.; Oshkosh, Wis.; Peoria, Ill.; Pittsburgh; Rockford, Ill.; St. Petersburg, Fla.; Scranton, Pa.; Sioux City, Ia.; Sioux Falls, S. D.; Spokane; Springfield-Holyoke, Mass.; Springfield, Mo.; Tacoma, Wash.; Tucson, Ariz.; Wichita, Kan. Ramar of the Jungle .......30......26

Dist.: Arrow Productions, Inc.

SOLD TO: Amarillo, Tex.; Bellingham,
Wash.; Chicago; Columbus, O.; DallasFort Worth; Detroit; El Paso, Tex.;
Houston; Indianapolis; Lincoln, Neb.;
Los Angeles; Louisville; Lubbock, Tex.;
New Haven, Conn.; New York; Philadelphia; Portland, Ore.; Salem, Ore.;
San Diego, Calif.; San Francisco; Seattle; Spokane, Wash.; Tacoma, Wash.;
Tucon, Ariz.; Washington; Yakima,
Wash.; Yuma, Ariz.

Thrill of Your Life ......30.....13
Dist.: Louis Weiss & Company
Dick Tracy ......30.....39

Dist.: Ziv Television Productions
SOLD TO: Atlanta; Baltimore; Binghamton, N. Y.; Birmingham; Bloomington; Buffalo; Charlotte, N. C.; Cincinnati; Cleveland; Columbus; Dallas-Fort Worth; Dayton, O.; Detroit; Grand Rapids, Mich.; Houston; Indianapolis; Jacksonville, Fla.; Kansas City, Mo.; Los Angeles; Memphis; Miami; New Haven, Conn.; New Orleans; New York; Norfolk; Philadelphia; Rochester, N. Y.; San Francisco; Schenectady; Seattle; Syrcause; St. Louis; Toledo.

Worlds of Adventure .......15......13 Dist.; United Television Programs Series Nan

Length In Minutes No. Releases Available



Adventures of

Cyclone Malone .......30......26
Dist.: Consolidated TV Sales
Bobo the Hobo

and His Traveling Troupe...15.......13
Dist.: Mahlon Mohr Assoc.
SOLD TO: Binghamton, N. Y.; Johnstown, Pa.; Norfolk; Richmond, Va.;
Syracuse.

Dist.: Consolidated Television Service SOLD TO: Amarillo, Tex.; Atlanta; Bellingham, Wash.; Chambersburg, Pa.; Colorado Springs, Colo.; Columbus, O.; Duluth, Minn.; Elmira, N. Y.; Fort Lauderdale, Fla.; Harrisburg, Pa.; Houston; Indianapolis; Jackson, Miss.; La Fayette, Ind.; Litle Rock, Ark.; Lincoln, Neb.; Los Angeles; Louisville; Lubbock, Tex.; Madison, Wis.; Mobile, Ala.; Monroe, La.; Oshkosh, Wis.; Peoria, III.; Pittsburgh; Rockford, III.; St. Petersburg, Fla.; San Diego, Calif.; San Francisco; Scranton, Pa.; Sioux City, Ia.; Sioux Falls, S. D.; Spokane;

Springfield, Mo.; Tacoma, Wash.; Tucson, Ariz.; Wichita, Kan. Foodini the Great .........30......20 Dist.: PSI-TV, Inc. SOLD TO: El Paso, Tex.

Jim & Judy in Teleland .....5.....45
Dist.: Television Screen Productions
SOLD TO: Greensboro, N. C.

Dist.: United Television Programs
SOLD TO: Amarillo, Tex.; Chattanooga, Tenn.; Lincoln, Neb.; Roanoke,
Va.; Sioux Falls, S. D.; Tucson, Ariz.

Dist.: Paramount TV Productions, Inc. SOLD TO: Baton Rouge, La.; Birmingham; Boston; Buffalo; Chicago; Cleveland; Dallas-Fort Worth; Detroit; El Paso, Tex; Honolulu; Lawton, Okla.; Lincoln, Neb.; Los Angeles; Lubbock, Tex.; New York; Oklahoma City; Portland. Orc.; St. Louis; San Diego, Calif.; San Francisco; SPokane; Springfield, Mo.; Washington.

Willie Wonderful .......15.....65

Dist.; Official Films, Inc.

SOLD TO: Atlanta; Charlotte, N. C.;

Cincinnati; Toledo.



Abbott & Costello Show ....30.....26
Dist.: MCA-TV

SOLD TO: Austin, Tex.; Baltimore; Binghamton, N. Y.; Birmingham; Buffalo; Cincinnati; Cleveland; Colorado Springs, Colo.; Columbus, O.; Dallas-Fort Worth; Dayton, O.; Denver; Detroit; El Paso, Tex.; Honolulu; Indianapolis; Johnstown, Pa.; Kalamazoo, Mich.; Lansing, Mich.; Los Angeles; Lubbock, Tex.; Memphis, Tenn.; Minneapolis-St. Paul; New Orleans; New York; Peoria, III.; Philadelphia; Phoenix, Ariz.; Portland, Ore.; Salt Lake City; San Francisco; Schenectady, N. Y.; Seattle; Spokane; Springfield-Holyoke, Mass.; Syracuse; Tucson, Ariz.; Utica, N. Y.

 Series Name

Length in Minutes No. Release

Dist.: Consolidated Television Sales SOLD TO: Amarillo, Tex.; Bellingham, Wash.; Chambersburg, Pa.; Chicago; Colorado Springs, Colo.; Duluth, Minn.; Elmira, N. Y.; Fort Lauderdale, Fla.; Harrisburg, Pa.; La Fayette, Ind.; Little Rock, Ark.; Lincoln, Neb.; Louisville; Madison, Wis.; Mobile, Ala.; Monroe, La.; Oshkosh, Wis.; Peoria, Ill.; Pittsburg; Rockford, Ill.; St. Petersburg, Fla.; Scranton, Pa.; Sioux Falls, S. D.; Spokane; Holyoke, Mass.; Springfield, Mo.; Tacoma, Wash.; Tucson, Ariz.; Wichita, Kan.

Hank McCune Show ......30......13

Dist.: Atlas Television Corporation
SOLD TO: Atlantic City; Columbia,
S. C.; Roanoke, Va.; San Antonio.

Hank McCune Show 30 26

Hank McCune Show ......30.....26
Dist.: United Television Programs
SOLD TO: Belleville, Ill.; Birmingham;
Detroit; Lincoln, Neb.
The Ruggles .......30.....52

Dist.: Station Distributors
SOLD TO: Albuquerque, N. M.; Amarillo, Tex.; Boston; Chicago; Denver;
Houston; Indianapolis; Kalamazoo,
Mich.; Los, Angeles; Lubbock, Tex.;
Omaha; San Francisco; Sioux City, Ia.;
Wichita Falls, Tex.



Hollywood Newsreel ......15......9

Dist.; Screen Gems, Inc.

SOLD TO: Cleveland; Detroit; Toledo; Washington.



Clete Roberts

Dist.: 20th Century-Fox SOLD TO: Amarillo, Tex.; Austin, Tex.; Beaumont, Tex.; Cleveland; Colorado Springs, Colo.; Denver; El Paso, Tex.; Gadsden, Ala.; Houston; Lincoln, Neb.; Lubbock, Tex.; Philadelphia; Portland, Ore.; San Francisco; Tucson, Ariz.; Tyler, Tex.

Crusade in the Pacific ......30......26
Dist.: The March of Time, Inc.
SOLD TO: Amarillo, Tex.; Beaumout,
Tex.; Brownsville, Tex.; Cleveland; Colorado Springs, Colo.; Dayton, O.; Denver; El Paso, Tex.; Gadsden, Ala.;
Jackson, Miss.; Kansas City; Lincoln,
Neb.; Los Angeles; Peoriga, Ill.; Portland, Ore.; Pueblo, Colo.; St. Petersburg, Fla.; Springfield, Mo.; Tyler, Tex.;
York, Pa.

King's Crossroads ......30.....104

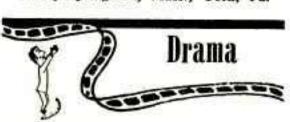
Dist.: Sterling Television Company
SOLD TO: Cleveland; Lincoln, Neb.;
Lubbock, Tex.; Mobfle, Ala.; New Britain, Conn.; San Francisco; Sioux City,
Ia.

March of Time ......30...Weekly Dist.: The March of Time, Inc. SOLD TO: Albuquerque, N. M.; Amarillo, Tex.; Atlanta; Austin, Tex.; Baltimore; Baton Rouge, La.; Birmingham; Bloomington, Ind.; Boston; Brownsville, Tex.; Buffalo; Charlotte, N. C.; Chicago; Cincinnati; Cleveland; Colorado Springs, Colo.; Columbus, O.; Dallas-Fort Worth; Dayton, O.; Denver; El Paso, Tex.; Greensboro, N. C.; Honolulu; Houston; Huntington, W. Va.; Indianapolis; Jackson, Miss.; Jacksonville, Fla.; Johnstown, Pa.; Kalamazoo, Mich.; Lansing, Mich.; Los Angeles; Louisville; Lubbock, Tex.; Memphis, Tenn.; Miami; Milwaukee; Minneapolis-St. Paul; Nashville; New Orleans; New York; Norfolk; Oklahoma City; Omaha; Peoria, Ill.; Philadelphia; Phoenix, Ariz.; Pittsburgh; Portland, Ore .: Pueblo, Colo.; Reading, Pa.; Richmond, Va.; Rochester, N. Y.; Rock Island, Ill.; St. Louis; Salt Lake City; San Antonio; San Diego, Calif.; San Francisco; Schenectady, N. Y.; Seattle; Springfield-Holyoke, Mass.; Toledo; Tulsa, Okla.; Washington; York, Pa.

Victory at Sea ........30.....26
Dist.: NBC Film Division
SOLD TO: Dallas-Fort Worth.

World We Live In .......30.....154

Dist.: Sterling Television Company
SOLD TO: New Haven, Conn.; Providence; Springfield, Mass.; York, Pa.



Dist.: The March of Time, Inc.
SOLD TO: Amarillo, Tex.; Beaumont,
Tex.; Colorado Springs, Colo.; Galveston, Tex.; Honolulu; Pueblo, Colo.;
Scattle; Tyler, Tex.

Series Name

Minutes
Minutes
O. Releases

Douglas Fairbanks Jr.

San Diego, Calif.; Sioux Falls, S. D.;

Dist.: NBC TV Film Division SOLD TO: Albuquerque, N. M.: Ames, Ia.; Ashland, Ky.; Atlantic City; Austin, Tex.; Baltimore; Bangor, Me.; Beaumont, Tex.; Binghamton, N. Y.; Bloomington, Ind.; Boston; Chicago, Colorado Springs, Colo.; Dallas-Fort Worth; Davenport, Ia.; Denver; Detroit: El Paso, Tex.; Fresno, Calif.; Gadsden, Ala.; Grand Rapids, Mich.; Hollywood; Honolulu; Houston; Huntington, W Va.; Indianapolis; Kalamazoo, Mich.; Kansas City; Lansing, Mich.; Lubbock, Tex.; Madison, Wis.; Memphis, Tenn.; Milwaukee; Minneapolis-St. Paul; Nashville; New Haven, Conn.; New Orleans; New York; Oklahoma City; Omaha; Peoria, Ill.; Pittsburgh; Pueblo, Colo.; Reading, Pa.; Rochester, N. Y.; St. Louis; Salt Lake City; San Diego. Calif.; San Francisco; Seattle; Sioux City, Ia.; Spokane; Springfield - Holyoke, Mass.; Toledo; Tucson, Ariz.; Tulsa, Okla.; Tyler, Tex.; Utica, N. Y.; Wheeling, W. Va.; Yakima, Wash.; York, Pa.; Youngstown, O.

Half Hour Theater .........30......39 Dist.: Sterling Television Company SOLD TO: Albuquerque, N. M.; Ames, Ia.; Atlanta, Austin, Tex.; Baton Rouge, La.; Chicago; Cincinnati; Dallas-Fort Worth; Davenport, Ia.; Dayton, O.; Denver; Detroit; El Paso, Tex.; Galveston, Tex.; Grand Rapids, Mich.; Greensboro, N. C.; Lansing, Mich.; Los Angeles; Louisville; Lubbock, Tex.; Miami; Milwaukee; Mobile, Ala.; New Britain, Conn.; New Orleans; New York; Phoenix, Ariz.; Portland, Ore.; Salt Lake City; San Antonio; Sioux City, Ia.; South Bend, Ind.; Spokane; Springfield, Mo.; Syracuse; Washington; Wilkes-Barre, Pa.; York, Pa.

Hollywood Half Hour ......30......26 Consolidated Television Sales SOLD TO: Amarillo, Tex.; Atlanta; Bellingham, Wash.; Chambersburg, Pa.; Chicago; Colorado Springs, Colo.; Dayton, O.; Duluth, Minn.; Elmira, N. Y.; Fort Lauderdale, Fla.; Harrisburg, Pa.; La Fayette, Ind.; Little Rock, Ark.: Lincoln, Neb.; Los Angeles; Loufsville; Lubbock, Tex.; Madison, Wis.; Mobile, Ala.; Monroe, La.; New York: Norfolk: Oshkosh, Wis.; Peoria, III.; Pittsburgh; Rockford, Ill.; St. Petersburg, Fla.; San Antonio; Scranton, Pa.; Sioux City, Ia.; Sioux Falls, S. D.; South Bend, Ind Spokane; Holyoke, Mass.; Spring Mo.; Tacoma, Wash.; Tucson Wichita, Kan.

Dist.: Guild Films, Inc.

SOLD TO: Bloomington, Ind.; D.

Detroit; Houston; Jackson, h
Johnstown, Pa.; Kansas City; Lan
Mich.; Louisville; Miaml; Minneapa
St. Paul; Mobile, Ala.; Nashville; N
York; Omaha; Pittsburgh; Portlan
Ore.; Rock Island, Ill.; San Franche,
Scranton, Pa.; Seattle; South Bend, Ind.
Touston, Ariz.

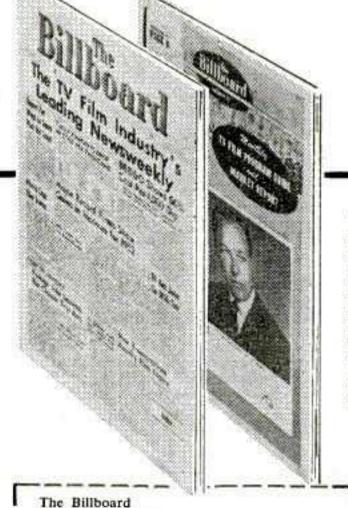
Dist.: Tee Vee Company
SOLD TO: Chicago; Denver; Detroit;
Erie, Pa.; Greensboro, N. C.; Johnstown, Pa.; Los Angeles; Miami; Milwaukee; Nashville; New Britain, New York; Pittsburgh; Tacoma, Wash.; Toledo; Tulsa, Okla.; Washington.

SOLD TO: Ashland, Ky.; Chicago; Decatur, Ill.; Honolulu; Kansas City; Lawton, Okla.; Lincoln, Neb.; Madison, Wis.; New York; Philadelphia; Seattle; Springfleid, Mass.; Tucson, Ariz.; Wheeling, W. Va.; York, Pa.; Youngstown, O.

Dist.: Telescene Film Productions
SOLD TO: Birmingham; Denver; Detroit; Los Angeles; Lubbock, Tex.;
Memphis, Tenn.; Milwaukee; Minneapolis-St. Paul; New Haven, Conn.; Portland, Ore.; Providence; San Francisco; Schenectady, N. Y.; Seattle.

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	Address		
	City	Zone S	tate
-			

Dist.: CBS Television Film Sales
SOLD TO: Albuquerque, N. M.; Amarillo, Tex.; Baton Rouge, La.; Colorado
Springs, Colo.; Denver; El Paso, Tex.;
Jacksonville, Fla.; Kansas City; Lawton,
Okla.; Lubbock, Tex.; Mesa, Ariz.; Miami; Muncie, Ind.; Nashville; St. Louis;
Tucson, Ariz.



Adventures in Living .....15-30.......26
Dist.: Sterling Television Company
SOLD TO: Cleveland; Detroit; Minneapolis-St. Paul; Sioux City, Ia.

Norman Brokenshire's Handy Man

Hollywood on the Line ......15......26

Dist.: CBS Television Film Sales

SOLD TO: Beaumont, Tex.; Muncie,
Ind.

Kleran's Kaleidescope ......15.....130
Dbt.: United Artists Television
SOLD TO: Boston; Honolulu; Milwaukee; Philadelphia; Salt Lake City; San
Diego, Calif.; San Francisco; South
Bend, Ind.: Springfield, Mass.



Holiday in Paris ......30....13

Dist.: CBS Television Film Sales

SOLD TO: Beaumont, Tex.; Honolulu.

Liberace .....30....24

Dist.: Screen Gems, Inc.
Old American Barn Dance ... 30 ..... 26

Dist.: United Television Programs
SOLD TO: Amarillo, Tex.; Chicago;
Colorado Springs, Colo.; Columbia,
S. C.: Columbus, O.; Denver: Lincoln,
Neb.; Lubbock, Tex.; Mobile, Ala.;
Peoria, Ill.: Pueblo, Colo.; Roanoke,
Va.; Rochester, N. Y.; Seattle: Sioux
City, Ia.: Sioux Falls, S. D.; Spokane;
Springfield, Mo.

Series\_Name S

Denver; Detroit; El Paso, Tex.; Greensboro, N. C.; Honolulu; Houston; Jacksonville, Fla.; Johnstown, Pa.; Kansas City; Lancaster, Pa.; Lansing, Mich.; Lawton, Okla.; Little Rock, Ark.; Lincoin, Neb.; Los Angeles; Lubbock, Tex.; Memphis, Tenn.; Miami; Milwaukee; Minneapolis-St. Paul; Mobile, Ada.; Monroe, La.; New Haven, Conn.; New Orleans; New York; Norfolk; Omaha; Oshkosh, Wis.; Palm Beach, Fla.; Peoria, III.; Philadelphia; Phoenix, Ariz.; Pittsburgh; Providence; Pueblo, Colo.; Raleigh, N. C.; Roanoke, Va.; Ro-chester, N. Y.; St. Louis; St. Petersburg, Fla.; Salt Lake City; San Antonio; San Diego, Calif.; San Francisco; Santa Barbara, Calif.; Schenectady, N. Y.; Scranton, Pa.; Scattle; Sioux Falls, S. D. Spokane; Springfield, Mo.; Syracuse; Tacoma, Wash.; Tucson, Ariz.; Tulsa, Okla.; Utica, N. Y.; Washington; Wi-

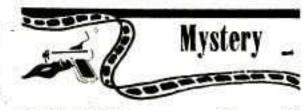
The World's

Immortal Operas .......30.......7

Dist.: CBS Television Film Sales

SOLD TO: Amarillo, Tex.; Beaumont,

Tex.



Dist.: Ziv Television Productions SOLD TO: Atlanta; Baltimore; Binghamton, N. Y.; Birmingham; Bloomington, Ind.; Boston; Charlotte, N. C.; Chicago; Cincinnatt; Columbus, O.; Dallas-Fort Worth; Dayton, O.; Detroit; Houston; Huntington, W. Va.; Indianapolis: Jacksonville, Fla.; Kalamazoo, Mich.; Lansing, Mich.; Los Angeles; Memphis, Tenn.; Miami; Minneapolis-St. Paul; New Haven, Conn.; New Orleans; New York; Oklahoma City; Omaha; Philadelphia; Phoenix, Artz.; Pittsburgh; Providence; Richmond, Va.; St. Louis; San Francisco; Syracuse; Toledo; Utica, N. Y.; Washington.

Cases of Eddie Drake ......36 ......13

Dist.: CBS TV Film Sales

SOLD TO: Amarillo, Tex.; Columbus,
O.; Detroit; El Paso, Tex.; Kansas City;
Lawton, Okla.; Los Angeles; Wilkes-Barre, Pa.

Front Page Detective ......30.....39 Dist.: Consolidated Television Sales SOLD TO: Amarillo, Tex.; Bellingham, Wash.; Chambersburg, Pa.; Chicago; Colorado Springs, Colo.; Denver; Detroit; Duluth, Minn.; El Paso, Tex.; Elmira, N. Y.; Fort Lauderdale, Fla.; Harrisburg, Pa.; Houston; Jackson, Miss.; La Fayette, Ind.; Little Rock, Ark.; Lincoln, Neb.; Los Angeles; Louisville: Lubbock, Tex.; Madison, Wis.; Mobile, Ala.; Monroe, La.; New York; Oshkosh, Wis.: Philadelphia: Pittsburgh; Roanoke, Va.; Rochester, N. Y.; Rockford, Ill.; Salt Lake City; San Antonio; Scranton, Pa.; Sioux City, Ia.; Sioux Falls, S. D.; Spokane; Springfield, Mo.; Tacoma, Wash.; Tucson, Ariz.; Washington; Wichita, Kan.

Heart of the City .......30.....26 Dist.: United Television Programs SOLD TO: Amarillo, Tex.; Austin, Tex.; Bangor, Me.; Birmingham; Brownsville, Tex.; Buffalo, N. Y.; Chattanooga, Tenn.; Chicago; Colorado Springs, Colo. Columbia, S. C.; Dallas-Fort Worth; Denver; Detroit; El-Paso, Tex.; Houston; Huntington. W. Va.; Jackson, Miss.; Lawton, Okla.; Lincoln, Neb.; Los Angeles; Lubbock, Tex.; Memphis, Tenn.; Miami; Minneapolis-St. Paul; Mobile, Ala.; Nashville; New Orleans; New York: Phoenix, Ariz.; Providence; Pueblo, Colo.; Rochester, Minn.; San Francisco; Seattle; Sioux Falls, S. D.; Spokane: Tueson, Ariz.; Washington, Zanesville, O.

Dist.: MCA-TV
SOLD TO: Altoona, Pa.; Amarillo,
Tex.; Baltimore; Charlotte, N. C.; Chicago; Colorado Springs, Colo.; DallasFort Worth; Denver; Detroit; Houston;
Kansas City; Los Angeles; Lubbock,
Tex.; New Britain, Conn.; New Orleans;
New York; Peoria, Ill.; Philadelphia;
Phoenix, Ariz.; Pittsburgh; Reading,
Pa.; San Francisco; Washington.

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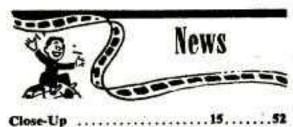
Sioux City, Ia.; Toledo; Tucson, Ariz.;

Public Prosecutor .... 13 & 18...... 26

Series Name

York, Pa.

Dist.: Consolidated Television Sales SOLD TO: Amarillo, Tex.; Bellingham, Wash.; Chambersburg, Pa.; Colorado Springs, Colo.: Duluth, Minn.; Elmira, N. Y.; Eric, Pa.; Harrisburg, Pa.; Holyoke, Mass.; La Fayette, Ind.; Lincoln, Neb.; Louisville; Lubbock, Tex.; Madison, Wis.; Miami; Mobile, Ala.; Monroc, La.; Nashville; New Britain, Conn.; Oshkosh, Wis.; Peoria, Ill.; Phoenix, Ariz.; Pittsburgh; Rockford, Ill.; St. Petersburg, Fla.; San Antonio; Scranton, Pa.; Sioux City, Ia.; Sioux Falls, S. D.; Spokane; Springfield, Mass.; Tacoma, Wash.; Tucson, Ariz.; Wichita Falls, Tex.



Dist.: NBC Film Division

SOLD TO: Ashland, Ky.; Beaumont,
Tex.; Cincinnati; Dayton, O.; El Paso,
Tex.; Fargo, N. D.; Gadsden, Ala.;
Huntington, W. Va.; Indianapolis; Lubbock, Tex.; Miami; Minneapolis- St.
Paul; Oshkosh, Wis.; Pueblo, Colo.;
Salinas, Calif.; San Angelo, Tex.; San
Diego, Calif.; San Francisco; Sioux
Falls, S. D.; Spokane; Tucson, Ariz.;
Tyler, Tex.; Utica, N. Y.; Wheeling,
W. Va.; York, Pa.; Youngstown, O.

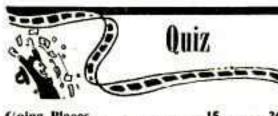
NBC Weekly News Review ... 15 .. Weekly

Dist.: NBC Film Division SOLD TO: Albuquerque, N. M.; Amarillo, Tex.; Ashland, Ky.; Beaumont, Tex.; Boise, Idaho; Boston; Buffalo; Charlotte, N. C.; Colorado Springs, Colo.; Columbia, S. C.; Columbus, O.; Decatur, Ill.; Denver; El Paso, Tex.; Gadsden, Ala.; Green Bay, Wis.; Greenboro, N. C.; Indianapolis; Jackson, Miss.; Johnstown, Pa.; La Fayette, Ind.; Lawton, Okla.; Lima, O.; Lincoln, Neb.; Lubbock, Tex.; Miami; Mobile, Ala.; Pittsburgh; Portland, Ore.; Pueblo, Colo.; Rochester, Minn.; St. Petersburg. Fla.; San Angelo, Tex.; San Diego, Calif.; Schenectady, N. Y.; Sioux Falls, S. D.; Springfield, Mo.; Tucson, Ariz.; Tyler, Tex.; Washington; Wheeling, W. Va.; Wichita Falls, Tex.; York, Pa.; Youngstown, O.

News Adventures
for Young America 12. Current Weekly
Dist.: 20th Century-Fox
SOLD TO: Boston; Buffalo; Charlotte,
N. C.: Detroit: Houston: Kansas City:

Dist.: Telenews Productions
SOLD TO: Ames, Ia.; Atlanta; Baltimore; Boston; Buffalo: Chicago; Cincinnati; Denver; Detroit; El Paso, Tex.; Indianapolis; Lancaster, Pa.; Lincoln, Neb.; Los Angeles; Lubbock, Tex.; Mñwaukee; Minneapolis-St. Paul; New Britain, Conn.; New Haven, Conn.; New York; Norfolk; Philadelphia; Providence; Pueblo, Colo.; Reading, Pa.; Rock Island, Ill.; Rockford, Ill.; St. Louis; San Francisco; Seattle; Springfield, Mo.; Syracuse; Toledo; Tucson, Ariz.; Washington; Wilmington, Del.; Youngstown, O.

Dist.: United Press Movietone
SOLD TO: Boston; Bridgeport, Conn.;
Charlotte, N. C.; Chicago; Cincinnati;
Cleveland; Colorado Springs, Colo.;
Dayton, O.; Denver; Detroit; Harrisburg, Pa.; Holyoke, Mass.; Houston;
Johnstown, Pa.; Kansas City; Los Angeles; Memphis, Tenn.; Mesa, Ariz.;
Minneapolis-St. Paul; Nashville; New
Orleans; New York; Oklahoma City;
Peoria, Ill.; Philadelphia; Pittsburgh;
Richmond, Va.; Rochester, N. Y.; San
Diego, Calif.; Schenectady, N. Y.; Spokane; Tacoma, Wash.; Tulsa, Okla.;
Washington; Youngstown, O.



Dist.: United World Films

SOLD TO: Austin, Tex.; Denver; Lubbock, Tex.; Oklahoma Chy; Providence;
Spokane; Tacoma, Wash.; Toledo.

# 400 Rerun Dramas Offer Local Bonanza

Continued from page 13

of 52 "Fireside" dramas, aired from September, 1950, thru September, 1951, was taken over for syndication by United Television Programs, Inc., in November, 1951, under the title "Royal Playhouse." Films were produced for Procter & Gamble by Bing Crosby Productions, with P&G retaining residual rights.

The first "Fireside Theater" series was produced for P&G by Gordon Levoy, and the latter retained the rerun rights. Levoy has since sold this 52-show package to CBS-TV under a profits-sharing deal. P&G paid him \$1,700 per 15-minute show for the first-run rights. The films actually cost Levoy \$4,500 each to produce.

P&G's present deal with Ziv Television Programs was made in November, 1951. Since then, the soap outfit has turned out about 44 films a year, budgeted at more than \$20,000 per show, with future rerun rights going to Ziv for a \$10,000 advance on each program, plus 45 per cent of Ziv's net profits on the package. Ziv is currently syndicating 54 of the flickers under the title "Your TV Theater." Films are produced for P & G by Wisbar in Hollywood, under the supervision of the Compton Agency.

Still another half-hour dramatic series, "Rebound," was originally produced by Bernard Gerard for Bing Crosby Enterprises early in 1952. Packard sponsored the series over ABC-TV's owned and operated station web, and also spot-booked it in other markets. Six months later UTP took over 26 segs of the series, and has since syndicated the show as "Counterpoint."

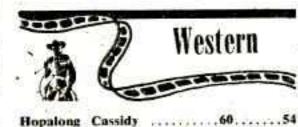
Rerun Better

"Bigelow Theater," a half-half-hour dramatic package originally produced by Jerry Fairbanks in 1950, has chalked up a remarkable rerun record for Consolidated TV Sales, Inc.,—currently syndicating the 26-week series under the title "Hollywood Half Hour." Now in its third run in New York City (as "Demitasse Tales," WCBS-TV), the show has consistently pulled the highest local Telepulse rating for its time period (10:30-11 p.m.). The ratings are more than triple those scored by the series in its first and second Manhattan runs.

Bigelow - Sanford Carpets over CBS-TV from December 4, 1950, to June, 1951. Then the rug firm handpicked 12 films out of 34 and rerun them on a spot basis from September 5,

Series Name

Length in Minutes No. Releases Available



Dist.: NBC Film Division SOLD TO: Amarillo, Tex.; Ashland, K.Y.: Beaumont, Tex.; Boise, Idaho; Charleston, S. C.; Colorado Springs, Colo.; Decatur, III.; Denver; El Paso, Tex.; Gadsden, Ala.; Galveston, Tex.; Green Bay, Wis.; Hopolulu; Hutchinson, Kan.; Lawton, Okla.; Lincoln, Neb.; Lubbock, Tex.; Madison, Wis.; Mobile, Ala.; Oshkosh, Wis.; Portland, Ore.; Pueblo, Colo.; Raleigh, N. C.; Reading, Pa.; Roanike, Va.; Saginaw, Mich.; Salinas, Kan.; St. Petersburg, Fla.; San Diego, Calif.; Sioux Falls, S. D.; Spokane; Springfield. Mo.; Tucson, Ariz.; Tyler, Tex.; Wheeling, W. Va.; Wichita Falls, Tex.; York. Pa.; Youngstown, O. 

Dist.: NBC Film Division SOLD TO: Albuquerque, N. M.; Atlanta; Baltimore; Binghamton, N. Y.; Boston; Buffalo; Charlotte, N. C.; Chicago; Cincinnati; Cleveland; Columbus, O.; Dallas-Fort Worth; Davenport, Ia.; Dayton, O.; Detroit; Erie, Pa.; Grand Rapids, Mich.; Greensboro, N. C.; Hollywood; Jacksonville, Fa.; Johnstown, Pa.; Kansas City; Louisville; Memphis, Tenn.; Miami; Milwaukee; Nashville: New Haven, Conn.; New Orleans; New York; Norfolk; Oklahoma City; Omaha; Philadelphia; Phoenix, Ariz.; Pittsburgh; Providence; Rochester, Minn.; St. Louis; Salt Lake City; St. Paul; San Antonio; San Francisco; Schenectady, N. Y.; Seattle; Syracuse; Toledo; Tulsa, Okla.; Washington.

St. (8000) 10 - 20

1951, to December 1951. General Foods bought another 13 and reran them as "Footlight Theater" during the summer of 1952. In August of that year, Consolidated took 26 of the films over for syndication as "Hollywood Half Hour," along with several other Jerry Fairbanks film properties.

"All-Star" Series

The latest entry in TV's half-hour drama rerun picture is "Your All-Star Theater," a Screen Gems, Inc., package. The 39-film show was originally produced by Screen Gems' parent company, Columbia Pictures Corporation, for "The Ford Theater" and subsequently launched as a syndication package under its new name at the beginning of this year. The series features such stars as Yvonne DeCarlo, Merle Oberon, Ann Sheridan, Diana Lynn, Dan Duryea and Terry Moore.

Even bigger movie names will eventually enter the TV film syndication picture when Official Films' "Four Star Playhouse" (Charles Boyer, Dick Powell, Ronald Colman) and other big-name dramatic film programs either conclude their current network runs or pile up enough old flickers in backlog to make syndication plans prac-

High man in

Of all spot shows running in Denver ... Consolidated's "Front Page Detective" is number 1 in audience. Says Telepulse: FPD is the 8th most looked-at show in Denver . . . more popular than some 200 other programs. Re possibility of getting all 39 FPD films for vour market, contact Hollywood, Sunset at Van Ness New York, 25 Vanderbilt Ave. Chicago, 520 N. Michigan Ave.

consolidated television sales

NIGHT CLUBS-VAUDE

(Friday, May 22)

Capacity, 1,700. Price range, 65 cents to \$1.50. Four shows daily. RKO chain booker, Dan Friendly. Producer, Dave Bines. Show played by Jo Lombardi's ork.

Outside of Steve Evans' standard brand of comedy in next-toclosing, this week's line-up is hardly over-all sock fare. Evans, as usual, rocks 'em with his familiar Polish drunk routine and laugh imitation seg. He always knows where he's going and how far to go to draw sock hands.

Also on the solid side is the terping of the Three Holidays, a trio of lads who registered well in the house a while back and have lost nothing since; Baudy's greyhound and monk act, which is always ably presented for a crowd pleaser, and the Arriola Family, a

Rest Fair The rest of the agenda, however, can't be rated as better than fair to middling. Roy Douglas' ventro antics register as highly competent. But to shine in that field today takes a lot of imagivery old shelf. Almost everything he does has been done before and as well or better. The act needs new and more timely windowdressing. Likewise, a reporter hates to bear down on a talent he used to admire in the old two-aday days, but Violet Carlson's comedy-chanting is not as nostalgically remembered. She works terrifically, but even the hilarious old rib of a fem longhair songbird has lost much of its zing. Also, only on the fair side projection-wise are the Appletons, acro-Apache dance trio. The act is superfically fast and has some good twists, but degenerates into a noisy, knockabout farce which is more macabre than funny.

The most disappointing item on the bill for this reporter, likely because so much more was expected, was the return of young Tommy Hanlon Jr. Hanlon has become a Palace perennial and a regular favorite. This time, however, he has forsaken his old solid laugh material in favor of a lengthy harangue about a Tarzan picture. The bit might be solid in a nitery, but most of it seemed wanted," which have sold many a nitery, but most of it seemed over the heads of a Palace audience. Also, if Hanlon is to use it anywhere, it needs some arduous work on polishing its timing. Currently this isn't good Hanlon. Pic, "The System.

Bob Francis.

JOHN & JUNE BELMONT

"BEST YOUNG DANCE TEAM I'VE SEEN,

# Night Club-Vaude Reviews

La Vie en Rose, New York

(Tuesday, May 19)

Capacity, 175. Price policy, \$5 minimum. Shows at 8:30 and Booking, non-exclusive.

Show runs the gamut from the to the cool sophistication of Ella Fitzgerald, and both artists had the crowd with them all the way. For each it was also a first ap-

with a song has lost none of its iness with a Sunday afternoon great appeal. Her interpretations session. are full of inventiveness, the melodic line subtly varied and the rhythm altered, often unexpectmust have been a delightful new experience to hear her improvise at the spot.

Whatever her prepared program may have been, her stint on the stand soon turned into a request session, with the demand heavy for some of her more popular Decca sides. Oldies were featured, with such evergreens as "Serenade in Blue," "St. Louis Blues," "Lady Be Good" and "Stardust" earning the biggest mitts.

Rusty Draper, who opened the show, won the crowd with his uninhibited style. Every song was sold to the hilt and for Draper this means a display of energy rarely sustained by any vocalist. He worked with his guitar and for a few ditties accompanied himself on an electric uke, showing remarkable virtuosity on both instruments. The chanter brought an outdoorsy atmosphere to the small bistro, winning strong recopies for him as Mercury wax-

Between-show music was supplied in smooth fashion by the Van Moore and Phil Moore trios, with Dottie Salters as occasional Is Horowitz. vocalist.

captured the customer's

fancy with a refreshing

quality of dance and an

appearance to make the

heart skip a beat. See

and enjoy the Belmonts."

ROBERT DANA,

### Fazio's Supper Club, Milwaukee

(Wednesday, May 13)

Capacity, 300. Price policy, \$2.50 per person minimum. Two 12:30. Operator, Monte Proser. shows nightly, three on Saturday. Owner - operator - publicity, Mimmy Fazio. Booking, non-exclusive — this one via Mutual. frenetic energy of Rusty Draper Estimated budget this show,

The Harmonicats may break all records for this spot, according to pearance in a top-flight East Side operator Jimmy Fazio. The Cats cafe. And the moneyed tipplers have lured packed houses almost appeared to enjoy every offering, each night of their two-weeker Ella proved amply that her way and coined some sizable plus bus-

The room is notoriously noisy for the supper show, but the full house sat quietly to listen to the edly. Often, too, it's boppish. But trio's renditions of "Galloping nation, and Douglas' material and it's always logical and projects Comedians" as the opener, folapproach is substantially off a with telling impact. For some it lowed by equally frantic "Harlowed by equally frantic "Har-monica Boogie" and "Saber Dance" versions. A peak item in lyrics on showbiz guests present their repertoire is a sensitive arrangement of "Ruby." Aside from their musicianship, the lads earned plaudits for their showmanship. They were exciting to watch as well as to hear.

> Like "Peg" As could be expected, the trio met with a rousing mitt when they went into "Peg o' My Heart." The audience liked it so well that they were forced to repeat it as a show closer.

> The Tommy Sheridan Trio on the bandstand rated excellent, as usual. The group is taking a short leave to fill some Eastern commitments. Jose Mayol does a pleasant job of handling the lull periods as he strolls among the tables with his guitar and Latin songs. Benn Ollman.

> > Sands Hotel, Las Vegas, Nev. (Wednesday, May 20)

Capacity, 450. Price policy, no minimum, no cover. Shows at 8:30 and 12:30. Operator, Jack Entratter. Booking, non-exclusive. Publicity, Al Freeman, Estimated

Continued from page 2

talent cost, \$25,000.

around the circuit there's hardly class room she can't work.

blendings of Hi, Lo, Jack and a Dame was good ear and eye material. Their lyrical jabs at singing commercials was particularly clever. The Clark Brothers did their customary great hoofology tho this time around they've added comedy take-offs to their routines. Their Ezio Pinza, Louis Armstrong and Billy Eckstine carbons got solid receptions.

produced by Jack Entratter, were and the "Great Day" were sparfast, sparking, had the kids in kling gems of artistry. Nothing lovely costumes and did a good more can be said other than that job with the Joan Edwards-Lynn this act will kill 'em everywhere. Duddy scores. In the production vocal slots, Virginia Hall, a cute pint-sized blonde, worked with amazing assurance, while Dick Beavers, who records for Capitol, was better than adequate in the by being placed in the opening male singing slot.

Ray Sinatra's ork cut the show in tip-top style.

#### Chase Club, St. Louis (Monday, May 18)

Capacity, 650. Price policy, \$1.50-\$2.50. Shows at 9:15-11:45. Booking, non-exclusive. Manager, Harold Koplar. Publicity, Virginia Davis. Estimated budget this show, \$15,000.

Certainly the most lavish production ever to play the Chase Club is this colorful, fast-paced revue staged by Lou Walters. Cal' .d the "Latin Quarter Revue," it is loaded with Parisienne flavor and spice, splashed with brightly hued costumes, and decorated with three dozen or so scantily-

clad show gals. Easily the outstanding act on bill is the Charlivel Trio. Three young guys show amazing versatility, playing a variety of musical instruments and offering some dance routines that are nothing short of sensational. Real show

The DeCastro Sisters clown and

### Bill Miller's Riviera, Fort Lee, N. J.

(Tuesday, May 19)

Capacity, 1,025. Price policy, \$5

minimum. Shows at 8:30 and 12:30 (three shows week-ends). Operator, Bill Miller. Booking, non exclusive. Publicity, Seth Babits. Estimated talent budget this show, \$14,000. In every way the Riviera's sec-

ond show of the season was a big event. It was Vic Damone making his first appearance since doffing an Army uniform, and it "Should I," "Honey in the Horn," saw Marge and Gower Champion a medley of "Tell Me Why," back in the nitery business after clicking in the films. It also saw comic Joey Bishop working against some particularly rough odds-opening the show.

Opening night business was strong, tho heavily laden with tradesters at both shows. Production numbers and the house lineup are a hold-over from the previous show. So, of course, were the Pupi Campo and Walter Nye

Damone On

Damone, who closed the show (tho the Champions came on for a finishing bit with him), did 10 era, had a tough time with the solo numbers. Each was a fine Aces' fans, who knew his routine piece of singing, phrasing, timing and smart arranging. He stuck pretty close to the evergreens. Opening with a special material, "I've Got to Sing," he followed with "September Song" and "Will You Still Be Mine?" all in quick succession and without a spoken introduction for any of them. His first spoken words preceded "April in Portugal," his current Mercury disk. The rest of the act included "Where or When," "These Foolish Things," "Lady Is a Tramp" and "You'll Never Walk Alone."

Weakest item in the line-up was a special material ditty about his military life, "I Never Had It So Good." He closed the show with "Tea for Two," in which the Champions came on in straw skimmers and worked with Damone in a socko soft-shoe windup, which left the house begging -even tho the show ran two

Damone is a polished performer these days. Even his bits of chatter have strong audience appeal. He gets a big assist-from accompanist Bert Bachrach, and, in general, the chanter has an act that The rest of the show was fast should do quite well in most locaand punchy. The four-part voice tions. With a big record or movie role under his belt again, he

should be top box office. The Champions

As for the Champions-watching them was sheer delight. Every single ingredient of the act was close to superb. Choregraphy, Their Ezio Pinza, Louis Armstrong of timing, costuming, routining, pacing all were slick and polished. Routines 1 i ke "Beneath the Clock," "County Fair," "Margie" The combination of Damone

and the Champions added up to a powerhouse parlay for the spot. Joey Bishop suffered a fate worse than death to most comics spot. That he broke it up with the trade audience was testimony to his ability to stand the gaff. Let's say he got a big "A" for effort and a small "A" for results.

Supporting the Champions were

the Cheerleaders, vocal group of two girls and three boys. Tho they didn't get a chance to show what they may be capable of doing, they did lend hefty support to the terp team on the opening number and the "Great Day" Joe Martin.

### Mocambo, Hollywood (Tuesday, May 19)

Capacity, 220. Price, \$2 cover. Shows at 10:30 and 12:30. Owneroperator, Charlie Morrison. Publicity, Charlotte Rogers. Booking policy, non-exclusive. Estimated budget this show, \$2,700. Estimated budget last show, \$3,000.

Marti Stevens blasted out the blues in her opener here, and for it she got the tumultuous mitting that was to be expected from a partisan crowd. In the less than 20 minutes she was on stage, she belted out nine songs to the artistic mug their way through a series of songs. Have the makings of a Pippin and the Eddie Oliver ork. real comedy act, plus the ability Thrush gave everything she had (Continued on page 52)

Paramount, New York (Wednesday, May 20)

Capacity, 3,654. Price range, 70 cents-\$1.50. Four shows daily; five week-ends. Chain booker, Harry Levine. Show played by Jerry Gray ork.

The teen-agers who make up disk artists claques are once more sweating out four consecutive shows a day at this house, what with the Four Aces headlining the stageshow and swooner Gordon MacRae co-starring in the film. Except for the Aces, who were working to their fans, rest of the bill had to fight the noisy house for attention.

The Four Aces were ahead from the moment they bounded on in gray tux jackets with black lapels. They ran thru "Sin," "Heart and Soul" and "Perfidia," and went off with "Organ Grinder's Swing." All were disk items familiar to the first half dozen rows. The group still makes with the studied "choregraphic" bits and unison hand movements which are now kind of a trademark. It must be said that to their credit was a showmanly approach to the claque. They didn't play to the kids, but worked for the whole house.

Alan King, fresh from a strong appearance at Bill Miller's Rivifrom beginning to end. They crowded him, beat his punches and made it a rough go. He kept going, tho, and came out way ahead with his now familiar (Continued on page 52)

Chicago, Chicago

(Friday, May 22)

Capacity, 3,900. Price policy, 46 to 98 cents. Four shows daily. House booker, Harry Levine. Show played by Louis Basil and house band.

Van Johnson fares better than many Hollywood names in personal appearances. His singing and dancing is adequate to carry off the act and if there's a snag he's able to keep the show moving single handed.

Special lyrics cleverly work in the titles of films he has made for his introductory bit. Some gag material follows, and Johnson re-couped skillfully when a dud turned up. In singing "Come Rain or Come Shine," he displays more of the familiar film personage and clicks with the fans. There's a sequence about a Hollywood has-been which is well done. For the wind-up Van soft-shoes and goes off to a big hand.

Bobby Sargent displays strong characterization a bility in his comedy position here. His Ukranian immigrant is clever, and a two-part portrayal of nitery op-erators also rates. Impression of Groucho Marx was sharp enough to lose none of its effect altho Sargent lost part of the make-up. (Continued on page 52)

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second date here hasn't diminished their skill as ballroom dancers or their charm and grace as performers. The slim redheaded gal moves around as though she didn't have a bone in her body. Her provocative fem postures, shoulder shrugs, down under looks, etc., tantalized the audience into a hypnosis - he's always been an excellent dancer and the ease he displays now permits him to radiate an assurance and

added authority." Bill Smith, The Billboard

> LARRY GENGO, FRANK SENNES AGCY.

DIRECTION

NEW YORK CITY

(Continued on page 52)

NIGHT CLUBS-VAUDE

# AGVA Pooh-Poohs \$2,740,000 Suit

Doubts If Welfare Fund Opponents Will Take Action, Charges Publicity Stunt

NEW YORK, May 23.-The an- the suit had been served on nouncement from Chicago that AGVA execs here. suit for an injunction and \$2,740,000 in damages would be that the suit may not be filed at filed against the American Guild all. One AGVA-ite pointed out of Variety Artists (see separate "you don't telegraph your story) caught AGVA brass here punches." It was also noted that unawares. However, the general the Chicago group had filed AGVA feeling is that the Chicago charges on the same basis in Janopponents of AGVA's welfare uary with the Labor Relations fund were looking for publicity in Board. AGVA welfare fund ophopes of upsetting the upcoming ponents in Philadelphia also filed union convention in Boston on suit recently, but are still await-June 9. As of today, no papers on ing judicial decision on whether

### LA AGVA BID

# To Propose Taking Over National Mag

HOLLYWOOD, May 23.-When Los Angeles branch delegates of the American Guild of Variety Artists attend AGVA's national convention next month they will propose taking over publication of the guild's national magazine.

Local AGVA members this week adopted a resolution to rescind a national ruling keeping local branches from publishing their own organs. The resolution also calls for permitting any their own organs. The resolution also calls for permitting any branch to bid for rights to publishing the guild's national magatine.

Continued from page 1

Continued from page 1

Silver Frolics; Bernard Rynkus, Gayety Village; Steve Harris, Club the Braves, according to Manager the suburban bistro has inked dates for Allan Dean, Dick Lee house; Martin Vorkys, Warren helpful has been the Chicago and Don Cornell and is diskaring.

The move was made because of a gripe that the national publication has not been regularly published and that locals should have the opportunity of editing and distributing their own-on time. The Los Angeles branch is prepared to put in a strong bid, not only for the national magazine but also to resume pullication of its own. The locals indicate they are prepared to put out the national publication at a profit, with an unnamed publisher willing to split 50 per cent of all profits with AGVA, this money to go to Guild's welfare fund.

Carrying the local proposal to the June 9 convention in Boston will be George West, Sid Marion, Larry Rio, national board members and delegates, and delegates Joe Evans and Whitey Roberts. Eligible to attend as delegates but not making the trek are Harry Mendoza and Danny Beck. Eddie Rio, West Coast regional director, will attend the conclave in that

### As Employee, **Act Gets Pay** For Injuries

WILDWOOD, N. J., May 23.—A night club performer, refused benefits under the Workmen's Compensation Act for eye injuries allegedly sustained while employed at a local night spot, won a reversal of the State decision in a new decision handed down by Judge Harry Tenenbaum. The court ruled that Anthony J. Spidale, known professionally as one of the partners in an acrobatic act under the stage name of Massis fans, who are used to three-hour Brothers, in entitled to compensation claims for an injury arising out of and in the course of his employment.

shortly before 2 a.m. on Septem- Ava Gardner in news blurbs prior ber 11, 1949, at Marty Bohn's Nut to the show-with result that au-Club in North Wildwood, after diences at both performances Spidale and his partner, Edward called for Ava to make an appear-Massis, had concluded their last ance, which she failed to do. Simact for the season. According to ilar pix are being used in Copen-Spidale's testimony, he was seat- hagen and Stockholm papers, but ed at the bar when a near-by win- captions and blurbs definitely dow was shattered by an object state that Ava Gardner is simply thrown from the outside and a accompanying her husband on sliver of glass struck his eye. this tour and is not part of the Spidale's contention was that in- show. sofar as he did not receive pay-ment for his services until after in Naples, the audience refused to

The belief was expressed here the court has jurisdiction.

Meanwhile, it is believed that the Philadelphia action will just dissipate for lack of plaintiffs. The original opposition to the fund has boiled down to the lone stand of Herman Comerce, prexy of the Philadelphia Cafe Owners' Association. The rest have since signed with AGVA.

In any event, AGVA here looks at the proposed Chicago action as little more than a move to frighten the union into changing its stand at the Boston convention. Union toppers say that it may, instead, tighten the ranks within AGVA.

### NITERIES GET LATE CURFEWS IN STOCKHOLM

STOCKHOLM, Sweden, May 23.-As a result of the celebration of the 700th anniversary of the founding of Stockholm, two night clubs have been granted licenses and permission to remain open until four o'clock in the morning. They are the only night clubs in town and the only dine, drink or dance spots open after midnight. Everything, excepting coin machine venders and the jail, closes here at midnight or earlier.

The two spots, Theater Grill and Bacchi Wappen, are small and were unable to accommodate the crowds that formed lines at their doors. Only those holding reservations were able to get in. Nearly 200 in each spot were jammed into rooms designed to hold about 80 persons. Trying to dance was something of a farce. Only entertainment was dance music of three-piece combos. Both places charged \$2 for admission; food tabs were double normal prices, and the cheapest drink was a small decanter of Italian Chianti at \$4. Broadway playboys should feel right at home here.

# Big League Braves Up Local Clubs' Biz

helpful has been the Chicago and Don Cornell and is dickering Park Klub; Edwin F. Roache, Club Cubs fans' patronage, since many for more record names. Biz has Alabam; Dan Miller, Backstage; go up to Milwaukee to watch been so good at Fazio's that work

At Jimmy Fazio's Supper Club facilities and parking space.

# Sinatra Lays Egg in Naples; **Needs Cop Aid**

COPENHAGEN, Denmark, May 23.-Frank Sinatra, who is set for a two-week tour of Denmark and Sweden, starting here on Wednesday (27), got off to a bad start on his European trek during his two theater appearances in Naples, Italy, Tuesday (15).

Sinatra required the assistance of police to enable him to go thru with the two shows. The shows were apparently over-priced, badly arranged and unwisely publicized. Sinatra, in all probability, was not responsible for these errors.

At Naples, the price for a good seat was approximately \$7.40, which is double what the natives would be called upon to fork out to hear their idol, Benjamino Gigli, in an opera production or a concert. That, alone, was probably considered a sacrilege by cultured Neapolitans. Furthermore, Sinatra gave a one-man show with only his pianist-accompanist, and English musical director and a local ork to support him in a show lasting one and a half hours. That would be, and was, classed as "robbery" by the jazz shows. Result was whistling, boos and yells for refunds.

No Ava Publicity error consisted in the The alleged accident occurred use of pix of both Sinatra and

Towne Room

Jerry Grossman reports his Towne Room has also upped business since the Braves made Milwaukee their home. His plans call for continued emphasis on booking musical combos with record backgrounds. Currently on tap here is the popular Val Eddy Trio, which will be followed in by the Softwinds. Lakota's downtown spot has been booking three and four-act shows to good results. Johnny Davis is being held over on the bandstand for a long

One of the few spots that has not thus far caught the expansive "big league" feeling is the town's major class room, the Schroeder Hotel Empire Room. Management here has not yet indicated whether it will shutter for the summer, but future bookings list no top drawer names as yet.

# **New Ork Policy** At Coast Grove

HOLLYWOOD, May 23.—Start ing with engagement of Jack Fina ork, the Ambassador Hotel's Cocoanut Grove band booking policy will be on a four-week stint basis. At the same time the Grove announced show stars will be booked every second week.

Fina's ork opened here Wednesday (20) along with the Jimmy McHugh troupe. Outfit will also be on hand for the Frankie Laine engagement, June 3-23. Ted Fio Rito and his aggregation return to the nitery June 24 when Peter Lind Hayes and Mary Healy open for a three-week date, only exception to the new talent booking policy thus far. French chanteuse topped the opening bill. Patachou and the brother-sister dancing team of the Szonys debut in the spot July 15 along with Al Donahue ork.

Marge and Gower Champion with the Cheerleaders, vocal group of five voices. Backing will be Les Baxter and ork.

Benny Strong, who played the (Continued on page 22) starting January 13, 1954.

# AGVA Welfare Fund Foes Seek Ct. Aid

Chicago Opponents to Ask Injunction, Damage of \$2,740,000; Hope Defendant

CHICAGO, May 23. - Chicago opponents of the American Guild of Variety Artists' Welfare Fund announced they would seek a U. S. District Court injunction here against its operation and at the same time ask damages totaling \$2,740,000. Named as defendants it was announced, would be AGVA; Bob Hope, its prexy; Jack Irving, administrative secretary, and all organizations affiliated with the Associated Actors and Artists of America.

Those opposed to the Welfare Fund are Chicago Cafe Operators and Managers' Association and 25 of its booker members, and 14 performers.

The suit, scheduled to be filed Monday (25), it was reported, would claim violation of the National Labor Relations Act, and ask the court to enjoin AGVA from making welfare payment de-mands, taking any strike activity, and blacklisting of clubs, bookers and performers. The \$2,740,000 damages, it was said would be claimed to have been suffered by the operators, agents and actors.

Milton T. Raynor and Stanford Clinton are representing the cafe owners; John B. Moser, is the EMA counsel, and Manuel Weisman represents the performers.

Cafe owners include James Pappas, Vine Gardens; Ben Orloff, Eugenia Christofalos, L. & L. Cafe has started to enlarge the kitchen Orlando Cantonese, McGovern's Liberty Inn; Sol Wax, Club Flamingo; Peter Ganas and Sam Mitchell, Riptide, and Sam Mitchell, the Little Club.

# Weather Balks M-L in Detroit

DETROIT, May 23.-Unfavorable weather for most of the week held down the gross for the Martin and Lewis show at the 5,000-seat Fox Theater to \$103,000, running about 30 per cent under their \$136,809.47 house record set two years ago. However, the team set a one-day record for the theater, \$23,000, on Sunday (17). Further handicapping factor on the week's total was the competition of the title fight on Friday night, usually a strong night for sive-bistros. stageshows at this house.

and the Four Dominoes opened Crescendo got its share of the Thursday to a good house, with trade. Spot did its best business an estimated \$50,000 gross in during Miss Wilson's engagement. sight for the week. Following this It might have continued except engagement, the house reverts to that Miss Wilson declined an offer a straight picture policy, with no to remain on. more stageshows in prospect.

### Eddenkopper and Casino Bills Kick Off Oslo's Vaude

OSLO, Norway, May 23 .- The vaude season got under way last week with the opening of the Eddenkopper Theater, which is presenting non-stop vaude shows twice nightly. The house is backed by Stockholm's China Theater interests; the manager is B. M. Oppedahl. Alberto Portillo and the Carenta Ballet (Spanish)

The Casino Theater also opened last week with a vaude bill presented by Albert Gaubier, known as a producer of dance units. This spot was formerly operated by a are set from August 5-25 along loc: booker, Max Lefko, who is touring Sweden this season as the director of Circus Scott.

Virginia Somers, American pianist-vocalist, is entertaining at the accident, he was still under evacuate the theater, and it was (Continued on page 52) evacuate the theater, and it was starting January 13, 1954. Cabaret Telle.

Also Julio Dejoris, Show Club; Americo Amadio and Frank La Porte, 21 Club; David Keller and James Ross, Playhouse; Tony Franze and Margaret McGinness, Rendezvous; Ernest Knabenhaus, the Rainbow; William Spencer, Talk of the Town; Cosmo Orlando and Anthony Franco, Melody Ca-sino; Herschell Miller, Silver Palm, and the Charm Club, Club Soho, Gay Paree and Show Tap.

Booker members of EMA include Sam Roberts, Vic Brown, Toby Wells, Alpha Demaree, Doris Hurtig, Boyle Woolfolk, Lyman Goss Jr., Frank Spamer, Sidney Page, Inez Gamble, Richard Barrie, Tommy Sacco, Marty Bloom, Leo Nadel, Janet Grossman, Frank Shortridge, Art Goldsmith, Reginald Voorhees, Lou Breese, Eddy Sligh, James Roberts, Cyril Phoebee, John Planalp, Margaret Longnecker and Naomi Horrabin.

Performers also among those interested are Polly Shaw, Tommy Prince, Moreno Vallarta, Amparo Vallarta, Ann DeSanchy, Midge Miller, John Vales, Silvia Lember, Florida Lember, Dorothy Haller, Dolly Moore, Bill Howard, Frank Martin and Boots Malloy.

### **GOOD TRICK**

# Crescendo Offers Class At Pop Price

HOLLYWOOD, May 23.-The Crescendo, long struggling nitery among the swanky Sunset Strip saloons, is making a desperate effort to draw its share of the night life business by catering to revelers who want their swank without going into hock for it.

To do this, operator Bill Door is launching a public relations campaign of education. What he's attempting to offer is a smart supper club with dance band and entertainment, but not of the name variety. Currently appearing is Bianchi, exponent of the mystic flute, along with Carlos Vidal, bongo-chant artist. Teddy Noell ork is backing and supplying tunes for dancing.

Whether this will pay off is an unknown quantity, since spot has suffered from lack of cohesion in its entertainment policy, getting the word spread around, and conceivably an inferiority complex resulting from extreme proximity to more publicized-and expen-

For the two weeks that thrush The Lionel Hampton orchestra Eileen Wilson held forth, the

### Philly House Returns to Vaude Shows

PHILADELPHIA, May 23. -Sam Stiefel's Uptown Theater, in the North Philadelphia sector, will attempt to fill the gap left when Warners' Earle was closed down, by bringing in live rhythm & blues shows starting June 15. Lionel Hampton's band is mentioned as the initial offering. For the follow-up they plan on getting the Joe Louis package show. House is equipped for stage offerings, altho when operated for mai, years by the Warner Brothers circuit, it was on straight pictures. It's a key nabe house, with a favorable location, altho removed from the main stem.

Sid Stanley, who managed Stiefel's Fays, will stage the Grove for five weeks preceding the Grandkjelleren. Galli-Galli, shows. Stiefel was the originator current bill, has been re-inked for Egyptian magician who has of r.&b. band stageshows here, some decades ago.

Communications to 1564 Broadway, New York 36, N. Y.

### DONUT PLATTER SCRAMBLE

# Fight for Dealer Exposure Mounts in EP 45 Market

By IS HOROWITZ

NEW YORK, May 23. - Extended play 45 r.p.m. records, introduced with but slight fanfare last fall, have been pouring out to market in an ever-increasing flood, with the fight for dealer exposure of individual items fast assuming the characteristics of a major competitive battle.

Welcomed with open arms by most dealers when first bowed, the

# Jerry Wexler Joins Atlantic

NEW YORK, May 23.-Jerry Wexler will join Atlantic Records as a partner, beginning June 1, it was announced this week by Ahmet Ertegun, executive vicepresident of Atlantic.

Wexler has resigned as publicity and advertising director of The Big Three publishing group (Robbins - Feist - Miller) effective May 29. Prior to joining the Big Three in November, 1951, where he worked under general manager Abe Olman in contacting the recording companies as well as handling record promotion, publicity and advertising, he served on The Billboard's mus' staff for some four years.

Wexler joins the company as vice - president in partnership with Ertegun and Herb Abramson, having purchased a substantial stock interest. With Abramson currently serving in the Air Force Dental Corps in Germany, Wexler will share duties with Ertegun in all phases of the Atlantic operation: a.&r., sales, publicity, promotion, production, etc.

Wexler's entry into Atlantic is one more in a long-planned expansion by that diskery. In ad-(Continued on page 22)

# Ruling Pends in S-B 'Rag' Suit

NEW YORK, May 23.-New York Federal Judge Vincent Leibell this week reserved decision after a two-day trial in the suit brought by Shapiro-Bernstein against Jerry Vogel over original American hit records the renewal rights to "Twelfth waxed by Patti Page and Georgia Street Rag."

S-B claims the renewal rights to the ditty, first written as an i: :trumental, was assigned to the publisher by the composer, the late E. L. Bowman. The firm also claims that Jenkins Music Company, which formerly held renewal rights including lyrics composed by the late James Sumner, turned over the property to Shapiro - Bernstein. Sumner, however, had independently assigned his rights in the ditty to

At issue is the question of whether or not Sumner was an employee of the Jenkins firm when he penned the "Rag" lyrics. If not, a further question to be ruled on by the court is whether the writer had any renewal rights to the song. Called as witnesses were Eli Oberstein, Vincent Lopez and Robert C Haring. Legalists Spring & Eastm in represented Shapiro-Bern-stein in the action. Vogel was repped by the Edwin McMahon Singer firm.

### Mike Falk Books Dorsey and Brown

DETROIT, May 23 .- The Tommy Dorsey and Les Brown orchestras were booked for the recent Briggs Management Club dance here by the Mike Falk Agency, rather than by another booking agency as indicated thru an omission in the story (The for a 12-inch LP, to 99 cents. Billboard, May 2),

of the volume of many outlets, the combined total. the average dealer is beginning to show increasing resistance to diskery blandishments. There is logs are peculiarly suited to EP just so much he can comfortably exploitation, have also been turn-

Capitol, Decca, Mercury and EP catalog now totals 50 pack-Coral number more than 800 sets. ages, and Vox's 40. And while releases will continue new intensity by next fall, when ingenious display media. EP's almost all diskeries have sched-

longer playing donut platters uled bumper EP release prowere taken on wholesale by re- grams. Still to hop on the EP tailers. Practically all that were bandwagon is M-G-M. It is conissued were stocked, often in sidered a certainty, however, that healthy quantities. Tho the disks the latter firm will join the rest represent a still-growing portion soon, adding its contribution to

> Impressive Quantities Specialty diskeries, whose cata-

handle and he is beginning to eye ing out impressive quantities of new releases carefully and selec- donut vinyl. For jazz firms it has provided a new source of revenue, Already, the combined output as it has for some classical houses. of EP's by RCA Victor, Columbia, In the latter category, Urania's

Close observers of the EP trend at a fair rate thru the summer, agree that fuller exploitation of the competitive tussle will gain the disks require new and more

(Continued on page 40)

### DISTRIBUTION NEEDED

# Without Ties U.S. Disks Miss in Eng.

Continued from page 1

lish firm, Oriole Records, one of ish Decca. the country's few independents with its own pressing plants. But Oriole does not have the distribution nor the power of such British labels as HMV, Philips, British Decca, Columbia, Capitol or Brunswick, That is why Lita Roza's version of "Doggie in the Window" on British Decca is outselling by far Patti Page's original slicing of the tune on the Oriole

Wherever there is a vacuum, tho, someone tries to fill it, either an American diskery or a British firm. Thus Capitol Records waxed 'Doggie in the Window" and "Seven Lonely Days" with thrush Gisele Mackenzie, for English distribution only, at the behest of the firm's English representative. Both slicings were close to the Gibbs. Masters were then shipped over to England and released thru the Capitol organization there in order to get the jump on the Mercury release of the platters. In the case of "Doggie," British Decca beat them all and now has the top version.

When the British firms cover a Coral or a Mercury Record hit, they make it as close to the original as possible in order to retain the same flavor, and sometines it is difficult to tell the original from the facsimile. An American artist, returning from an engagement at the London Palladium, congratulated Karen Chandler on the success of her "Hold Me" platter in England, telling the thrush that he heard it a lot on the British Broadcasting Corporation. He was amazed when informed that her record never got to England and that the one he heard was waxed by another

The problem of English distribution does not affect other

### Remington Plans P-M Promotion

NEW YORK, May 23. -Remington Records launches a summer promotion on its Plymouth-Merit line next week, slashing the price of the promotional label from a former list of \$1.89

Bookings on this engagement handled primarily by department granted by the late Cohan was a peared on disks State-side and the male division, is Bobbejan were not placed thru a single stores. Fifty-two disks comprise valid and irrevocable license. Vo- who appear to be slated for ca- Schoepen, who records for Decca the line.

"Hold Me, Thrill Me, Kiss Me," American firms in the same man-with Karen Chandler. "Waltz" ner as Coral, since other impor-has sold over 1,000,000 here, but isn't causing any commotion in with English diskeries. European England on records. "Hold Me," tie-ups between American diskwhich is over 600,000 records here eries include RCA Victor and is also unimportant in England HMV, Columbia and Philips, record-wise. The reason is simply Decca and Brunswick, and Capitol that neither the Brewer nor the and M-G-M on their own labels,

### COL. PACKAGES DEEJAY PICKS

NEW YORK, May 23.-Columbia Records is bringing out a pop LP next month, titled "Requested by You," which will include favorite standards as "selected by the public thru The Billboard's 1953 Disk Jockey Poll." The cover includes a cut of The Billboard's masthead. Tunes include, "Stardust," by Paul Weston's ork; "Tenderly," by Rosemary Clooney; "Deep Purple," with the Harry James ork; "Body and Soul," with Frank Sinatra; "Begin the Beguine," played by Xavier Cugat; "Laura," with the Woody Herman ork; "April in Paris," sung by Doris Day, and "September Song," played by Harry James' ork.

# 60 One-Nighters For Brown Ork

NEW YORK, May 23.—The Les Brown ork is booked solidly on a one-nighter tour thru the Midwest and East from July 7 to September 6. After a four-week stint at the Hollywood Palladium in June, the band will go out on a one-nighter swing that will cover Nebraska, Iowa, Wisconsin, Illinois, Ohio, Kentucky, Pennsylvania, New Jersey, Michigan, Indiana, Colorado and parts of Ontario.

At the end of the trek the Coral Records crew will head back to California. Total one-nighter dates to be played on the trip will be about 60. The ork will get a Chandler record is on sale in Eng- with their disks pressed by Brit- is booked by the Associated coming one-nighter trek. Booking Corporation.

# Cohan's Oral Pact Up for Court Test

NEW YORK, May 23 .- Judge | en joined and restrained from in-Ernest Hammer on Wednesday (20) reserved decision on a moamine Jerry Vogel, president of Jerry Vogel Music Company. The case involves the disposition of many of the copyrights authored by the late George M. Cohan, which have been administered for some time by Jerry Vogel. The Cohan estate, represented by Driscoll, O'Brien & Raftery, has been steking return of the copyrights on the ground that no valid contract existed between the late Cohan and Vogel, Vogel, represented by Samuel Falk, has been fighting the contention of the estate, and claims that he has been properly administering those copyrights which he has regarded as having been assigned to him by Cohan.

Attorneys representing the contesting factions have been trying to seek an out of court settlement. This week Vogel first filed notice to examine the Cohan interests, and the latter made a cross motion to limit Vogel's examination and carry out an examination of Vogel. - The Cohan interests, pointing out they were the plain-tiffs, asked permission to examine Vogel first.

The case-first reported in The Billboard months ago-involves some 90 copyrights. The exami-nation of Vogel is sought with regard to facts relating to the granting of an alleged oral license from the late Cohan to Vogel, terminable at will, with or without cause, which gave Vogel the right to publish, sell and deal in a Guy," and the Frankie Laine Amour de Moi." The song was the tunes composed by Cohan. The action by the Cohan interests seeks to cancel that license and seeks a declaration that Vogel has no rights or interest in the tunes. The action also asks an accounting and an injunction.

for dismissal of the action and gium was the surprising amount The subsidiary label will be asks a declaration that the license of native talent which have apgel also asks that the plaintiff be reers in America. Of the top

terfering with Vogel's rights.

Cohan gave an oral license to tion by the George M. Cohan Vogel in October, 1933, according Publishing Company, Inc., to ex-1942, Cohan died. On November 4, 1952, plaintiff notified Vogel that the license was terminated. Plaintiffs claim that Vogel breached his obligation to properly exploit, and failed to make proper accounting. These claims are denied by Vogel.

In his general denial of all allegations. Vogel specifically denies the claim of the plaintiff as to the latter's alleged right of termination. In his counter-claim, Vogel Vogel vas a personal one.

(Continued on page 22) arrangements.

### S-F Ork Pulls Switch on Movie Theme

NEW YORK, May 23.-Movie themes are getting a big play today on records, but the Sauter-Finegan ork pulled a switch this week when the crew cut a oneminute, four-second version of "The Moon Is Blue" from the picture of the same name, to be used at the beginning and end of the forthcoming flick.

The one-minute, four-second version of the tune by the S-F ork, was the end result of a regular three-hour session, which was supervised by one of the writers of the ditty, Herschell Gilbert. Gilbert, who cleffed the tune with Sylvia Fine, flew in from Hollywood to attend the session, to make certain the version would be right to be used in the flick.

"The Moon Is Blue," which is published by Santly-Joy Music, is also being cut in a standard length version for RCA Victor by the Sauter-Finegan ork, with the Joe Mooney vocal group. In addition, it will be released by the Silver Strings on RCA Victor. It is understood that other majors are already hopping on the tune.

Special Promotion "The Moon Is Blue" will get special Santly-Joy exploitation treatment, via a special promotion worked out with Al Tamarin, of United Artists, distributors of the film; Lyle Engle, special promotion consultant to UA, and Bernie Miller, of RCA Victor.

This wi'll include special showings of the film to jocks in 15 major cities, plus presentations of the records to the jocks. Additional promotional tie-ups dealing with the premiere of the film in four cities, have also been set.

About 10 UA field men are pushing the disks in their areas, guarantee of \$1,000 to \$2,000 per and the Sauter-Finegan ork will date as against 60 per cent. Tour give it a hefty push on its forth-

### Friedlander, Kroll Merc D.J. Contacts

CHICAGO, May 23. - Mercury Records this week signed two additional field disk jockey promotion men in a move to expand a successful program initiated nine months ago.

New men signed are Buddy Friedlander, well-known free lance press agent in New York, and Bonnie Kroll, of New Orleans. Friedlander will cover New York City while Miss Kroll will cover Houston, New Orleans and Dallas.

This set-up began last August when Mercury placed their own disk jockey promotion men in such key areas as Boston, Pittsburgh, Philadelphia, Cleveland, Detroit and St. Louis.

### Sandy Solo Signs **Derby Records Pact**

NEW YORK, May 23 .- Warbler Sandy Solo has been signed alleges that the plaintiff has to a Derby Records pact by Larry wrongfully asserted that the li- Newton, label's chief. Solo is cense the late Cohan granted scheduled to cut a series of disks immediately, with Charles Green, Months ago in The Billboard it free-lance a.&r. man, handling was reported that the Cohan es- the dates. Don Costa will do the

### COWBOY OF THE FLEMISH PLAINS'

### Benelux Fave, on U.S. Tour, **Leads New Talent Invasion**

By ANNE MICHAELS

he U. S. music business going York trips. thru the Benelux countries would begin to wonder if he was not by a Piaf-like character who reback in New York.

Best selling State-side artists, according to the statistics we could pick up during a week stay, recording of "Jezebel," while most of the leading pop records from America have been translated into the native tongues, and are selling high, particularly in Holland and Belgium.

Perhaps one of the most news-The countersuit by Vogel asks worthy things we found in Bel-

singers, two especially stand out, PARIS, May 23.-Anyone from and both have scheduled New

The fem side is taken care of cords under the name of Tohama, a best seller thruout Belgium. Most impressive of her disks is a ballad with words and music by discovered by the World Music Company, headed by Jacques Kluger and Felix Faecq. Bobby ("I'm Yours") Mellin has been signed to do the American lyrics, and Tohama will introduce it to the States when she makes her debut there in September.

Flemish Cowboy The other singer, who leads in (Continued on page 22)

# Trade Light at Chi **Electronic Exhibit**

By STEVE SCHICKEL CHICAGO, MAY 23 .- In spite of heavy attendance that was expected to break last year's record, is expected about August or Sepexhibitors at the 1953 Electronic Parts Show were writing little business. Jobbers, it was agreed, seemed more cautious this year.

Noticeable at this year's show also was the increase in highfidelity equipment being shown. General Electric, which previously issued hi-fi equipment, has added to its line. The new addition is called the Custom Sound Ensemble. It consists of a pickup arm of either 12 or 16-inch length made of die-cut anodized aluminum, and having a calibrated weight balance with a range from 2 to 10 grams pressure. Also included are a pre-amp control unit, a 10-watt amplifier, and a new coaxial speaker. The firm is thinking about marketing a threespeed record changer. Two new speaker enclosures shown were the A1-406, 6 cubic feet, and the A1-410, 10 cubic feet. Both will be available in blond and dark ma-

# Decca Seeking Financial Prop Via Stock Sale

WASHINGTON, May 23.-Decca Records, Inc., New York, this week applied to the Securities and Exchange Commission seek-ing registration of 318,625 shares of its capital stock. Decca informed Net to dealer, \$199.95. SEC that net proceeds of the stock sale will be added to the general corporate funds "to be Corporation, Boston, will show ages that play one-night stands used for such purposes as may new phonographs at the music thruout the country in the spring from time to time be determined by the board of directors." Decca also stated that the sum of \$1,-000,000, which has been expended in additional purchases of securities of Universal Pictures Company, Inc., "will be restored to working capital."

Decca said it has "no present plans for devoting the balance of the proceds to any particular purposes other than financing inventories and receivables and for current operations, except that the company presently intends to exercise warrants which it now holds to purchase 37,500 shares of Universal Pictures common stock for \$375,000." According to the prospectus, the company now owns 470,175 shares of Universal common, plus the warrants, acquired at a total cost of \$8,037,672, of which \$1,000,000 has been invested in recent months, constituting 46 per cent of the voting

Decca said that the 318,625 shares of common stock will be offered at 50 cents par for subscription by stockholders at the tho many opera diskings have rate of one new share for each been offered as made with mem-31/4 shares held on the record date. The record date, subscription price and underwriting terms der exclusive contract the singers will be supplied to SEC by an Mario Del Monaco, Renata Teamendment, Decca said. Reynolds baldi and Hilde Gueden, will use & Company and Laurence M. Marks & Company were named as the principal underwriters.

### Feb. Disk Sales Dip In Canada

TORONTO, May 23. - Total value of the 921,362 records sold in Canada during February was \$1,004,808. This is a decrease from January, when \$1,128,673 worth were sold, covering a total of 1,046,565.

The optimism of the January sales spread into February as 1,172,453 records were pressed that month, while in January just 1,165,944 disks were pressed.

These figures have been gathered by the Dominion Bureau of Statistics and are based on information supplied them by eight major recording companies in

ou relies se preserves

hogany. The A1-406 will list at about \$60 and the A1-410 at about \$100. Delivery of the equipment tember, due to a strike.

#### Combination Unveiled

features a five-inch speaker, the vice-president. George H. Fass, president-sales

model with an eight-inch speaker Label X—has not been discarded, to retail at \$44.95. Other items in however. It is still in the planthe Dean line are a series of port- ning stage. As stated by Sacks, able phonos, a transcription "These changes will have no ef-player for about \$74.95, an AC fect on Label X, except we will amplifier chasis for \$29.95 and a low-priced inter-com unit for \$29.95. This firm was taking orders and reported doing well.

The RCA Victor line of hi-fi equipment is skedded for delivery in September. Included in the showing was a three-speed record changer at a suggested dealer price of \$41.45. The line includes two cartridges with replacement styli, an AM/FM tuner, same with built in pre-amplified, several styles of speakers, plus several enclosures for the various speak-

#### Hi-Fi Package

A special hi-fi package was displayed by Thordarson & Meissner, Mount Carmel, Ill. It includes one AM/FM tuner, one 10-watt amplifier, one SP12B speaker, and one Webster-Chicago changer, together with escutcheon plates.

Permo, Inc., is showing 70 additions to its phonograph needle the field of road packages came line. Most of these are diamond- about, just as it did with records, tip needles. Average list of the via the over-enthusiasm of some Diamond needle is \$25. Deliveries promoters and bookers and their on the new line are scheduled desire to get the utmost pub-next week. Also shown was the licity on their road packages. Permo recording brush, which retails at 50 cents; recording tape, and recording wire.

# 2 Labels to Get La Scala Disks

NEW YORK, May 23.—Official available here on at least two labels come next winter. Until recently, the famed Italian opera overtures for the official imprint, bers of the La Scala company.

London Records, which has unthe artists in several operas to be cut under La Scala authority. The firm, meanwhile, is stepping up its opera program generally, and expects to have eight new complete works available here before the end of the year. It was reported here earlier that the Angel Records, the new American affiliate of British Columbia, will also issue official La Scala beginning

### McPhatter Signs With Atlantic

Records added an important piece of talent to its r.&b. stable this week with the pacting of Clyde McPhatter, former lead singer of The Dominoes, and his new vocal

Mercy, Baby," which he penned,

e dell'alleries e

# RCA Names Carlton Pop A&R Director as Kapp Moves Up

Winterhalter, Rene, Marek Posts Status Quo; Label X Still Projected

NEW YORK, May 23. - Joe any immediate personnel changes, virtually all facets of the music

they could also be used for music- new appointment, of course, su- the Coast a.&r. assignment. al instruments such as the guitar. persedes his original Victor as-Dean also showed a deluxe signment. The projected labelmove our timetable back and reschedule the development of the label as soon as we find the right successor for Carlton."

the Coast in an executive capac-Carlton recently joined the ity, but there has been nothing manager of the firm, stated that label to supervise the develop- official stated in this connection. the speakers were designed so ment of a new record line. His Al Miller is currently handling

that he would aim for leadership in the pop disk business. He stressed, however, that all present personnel would have a fair ger of Varsity Records and piochance to produce and that the pace would be easy until "I get things rolling.'

Background

Carlton this week was appointed and it was specifically stated that business. Prior to joining Victor A \$16.95 combination amplifier director of popular artists and Hugo Winterhalter and Henri he served for three years at Merand speaker, designed to be used repertoire for RCA Victor Rec- Rene would continue as key execs cury as vice-president and Eastwith record player attachments, ords, it was announced by Manie in the a.&r. set-up. George Marek ern a.&r. chief. When he left Merwas unveiled at the show by Dean Sacks, vice-president and general of course, continues as director of cury, the label was at a popular-Electronics, Brooklyn. The device, manager of the record depart- artists and repertoire. There has ity peak, with a half dozen hits known as an audio slave ampli- ment. Carlton moves into the been some speculation regarding on The Billboard charts, including fier, operates on three tubes and post of administrative assistant to the possibility of Rene going to the then No. 1 disk, Patti Page's "Doggie in the Window." Some of the Mercury disks credited to Carlton include, in addition to "Doggie," such smashes as Page's "Tennessee Waltz," Carlton, whose rise in the music Gibbs' "Kiss of Fire" and "Seven business has been rapid, stated Lonely Days," Richard Hayman's "Ruby," etc.

Prior to his Mercury experience, Carlton was general mananeered with Eli Oberstein in chain and syndicate store merchandising of low-priced disks.

At an earlier date, Carlton In the last seven years Carlton served as advertising and promo-Neither Sacks nor Carlton plan has had extensive experience in tion director of The Big Three -Robbins, Feist & Miller - and prior to this was Music Editor of The Billboard.

It is understood that Kapp's functions will be manifold. He is scheduled to work close to Sacks and relieve him of many pressing assignments. In addition, he will continue to supervise the production of some pop albums.

### PROMOTER BANE-DJ BOON

# Road Shows Source For Payola Expansion

By BOB ROLONTZ

NEW YORK, May 23. - The payola, the bane of the publishers, record manufacturers and distributors, and the delight of many—tho not all—deejays, has moved out into other fields. Tal-Symphonic Radio & Electronic that send out the huge road packshow in July. They are showing and the fall; are also now paying their current line at the parts tribute to jocks to hype their attractions.

> The expansion of the payola to Most promoters automatically turned to radio spots to advertize road shows, since the talent in the packages is usually composed of record names, of the jazz or pop field. The promoters usually had their spots placed on specific deejay shows in order to reach the audience that would be interested in the road show.

### An Instance

However, a number of promoters noticed that certain jocks read the commercials "in an uncompany has resisted diskery help matters considerably." According to another promoter, unless some jocks received a substantial stipend, they were inclined to mess up the commercial about the show, reading the wrong names, or mentioning the wrong date.

According to one promoter, the practice of a payola for a jock, in spite of the fact that the booker had bought time on the station, has become so flagrant in some areas, that on-the-make deejays accept checks made out in their own name. Record company and publisher payola is usually limited to cash or checks (made out to cash). One promoter, visiting a jock on the West Coast, mentioned that he had bought time on the deejay's station to exploit the show. "Well, you know my price," stated the deejay. The promoter then made out a check to the jock to make sure that his commercials would NEW YORK, May 23 .- Atlantic be handled well and elaborately.

Rationalization The method by which talent agencies rationalize their handout to deejays is a logical one for their aspect of the business. One promoter reasons that if he were McPhatter has been the lead to visit the West Coast for three singer of The Dominoes for the or four weeks to work on his past few years and sparked the show, it would cost him close to r.&b. and jazz waxings. group on its hit waxings of "Do \$1,500 for expenses, including Something for Me" and "Mercy, food, shelter and entertainment.

package shows to read the paidfor commercials properly. But it would also be untrue to deny that many jocks make use of their position and listener rating to pick up extra loot from road show promoters. The practice of accepting — or demanding money from promoters and bookers of the road shows, in order to make sure that their spot announcements are given proper enunciation, has turned into a lucrative business for many jocks.

### 'Me & Juliet' Diskings Due For Fast Push

NEW YORK, May 23. - With the latest Rodgers and Hammerstein musical, "Me and Juliet," and the original cast album. Singles due for the big push are Perry Como singing "No Other La Scala opera recordings will be enthusiastic manner" unless they Love" and "Keep It Gay," and received a "reminder" from the Dinah Shore doing "Marriage promoter or the booker, "This," Type Love" and "Very Special stated one booker, "seemed to Day." Both will be packaged in special sleeves with artist photos.

> The diskery plans to record the original cast package on Sunday, May 31, and to start delivering the albums to dealers within four days after the waxing session. The album will be available on 78 r.p.m., as a 12-inch LP, a single record 45 EP containing highlights from the show and as the diskery's first three-pocket 45 EP package. Heavy mailings, deejay promotions, trade ads and window streamers will be used on albums and singles.

# Okeh to Issue **EP Platters**

NEW YORK, May 23. - Okeh Records, the Columbia subsidiary label, will start issuing EP platters sometime within the next two months. The addition of EP slicings to the Okeh line is another step in the process of building the label into an important and full catalog. Okeh, which was re-activated originally as an r.&b. label, is now releasing pop, folk,

The forthcoming EP's will comprise both new material as well as

### LONDON EXHIBIT

### Replica of Liz's Coach Scores Hit

NEW YORK, May 23.-The 90foot replica of the coach in which Queen Elizabeth II will ride to her coronation, brought here from England by London Records, was placed on exhibition at Rockefeller Center this week. Visited by thousands of curious viewers, the exhibit also snared hefty publicity for the label in all public media. The opening ceremonies were televized Monday (18), and most newspapers awarded the .

event generous space. The coach is two-thirds life-size and authentic in every detail. It is drawn by eight Windsor Greys, due to bow on Broadway next and the procession includes four Thursday (28), RCA Victor has mounted postillions, six walking finalized plans for a heavy re- men, four yeomen of the guard cording, pressing, merchandising and three mounted guards offiand promotion schedule for two cers, all life-like models. The single disks of the show's tunes model will be on display until June 2, the date of the coronation.

# M-G-M to Make Portable Player

NEW YORK, May 23.-M-G-M Records is practically set to make its first move into the record player being manufactured for the label. Distribution will be exclusively thru the diskery's distributors. Suggested list price for the unit will be \$49.95.

It is known that the player will weigh but 15 pounds, utilize a GE variable-reluctance, dualstyle head with sapphire needles, and house an eight-inch speaker. Equipped with four tubes, the three-speed unit has a four-watt output and a frequency response flat to 10,000 cycles.

Engineering details were worked out with the player manufacturer by M-G-M's sales exec Charles Hasin. The players will measure only 131/2 inches by 8 inches by 16 inches, and will be available in four two-tone color combinations.

### T. Dorsey Waxes Beer Commercials

NEW YORK, May 23.—Tommy Dorsey is being featured on two commercials for Rheingold, local brewery here. Commercial currently being plugged features Still the largest sellers are 78's in the 10-inch size. Next in line are the seven-inch size, followed by 10-inch 33½'s, then 12-inch 78 r.p.m.'s and 16-inch 33½ brought up the last.

Mercy, Baby, which he penned, "These Foolish around with the jocks in that area, and I'm able to head toward the Midwest to push my package. It makes sense to me."

Mercy, Baby, which he penned, "These Foolish around with the jocks in that area, and I'm able to head toward the Midwest to push my package. It makes sense to me."

It would be unfair to imply that all jocks demand loof from that all jocks demand loof from other orks.

It would be unfair to imply that all jocks demand loof from the last. "Instead, I spread the same \$1,500 older slicings. The latter was the tune "Gypsy in My Soul,"

**Up and Coming Tunes!** 

# SCRAP **PAPER**

Soon To Be Released MOONLIGHT TANGO TENNESSEE WIG-WALK

Village Music Company 1619 BROADWAY - SUITE 507 NEW YORK IF, N. Y.

"Tango" Success

Recorded by



LONDON RECORD #1298 MUSIC PUBLISHERS 550 5th Ave. New York 36, New York

WHEN THE RED, BOBBIN' ALONG (LIMELIGHT) BOURNE INC.

3	nother BMI Pin-Up Hit!
1	2VA 71 71
١	Mills Brothers (London) Edmundo Ros (Columbia) Xavier Cugat (Decca) Xavier (Marcury)
ı	Jimmy Palmer (Vintou)
	The Clover Leafs

The Record of the Year!

'D RATHER DIE YOUNG"

The Hilltoppers

Dot 15085



#### PROMOTERS

-Get on our Mailing List.
-Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you.
-Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible. financially responsible or secured responsi-ble underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph

### U. S. Court Okays Musicians' Tax Deductions for Travel

WASHINGTON, May 23.—The his travel outlay from his income U. S. Tax Court ruled this week tax. that "there are musicians whose in finding that Sidnay Lake, a mu-

# Sinatra Tour Starts Slowly

Continued from page 19

necessary to bring in a large force of police to clear the house so those holding tickets for the second show could be admitted. Audience at second show acted up in such fashion that Sinatra, after singing two numbers, was obliged to interrupt the show until police established a semblance of order.

Sinatra's tour of Scandinavia is apparently being handled properly and will probably prove successful. His two shows, on Wednesday (27) in Copenhagen's 4,000 plus-capacity K. B. Hall, are being handled by I. Blicker-Hansen, who has lined up a number of supporting acts that should satisfy local fans - and prices are reasonable. In addition to Sinatra's pianist, Bill Miller, and the English band leader, Harold Collins, there will be Torben Ulrich's Blue Note ork, Inez Cavanaugh, American vocalist; Aaron Bridger, American pianist; Quentin Foster, American singer; Gitte Pyskow, Danish (girl prodigy) xylophonist, and Aage Juhl Thomsen, ork leader of the National-Scala caba-

at different folk parks—the latter booked by the Silfors agency of Stockholm. The Scandinavian tour ends on June 7, unless pro-

The recent report in The Billboard that the Norman Granz Jazz at the Philharmonic tour of Europe this year grossed twice as much as the tour of last year proves the contention that there is money in Europe for American acts and units that wisely lay out their route and select the proper time of the year to play it.

It also proves there is money to be made in some of the smaller cities of Scandinavia, such as Gothenburg and Malmo, Sweden, where the JATP unit drew capacity houses at all shows.

### Jerry Wexler

• Continued from page 20

dition to activities as one of the leading r.&b. firms, the company has been developing a comprefields of repertory. Included are mingled in with a "little boy lost" Mercer, Sylvia Syms, Mae Barnes hottest thing in Benelux. and others); a jazz series (Sidney

lected singles by the label's r.&b. Cheeks," all sung in Flemish. toppers as well as selections from the cafe, jazz and piano catalog. Among Wexler's first duties will be assisting in production of the EP's for early release.

### Cohan's Pact

Continued from page 20

tate had formed the George M. Jr., and had so notified the American Society of Composers, Authors and Publishers. The latter indicated it would hold performance fees in escrow pending de-termination of who holds the copyrights.

lishers via oral agreement.

The commissioner who deterengagements are consistently and mined that Lake was \$369.88 short predictably so short that they are in his 1948 income tax did not disentitled to deductions for travel pute Lake's claim that the musiexpense," but concurred with the cian had spent \$2,156 "for board commissioner of internal revenue and lodging while away from New York in 1948." However, the Tax sician in the Albert Bianachi or- Court, in an opinion offered by chestra, was not eligible to deduct Judge J. Edgar Murdock, emphasized that since Lake's employment in the Sheraton Biltmore Hotel, Providence, R. I., "actually con-tinued for the better part of two years," the job could not be considered a brief away-from-home assignment with travel expenses a deductible item. The Court concluded, "Retaining a residence in New York did not benefit the petitioner's (Lake's) employers in any way and the record fails to show that he continued to maintain a residence in New York for other than personal reasons."

# Capitol Gets

NEW YORK, May 23.—As part of the diskery's continuing emphasis of operations in the East, Capitol has acquired the former RCA-Muzak studios on West 46th Street here on a long term lease arrangement. This marks the first time that the label has had its own studios here, having previously done its recordings in the East at such independent studios as radio station WMGM and Fulton Studios. Capitol has sought such studios here for several years.

The diskery takes over the entire first floor, the mezzanine and part of the second floor of the building on August 16. Negotia-Swedish Dates
In Sweden, Sinatra will play four shows at the China Theater, Engineer Ed Eucke. Capitol Stockholm, and a string of dates | bought some of the studio equipment from RCA Victor but is embarking on a complete renovation and redecorating operation. The plan is to build completely modern studios aimed at reproducing the same sound the label gets from its Hollywood studios.

Part of the set-up will include moving the label's Eastern engineering department from it's upper Broadway location to the new studios.

### Flemish Cowboy

• Continued from page 20

and has been baptised by the American troops during a twoyear stint in Germany, as the "Cowboy of the Flemish Plains." Schoepen, now in America, has promise of being one of the biggest singing stars, if only from the sheer personality of his ren-ditions, and the absolute strangeness of his singing. Combining everything from yodeling and whistling hillbilly ditties, to hensive LP line covering many sweet romantic singing, all a cafe chanteuse series (Mabel personality, he is probably the

Schoepen, another World Music discovery, has been touring the Bechet, Muggsy Spanier, Dizzy discovery, has been touring the Gillespie, Wilbur De Paris, land with his own show, built others); a piano series (Errol around his own special appeal, a Garner, Joe Bushkin, Barbara show that mingles countryside Carroll, others); a dramatic and corn with city slickness, dependclassical series (Marie Powers, ing on what city the one-night "Romeo & Juliet," "This Is My troupe hits. America had his rec-Beloved"). Atlantic's top r.&b. ords of the "Yodeling Whistler" Beloved"). Atlantic's top r.&b. ords of the "Yodeling Whistler" stars, Ruth Brown, the Clovers, for Chappell and "Canary Bird" Joe Turner, Etc., are also represented on LP releases.

A complete EP series will also be released shortly featuring colars and "Dimples and Cherry" Other Finds

Another musical find in Belgium, also working thru World Music, is Steve Kirk, who is one of the top composers and arrangers on the Continent recording for Decca. He's done most of the Vic Damone disks in Europe.

Besides artists, Belgium has been sending songs State-side, i.e., 'Oriental Polka" and "Appassionata," which Damone recorded in Cohan Publishing Company under the head of George M. Cohan Germany. Latest headed across the Atlantic is a catchy French ditty which has been translated from its French "Ca Marche" to

"I Like." The amount of activity, and the integration of the American music market into Benelux (The The case has stirred wide inter- Billboard, according to the pubest in the trade, owing to the fact lishing houses, has become their that many of the older copyrights | Bible) makes these countries top were assigned by writers to pub- spots for State-side export and import of music.

### RICHMOND ALL EARS FOR CAP

NEW YORK, May 23. -When Capitol Records moves into it's new studios here next August it will be recording directly under the new offices of pubber Howie Richmond. In addition, the diskery will occupy part of the second floor of the building. Richmond has the rest of the second floor. Result of this coincidence gave rise to the following comments this

(1) Capitol's top engineers are huddling to find a new type of sound-proofing material with which to impregnate all walls and ceilings so that Richmond will not know what's being cut by which artist.

(2) It is not true that Richmond acted as renting agent in the deal made by Capitol.

(3) Prior to moving into the new studios Capitol will search the entire premises for hidden microphones, ducts, tunnels and phone lines which would lead to the Richmond publishing offices.

### Capitol Shifts District Men

NEW YORK, May 23. - The temporary retirement from the disk business of Vic Blanchard, Capitol Records' district sales manager, has caused the diskery to make several switches in branch managerships. On the advice of doctors, Blanchard is retiring from all activity in the business until such time as his health is restored. In addition to managing the label's Philadelphia branch, Blanchard was sales manager of the Philadelphia-Washington-Baltimore area.

Replacing Blanchard as Philadelphia branch manager is Irv Jerome, who moves over from a similar position in Newark. Teve Strohman, office manager for the Boston branch, is being promoted to the managership of the New-ark branch. Hal Cook, Capitol's national sales manager, will temporarily act as district sales man-ager for Philadelphia-Washington-Baltimore, in addition to his other duties.

Pulpit Dedicated For Harry N. Sacks

PHILADELPHIA, May 23.-A pulpit in memory of Harry N. Sacks, who was the father of Manie Sacks, RCA vice-president, was dedicated last night (22) in Congregation Beth Israel synagogue here.

The late Mr. Sacks was a vicepresident of the Congregation in which capacity Manie Sacks serves. Guest speaker for the dedication, attended by many music men, was Judge Louis E. Levinthal, of the local Court of Common Pleas.

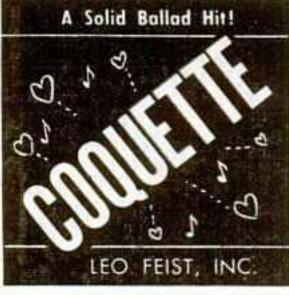
# IT'S SWEEPING THE COUNTRY

Mercury BAS-SHEVA Capitol BILLY ECKSTINE

FERRANTE & TEICHER LERDY HOLMES

AMERICAN ACADEMY OF MUSIC, INC. Sole Selling Agent, MILLS MUSIC, Inc.







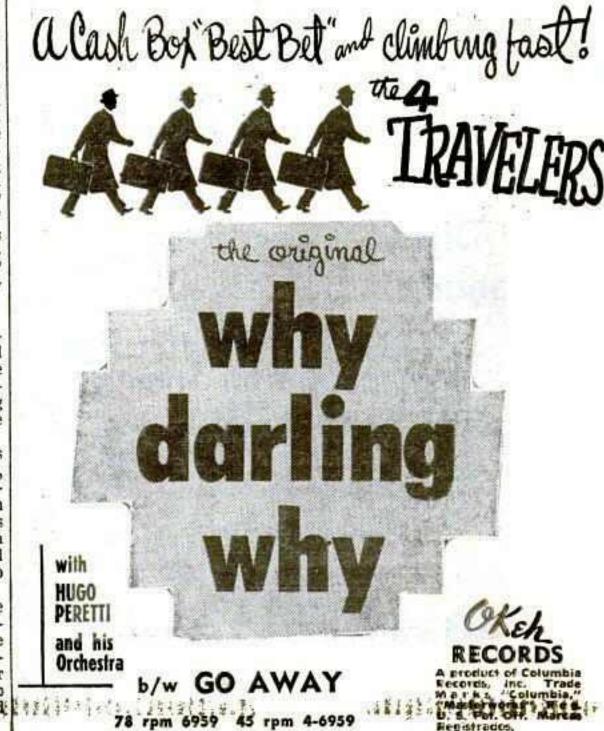
OO! That PATTI PAGE!

00! What a record

"00! WHAT YOU DO TO ME"

Hawthorne Music Corp. 1619 Broadway, New York

Registrados,



... Cliff Ayres, of Emerald Records, and Milt Blackstone (no rehave formed a music publishing firm, Cavalcade Music. The company is affiliated with BMI... a long-termer with Derby Recbooked thru Mercury Artists... Following its success with ington, and take a solo spot. "Ruby," the Big Three is currently preparing for exploitation Chicago the theme music for the forthcoming 20th Century-Fox flick, "The President's Lady." Music was composed by Alfred Newman. The publishing firm has had three waxings released of another movie theme, the David Raskin and the Beautiful."

Entertainment Bureau of America apolis. to William Morris. . . . Billy Ecklation to Eddie Fisher's manager) stine starts a two-weeker at the Margie and Patti, currently ap- tour contracting deejays and dis-Chicago Theater, June 5. . . . George Shearing combo opens The girls will travel with the waxings. June 12 at Angelo's Lounge, Om-The Maeveleers, new vocal group aha. . . . Tony Scott's Coralmanaged by Eddie White, signed Brunsvick diskery trio opens at George's Blue Room here, May 25, ords this week. The group is for four weeks. Scott will act as emsee, back thrush Dinah Wash-

plugging Norman Kaye's (Mary his list. music from the flick, "The Bad Kaye Trio) pennings and record-

The Dickens Sisters, Nancy, Eddy Arnold show doing pop tunes. They are managed by six-week engagement.

Don Cornell, Coral Records, in two-day disk jockey tour plugging tion date June 17. . . . Art Taltown for a few days on a disk his latest BBS waxing of "Please madge, Mercury vice-president, jockey tour plugging his latest Come Back to Me" (penned by back from New York where he "Many Are the Times" backed with "There's No Escape." . . . . Milton Berle) and "Look Beyond held cutting sessions with Richard the Next Hill." Detroit, Cleve- Haymen and Richard Hayes. with "There's No Escape." . . . the Next Hill." Detroit, Cleve-Barney Fields making the rounds land and New York are next on Record artists scheduled to

pearing at the Sahara, Las Vegas. tributors, pushing Bob London's

Duke Ellington into the Pershing Ballroom for a one-nighter their brother, Tommy Diskin, of May 31. . . . Eddie Hubbard off Jamboree Attractions. . . Art the air temporarily, a victim of a Kassel, out of retirement, is front- virus. He hopes to return to the ing his own band. Recently mike in a few days. . . . Eddy opened at the Martinique for a Howard, Mercury, is up and around again. Hopes to join the Johnny Johnston in town for a band in time for a Denver loca-

Record artists scheduled to appear on Irv Kupcinet's cerebral Jim Lowe, deejay and Mercury palsy telethon this week-end inings on M-G-M. The trio is backed artist, takes over the "House of cluded Joni James, Dean Martin. Buddy De Franco opens at the by Russ David's orchestra on "Did Music" show on WMAQ from 1:30 Frankie Laine, Tony Martin, Dor-Clef Club, Hollywood, June 3 for He Ask About Me?" and "One to 4:30 Saturday afternoons. . . . othy Shay, Two Ton Baker, Jeri three weeks. . . . Danny Winchell More Kiss." . . . Larry Green off Warren (Mike) Coleman, presi- Southern, Johnny Martin, Danny

fielf sonatas for Classic Editions. switched booking affiliations from on a jaunt to Omaha and Minne-Ident of Crystalette Records, and O'Neil, Jackie Van, Mabel Scott, Carl F. Burns, vice-president, are Charlie Ventura, Johnny Holiday, in town on part of a seven-week Red Saunders and the Mary Kave

> Dick Stabile just signed a sevenyear contract to handle musical chores for Dean Martin and Jerry Lewis. Dick is committed to do several sides for Capitol which will be released soon. . . . Georgia Gibbs, Mercury songstress, moves into the Chicago Theater May 29 for a week. . . . Francis Scott, Capitol album repertoire man, in town to cut an album session with Dorothy Shay. One side will be released as a single.

> Duke Ellington comes into the Blue Note June 12 for a threeweek stint. . . . Tiny Hill was scheduled to be in Chicago Monday (25) for cutting session with World Transcriptions.

#### Philadelphia

Milt Shapiro, press-agenting a number of the major music rooms around town, takes over the post as director of publicity and exploitation for B.B.S. Records.... Stan Levey, after a spell at the Einstein Medical Center, rejoined Stan Kenton here for the drum chores.... Dave Rollins set to summer, starting June 27, at the Pocmot Lodge, Bushkill, Pa.

#### Hollywood

Here's an ironic touch to show business. Skater Iris Gordon, bladester in the line of "Ice Ahoy," currently appearing in the Statler Hotel's Terrace Room, (Continued on page 41)

# Javits Bill For Music, Ballet, Drama

WASHINGTON, May 23.-Introducing a new bill this week to establish a national theater for music, ballet and drama, Rep. Jacob K. Javits (R.-Lib., N. Y.) said the United States is "almost alone among the great powers" in failing "to advance the living arts of music, drama and ballet as an official government activity." The New Yorker pointed out that "great areas of our country are denied the benefit and pleasure of first-rate theater and music because it is no longer economically feasible, on a straight profit basis, to bring them these arts and the leading artists." He said he did not believe that federal subsidy would result in government "domination and control," and cited achievements of national theaters in Canada, France, Ireland, Great Britain, Italy, Switzerland, Brazil and other countries.

The Javits bill would authorize the government to give financial assistance to accredited non-profit organizations, colleges and universities and to State, county and municipal groups for the "cultivation of the living arts for all our people." A United States Arts Foundation would be created as an independent agency to direct the program. Donations and admission fees would augment federal contributions.

### LETTUH FRUM TH' OLE SOOTH

NEW YORK, May 23.-The Disk Jockey Service department of RCA Victor Records recently received the following letter from Edwin F. Hinkle, program director of radic station KVET' Kerrville, Tex .: Dear Podnah:

Ah'm Shua y'all reckon as haow b'cause we-all ah deep in the haht uv y'all know whut - we - all use jist uh whole lot uv l'il ole hillbilly recuhds. Wal, t'ain't true, no-haow. We-all use uf few of 'em from tahm t' tahm. But y'all maht be raht s'prized t'know jist haow much pop'luh stuff we-all use heah. In fact, ah allow as haow we-all program jist uh whole lot moah long-haiuh (and that ain't long-horn, son) music than some uf these heah big city, dude type stations. Mattah uh fact, we-all have less than two houahs uh day uv that thar hillbilly nonsense!

So, haow uhbout uf few uv those foah - free hillbilly disks, and moah populah teeunes. (We-all alreddy know we have t'buy th' classic stuff.)

Ah shuah would uhppreciate uh sudden replah. Youahs faw th'union, suh!



MUSIC



POP SCHURTS
SCHURT
CHANGER



ROSEBUD

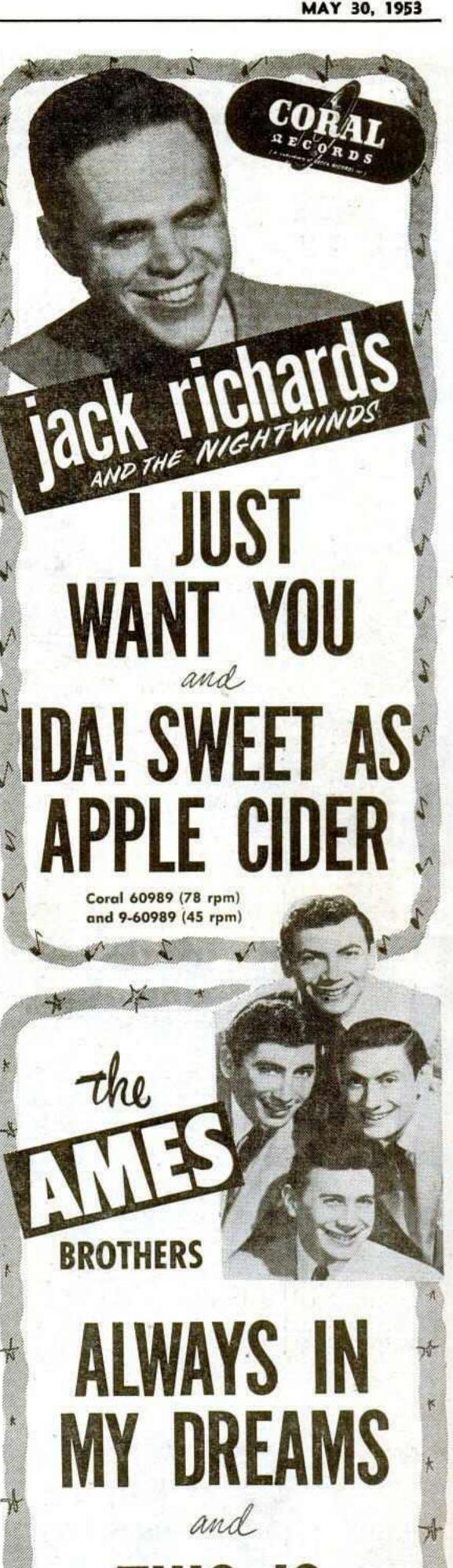
I WOULDN'T WANT IT ANY OTHER WAY

> Coral 60995 (78 rpm) and 9-60995 (45 rpm)

CORAL RECORDS

America's Fastest Growing Record

(A subsidiary of DECCA RECORDS, DE)



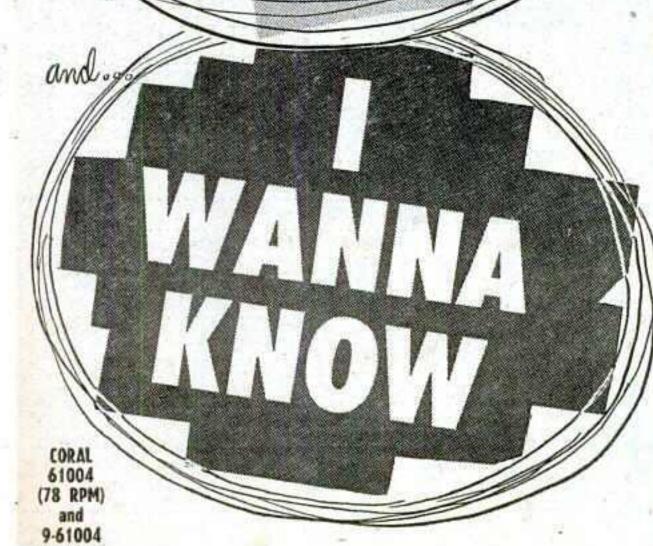
THIS IS

Coral 61005 (78 rpm) and 9-61005 (45 rpm)



Johnnie – Linder Lander Lander

TILL THE MOON TURNS GREEN



(45 RPM)

A DYNAMIC COMBINATION TOGETHER for the FIRST TIME

TOTUSOL

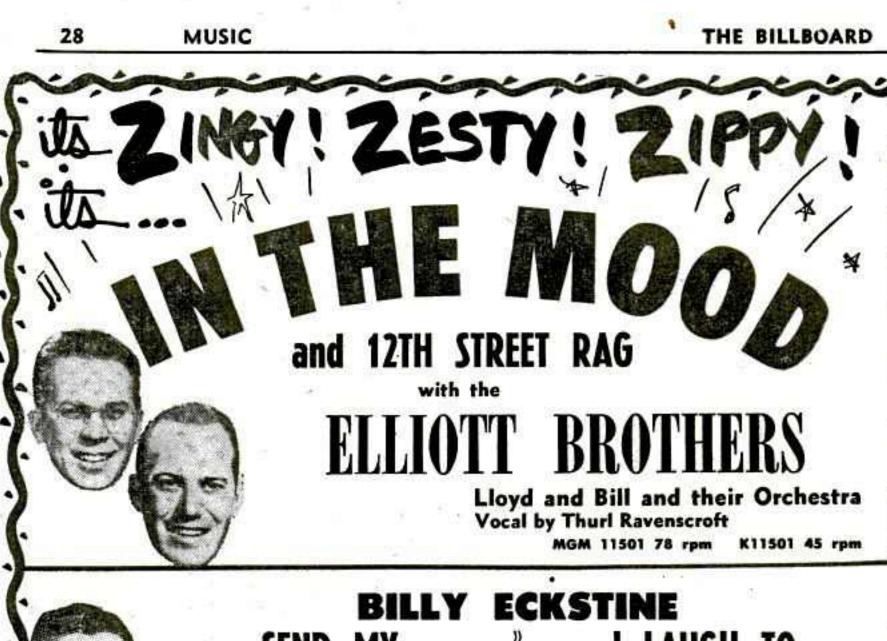
BREWER BROWN

INTO EACH LIFE SOME RAIN MUST FALL and TOO MUCH MUSTARD CORN (78 RPM) and 9-60994 (78 RPM) and 9-6094 (78 R

CORAL RECORDS

America's Fastest Growing Record Company

( A reduction of DECCA RECORDS, DK.)





KEEP FROM

MGM 11511 78 rpm K11511 45 rpm



JONI JAMES

ALMOST IS IT ANY ALWAYS WONDER

MGM 11470 78 rpm

K11470 rpm



DAVID ROSE

from the United Artist film MGM 30783 78 rpm and his Orchestra

from the MGM Academy Award winning film K30783 45 rpm



GINNY

UNLESS YOU'RE REALLY LONELY LOVER

MGM 11499 78 rpm K11499 45 rpm

**BODY and SOUL** I HEAR A RHAPSODY

MGM 11493 78 rpm

K11493 45 rpm

TOMMY EDWARDS TAKE THESE CHAINS FROM MY HEART

PAGING MR. **JACKSON** 

MGM 11485 78 rpm K11485 45 rpm

HANK WILLIAMS TAKE THESE (

CHAINS FROM MY HEART

RAMBLIN' MAN

MGM 11479 78 rpm K11479 45 rpm

BILL FARRELL

**FAREWELL**®

MGM 11500 78 rpm K11500 45 rpm

**BLUE BARRON** and his Orchestra APRIL IN

PORTUGAL

I'VE BEEN BEFORE

LOU DOUGLAS and his Orchestra

M-G-M RECORDS

THE GREATEST NAME ( ) IN ENTERTAINMENT

VES\_M.G.M Means Mighty Good Music

HEART

LITTLE RITA FAYE ROCK BOOGIE K11505 45 rpm MGM 11505 78 rpm

K11472 45 rpm

BIGREB HIT

YOU ANY MORE

IF THAT'S THE WAY YOU WANT, IT BABY The Billboard Music Popularity Charts

# The Nation's Ten Top Tunes

. . . For Week Ending May 23

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

Weeks Last Week | Chart

1. Song From Moulin Rouge

By W. Engvick, G. Auric-Published by Broadcast (BMI) BEST SELLING RECORD: P. Faith-F. Sanders, Col 39944. Mantovani, London 1328. OTHER RECORDS AVAILABLE: Boston Pops Ork, V 10-4166; B. De Franco, M-G-M 11491; S. Fisher. Okeh 6963; J. Hutton, Cap 2429; J. Loro Quintet, Tico 10-170; N. Perito, Coral 60984; H. Rene, V 20-5264; M. Royal, Mercury 70140; V. Young, Dec 28675.

2. April in Portugal

By Kennedy-Feprao-Published by Chappell (ASCAP) BEST SELLING RECORD: L. Baxter, Cap 2374; R. Hayman, Mercury 70114: F Martin, V 20-5052; V. Damone, Mercury 70128; T. Martin, V 20-5279. OTHER RECORDS AVAILABLE: L. Armstrong, Dec 28704; B. Barton, M-G-M 11312; G. Carr, Cap 2223; Y. Giruad, V 26-7107; R. Senteri, V 20-4894; F. Zabach, Dec. 28646. TRANSCRIPTIONS AVAILABLE: Freddy Martin, Thesaurus.

3. I Believe

Week

3 13

By Erwin Drake, Irvin Graham, Jimmy Shirl, Al Stillman-Published by Cromwell (ASCAP) BEST SELLING RECORDS: Frankie Laine, Col 39938; J. Froman, Cap 2332

OTHER RECORDS: E. James, Meteor 5000. TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus; R Foley, Dec 28694; Henry Jerome ork. Lang-Worth

4. Doggie in the Window

4 17

By Bob Merrill-Published by Sanny-Joy ASCAP, BEST SELLING RECORD: Patti Page. Mercury 70070 OTHER RECORDS: 8 Kujawa, Dana 795

5. Ruby By Mitchell Paris-Published by Miller (ASCAP)

BEST SELLING RECORD: L. Baxter, Cap 2457; R. Hayman, Mercury 70115. OTHER RECORDS: L Brown, Coral 60959; L. Douglas, M-G-M 11472; Hot Lips Page, King 4594; H. James, Col 39994; V. Monroe, V 20-5286; N. Perito, Coral 60893; V. Young, Dec 28675. TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus.

6. I'm Walking Behind You

By Billy Reid-Published by Leeds (ASCAP) BEST SELLING RECORDS, E. Fisher-H. Winterhalter, V 20-5293; F. Sinatra, Cap 2450. OTHER RECORDS AVAILABLE: C. Butler, Col 39993; V. Damone, Mercury 70128: D O'Conner. Dec 28692; D. Squires, Coral 60985; J. Young, London

7. Pretend

5 17

By Lew Douglas, Parmar & Le Vere-Published by Brandom (ASCAP) BEST SELLING RECORD: Nat (King) Cole, Cap 2346. OTHER RECORDS: E. Barton, Coral 60927; D. Belloc, Dot 15048; K. Griffin, Col 39915; G. Lombardo, Dec 28576; S. Long, Dot 1154; R. Marterie, Merucry 70045; H. Rene, V 20-5119; TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus; Henry Jerome ork, Lang-Worth.

8. Say You're Mine Again By Charles Nathan-Dave Heisler-Published by Meridian (BMI)

BEST SELLING RECORDS: P Como, V 20-5277. OTHER RECORDS AVAIL-ABLE: D. Gray, Dec 28676; E. Howard, Mercury 70134; J. Hutton, Cap 2429; Modernaires, Coral 60982

9. Seven Lonely Days By Schuman, Schuman & Brown-Published by Jefferson (ASCAP)

BEST SELLING RECORD: G. Gibbs, Mercury 70095. OTHER RECORDS AVAILABLE: Crows, Roma 3; G. Lombardo. Dec 28655; B Lou, King 1192; D Meehan, V 20-5219; Pinetopper-Martin Sisters. Coral 60949 TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus.

10. Your Cheatin' Heart By Hank Williams-Published by Acuft-Rose (BMI) 10 14

BEST SELLING RECORD: Joni James, M-G-M 11426; F. Laine, Col 39938. OTHER RECORDS: B. Brewer, V 20-5292; J Garber, Cap 2377; B. London, Crystalette 652; H. Williams, M-G-M 11416. TRANSCRIPTIONS AVAILABLE: Johnny Desmond Thesaurus

Second Ten

11. ANNA ...... 12. TILL I WALTZ AGAIN WITH YOU...... 13 Published by Village (BMI) Published by Arbee (ASCAP) 13. HO HO SONG ... 14. TELL ME A STORY..... Published by Montclare (BMI) 16. CRAZY MAN CRAZY......

Published by Eastwick (BMI) 17. JUST ANOTHER POLKA......Published by Frank (ASCAP) 19. BIG MAMOU..... Published by Peer (BMI) 

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

TOP SELLERS—

### POPULAR

Based on Actual Capitol Sales Reports

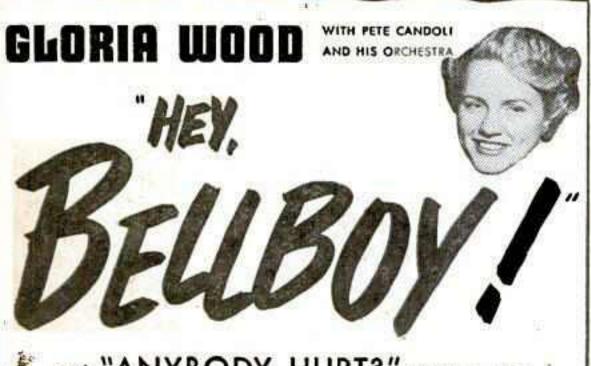
1.	APRIL IN PORTUGAL SUDDENLY
	PRETEND DON'T LET YOUR EYES GO SHOPPINGN. Cole
3.	HALF A PHOTOGRAPH ALLEZ-YOUS-EN
	1 AM IN LOVE MY FLAMING HEART
	RUBY A LITTLE LOVE
6.	I BELIEVE THE GHOST OF A ROSEJ. Froman2332
	BLUE GARDENIA CAN'T I
8.	LEAN BABY I'M WALKING BEHIND YOU
9.	OH! SAN
10.	SAY YOU'RE MINE AGAIN J. Hutton & THE SONG FROM MOULIN ROUGE A. Stordahl2429
11.	HEY, MR. COTTON PICKER THREE THINGS
12.	MEXICAN JOE HERE COMES MY DADDY NOW!J. Carr2463
13.	SIDE BY SIDE NOAH!
	I'M SITTING ON TOP OF THE WORLD SLEEP
U DOTAGO	THE NEARNESS OF YOU GYPSY GIRL
	BIG MAMOU IS IT ANY WONDERE. M. Morse2441
1	C'EST MAGNIFIQUE HOMIN' TIME

#### LATEST RELEASE

No. 370

I LOVE YOU SO MUCH LET ME HEAR YOU SAY
GIGI I LOVE PARISLes Baxter2479
THIS NIGHT I'LL REMEMBER WHEN YOU'RE MINE
IF YOU LOVED ME TRULY LITTLE MAN YOU'VE HAD A BUSY DAY Patti & Jerry Lewis . 2481
THE WHEEL THAT DOES THE SQUEAKIN' Ramblin' Jimmie I CAN'T RUN AWAY
WHIRLPOOL
TIL I FIND YOU
MISIRLOU FIVE MINUTES MORESkitch Henderson1686

THE MOST SENSATIONAL SOUND OF THE YEAR!



and "ANYBODY HURT?" RECORD No. 2471

TOP SELLERS-

### COUNTRY HILLBILLY

Based on Actual Capitol Sales Reports Based on Actual Capitol Sales Reports

ES-MINE	- Cul Actour Capitor Gales Aspens
1.	RUB-A-DUB-DUB I'LL SIGN MY HEART AWAY H. Thompson
2.	I CAN'T WAIT WHAT'S THE USE TO LOVE YOU F. Young2461
3.	I'VE GOT TO WIN YOUR LOVE AGAIN I CAN'T LAST LONG S. McDonald
4.	HANK'S SONG I'LL NEVER HAVE YOU F. Huskey
5.	HIGH NOON GO ON! GET OUT! T. Ritter
6.	IS IT LOVE OR IS IT LIES!  LONESOME JOE  R. Acuff
. 7.	NO HELP WANTED I'D HAVE NEVER FOUND SOMEBODY NEW H. Thompson
8.	THE WHEEL THAT DOES THE SQUEAKIN' I CAN'T RUN AWAY J. Dolan
9.	HILLBILLY HULA I'M A POOR LONESOME FELLOW J. Carman
10.	DRINKIN' AT THE BAR

BEST SELLING-

### **POPULAR ALBUMS**

	MASK	ENVIOLET VANCOUS ENVIOLEMENT STATEMENT STATEME
	1.	MUSIC FOR LOVERS ONLY Jackie Gleason
5	2.	SKETCHES ON STANDARDS Stan Kenton
1	3.	THE HIT MAKERS! Les Paul & Mary Ford416
4	4.	LOVER'S RHAPSODY & SONGS FROM LOVER'S RHAPSODY Jackie Gleason
7	5.	POPULAR FAVORITES BY STAN KENTON Stan Kenton421
	6.	THE KAY STARR STYLE Kay Starr
0	7.	BY THE LIGHT OF THE SILVERY MOON Gordon Mac Rae & June Hutton. 422
0	8.	CLASSICS IN JAZZ—DIXIE BY DAILY Pete Daily
	9.	NEW CONCEPTS OF ARTISTRY IN RHYTHM Stan Kenton
5	10.	THE BILLY MAY BAND Billy May412
2	11,	CLASSICS IN JAZZ—COOL AND QUIET Buddy DeFranco, Lennie Tristano, Bill Harris, Miles Davis
5	12.	RAY ANTHONY CONCERT Ray Anthony
3	13.	MIDNIGHT ON BOURBON STREET

BEST SELLING-

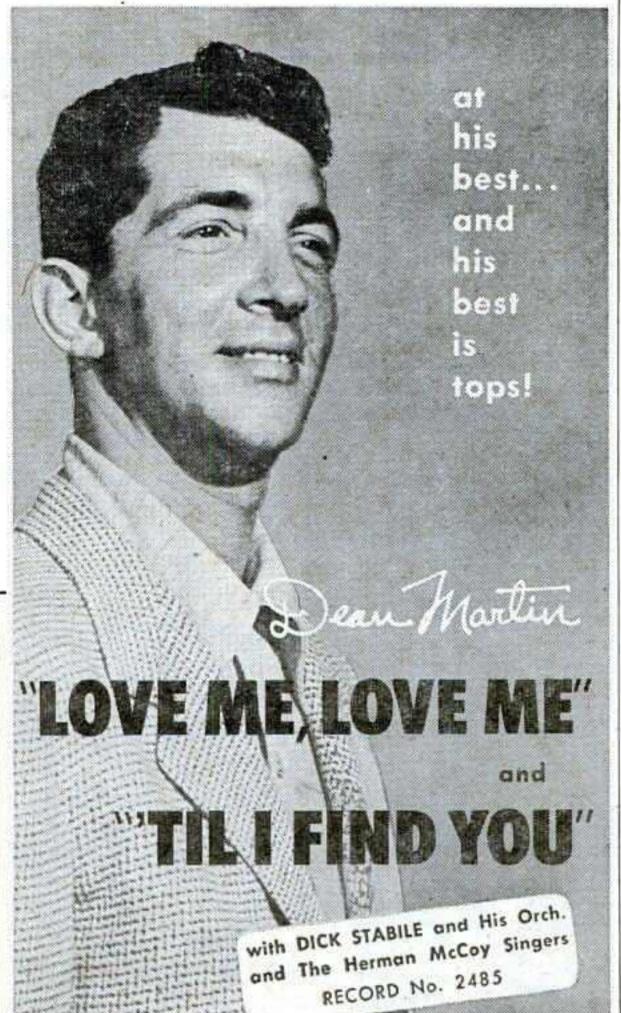
### CLASSICAL **ALBUMS**

Based on Actual Capitol Sales Reports

TENSORIES ENVIRONMENTAL CONTRACTOR AND	#
. RUB-A-DUB-DUB I'LL SIGN MY HEART AWAY H. Thompson	1. MUSIC FOR LOVERS ONLY Jackie Gleason
. I CAN'T WAIT  WHAT'S THE USE TO LOVE YOU  F. Young2461	2. SKETCHES ON STANDARDS Stan Kenton
I CAN'T LAST LONG S. McDonald	Les Paul & Mary Ford416  4. LOVER'S RHAPSODY & SONGS FROM LOVER'S RHAPSODY Jackie Gleason
I'LL NEVER HAVE YOU F. Huskey	5. POPULAR FAVORITES BY STAN KENTON Stan Kenton
. HIGH NOON GO ON! GET OUT! T. Ritter	6. THE KAY STARR STYLE Kay Starr
. IS IT LOVE OR IS IT LIES!  LONESOME JOE  R. Acuff	7. BY THE LIGHT OF THE SILVERY MOON Gordon Mac Rae & June Hutton. 422  8. CLASSICS IN JAZZ—DIXIE BY DAILY Pete Daily
. NO HELP WANTED I'D HAVE NEVER FOUND SOMEBODY NEW H. Thompson	9. NEW CONCEPTS OF ARTISTRY IN RHYTHM Stan Kenton
. THE WHEEL THAT DOES THE SQUEAKIN'	10. THE BILLY MAY BAND Billy May412
J. Dolan	Buddy DeFranco, Lennie Tristano, Bill Harris, Miles Davis
J. Carman	12. RAY ANTHONY CONCERT Ray Anthony
'TIL THE DAY I DIE J. Willard2455	13. MIDNIGHT ON BOURBON STREET Sharkey

1. TCHAIKOVSKY-TAYEIEFF-GOUNOD-"ROMEO AND JULIET DUETS" Franz Waxman conducting The Los Angeles Orchestral Society..........8189 2. SCRIABIN—"POEM OF ECSTASY, OP. 54," LOEFFLER—"A PAGAN POEM" Paris Philharmonic Orchestra conducted by Manuel Rosenthal......8188 3. DEBUSSY-"CLAIR DE LUNE," CHOPIN -"WALTZ IN D FLAT," LISZT-"LIEBESTRAUME" 4. GERSHWIN-"THEME FROM RHAPSODY IN BLUE," "THREE PRELUDES FOR PIANO" Leonard Pennario ...... 5. ERNEST BLOCH—"CONCERT GROSSO," WILLIAM SCHUMAN—"SYMPHONY FOR STRINGS" The Pittsburgh Symphony Orchestra conducted by William Steinberg....8212 6. WAGNER-"SIEGTR ED'S RHINE JOURNEY" & "SIEGFRIED'S FUNERAL MUSIC" & "PRELUDE AND LIEBESTOD FROM TRISTAM UND ISOLDE" The Pittsburgh Symphony Orchestra conducted by William Steinberg...8185 7. ENESCO-"RUMANIAN RHAPSODY NO. 1 IN A MAJOR, OP. 11" & "RUMANIAN RHAPSODY KO. 2 IN D MAJOR, OP. 11" Fabien Sevitzky conducting The Indianapolis Symphony Orrhestra . . . . 8210 8. MENDELSSOHN-"SYMPHONY NO. 3 IN A MINOR, OP. 56" The Pittsburgh Symphony Orchestra conducted by William Steinberg...8192
9. CHOPIN—"LES SYLPHIDES,"
TCHAIKOVSKY—"PRINCESS AURORA" The Ballet Theatre Orchestra conducted 10. DVORAK-"SLAVONIC DANCES" Fab'en Sevitzky conducting The Indianapolis Symphony Orchestra ... 8215
11. TCHAIKOVSKY—"SELECTIONS FROM THE NUTCRACKER SUITE" Roger Desormiere conducting The
French National Symphony Orchestra. 8202

12. CHOPIN—"POLOPAISE IN A FLAT,"
FALLA—"RITUAL FIRE DANCE," ALBENIZ-"SEGUIDILLA" Leonard Pennario 13. BRAHMS—"LIEBES! IEDER WALTZES, OP. 52" & "GERMAN FOLK SONGS" Roger Wagner conducting The Roger Wagner Chorale ......8176





gives an interesting vocal rendition to . . .

b/w

"I LOST MY **HEART TODAY"** 

> RECORD No. 2495



The Billboard's Music Popularity Charts

# Favorite Tunes

. . For Week Ending May 23

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

# Best Selling Sheet Music

This Week	importance: (it) apprented time total to recorded (it) marented	ast	Weeks on Chart
1. S	SONG FROM MOULIN ROUGE (R) (F)-Broadcast	1	7
2. I	BELIEVE (R)—Cromwell	2	12
2. A	APRIL IN PORTUGAL (R)—Chappell	3	7
4. I	OOGGIE IN THE WINDOW (R)-Santly-Joy	3	15
5. P	RUBY (R)—Miller	8	4
6. P	PRETEND (R)—Brandom	5	17
7. I	'M WALKING BEHIND YOU (R)—Leeds	9	3
8. 3	YOUR CHEATIN' HEART (R)—Acuff-Rose	6	13
9. S	SEVEN LONELY DAYS (R)-Jefferson	11	7
10. S	SAY YOU'RE MINE AGAIN (R)—Meridian	10	4
11. 7	FILL I WALTZ AGAIN WITH YOU (R)-Village	6	22
12. S	SIDE BY SIDE (R)—Shapiro-Bernstein	13	11
13. 2	ANNA (R)—Hollis	15	3
14. I	DANCIN' WITH SOMEONE (R)-Valando	14	3
15. N	MY ONE AND ONLY HEART (R)—Roncom	192-	2
1			

# Tunes with Greatest Radio and Television Audiences

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

### Top 31 in Radio

All By Myself (R)—Berlin—ASCAP April in Portugal (R)-Chappell-ASCAP Big Mamou (R)-Peer-BMI Blue Gardenia (R)-Harms-ASCAP Bummin' Around (R)-Four Star-BMI Doggie in the Window (R)-Santly-Joy-ASCAP Hush a Bye (R)-Remick-ASCAP I Am in Love (R)-Chappell-ASCAP

I Believe (R)—Cromwell—ASCAP I'll Be Hanging' Around (R)-Broadcast-

I'm Sitting on Top of the World (R)-Feist -ASCAP I'm Walking Behind You (R)-Leeds-ASCAP Just Another Polka (R)-Frank-ASCAP My Lady Loves to Dance (R)-United-

ASCAP My One and Only Heart (R)-Roncom-Nearness of You (R)-Famous-ASCAP

Pretend (R)-Brandom-ASCAP Ramona (R)-Feist-ASCAP Red Canary (R)-Shapiro-Bernstein-ASCAP Ruby (R)-Miller-ASCAP Say Si Si (R)-E. B. Marks-BM1

Say You're Mine Again (R)-Blue River-Seven Lonely Days (R)-Jefferson-ASCAP Side by Side (R)-Shapiro-Bernstein-ASCAP Somebody Stole My Gal (R)-Robbins-ASCAP

Somebody Wonderful (R)—Disney—ASCAP Song From Moulin Rouge (R) (F)-Broadcast-BMI There's Music in You (R)-Chappell-

ASCAP BMI

Till I Waltz Again With You (R)-Village-When the Red, Red Robin Comes Bob, Bob, Bobbin' Along-Bourne-ASCAP Your Cheatin' Heart (R)-Acuff-Rose-BMI

### Top 11 in Television

ASCAP I Believe (R)-Cromwell-ASCAP

I Wouldn't Want It Another Way (R)-R.F.D.—ASCAP Just Another Polka (R)-Frank-ASCAP Madness of the Heart (R)-Boosey-ASCAP | Your Cheatin' Heart (R)-Acuff-Rose-BM1

Doggie in the Window (R)-Santly-Joy- My Lady Loves to Dance (R)-United-ASCAP Pretend (R)-Brandom-ASCAP Ruby (R)-Miller-ASCAP Song From Moulin Rouge (R) (F)-Broadcast-BMI Wild Horses (R)-Simon-ASCAP

# England's Top Twenty

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

- & Cox)
- 2. I'm Walking Behind You-Peter Mau-
- rice (Leeds) 3. 1 Believe-Cinephonic (Cromwell)
- 4. Pretend-Leeds (Brandom)
- 5. Doggie in the Window-Connelly (Santly-
- 6. Pretty Little Black-Eyed Susie-Cinephonic (Santly-Joy)
- 7. Oh, Happy Day-Chappell (Bregman, 17. Wild Horses-Morris (Simon)
- 8. Windsor Waltz-Michael Reine (E. B.
- 9. Downhearted-New World (Paxton) 10. Little Red Monkey-Robbins (Miller)
- 1. In a Golden Coach-Box & Cox (Box | 11. Wonderful Copenhagen-Morris (Frank) 12. Hold Me, Thrill Mc, Kiss Me-Mills (Mills)
  - 13, Till I Waltz Again With You-Francis Day (Village)
  - 14. Broken Wings-John Fields (Shapiro-Bernstein)
  - Celebration Rag—Bradbury Wood (Chap-
  - 16. She Wears Red Feathers-Dash (Oxford)
  - 18. Moulin Rouge Theme-Connelly (Broad-Why Don't You Believe Me?—Francis Day (Brandom)
  - 20. Now-Dash (Ardmore)

# Columbia Best Bu

# BEST SELLING POPULAR RECORDS

Based on actual sales reports for week ending May 23

THE SONG FROM MOULIN ROUGE SWEDISH RHAPSODY	Percy Faith and Felicia Sanders	39944	•	4-39944
STRANGE THINGS ARE HAPPENING THE HO HO SONG	Red Buttons	39981	•	4-39981
I BELIEVE YOUR CHEATIN' HEART	Frankie Laine	39938	•	4-39938
TELL ME A STORY THE LITTLE BOY AND THE OLD MAN	Frankie Laine and Jimmy Boyd	39945	•	4-39945
LITTLE JOSEY DENNIS THE MENACE	Rosemary Clooney and Jimmy Boyd	39988	•	4-39988
TELL US WHERE THE GOOD TIMES ARE THERE'S NOTHING AS SWEET AS MY BABY	Guy Mitchell and			4-39992
LET'S WALK THAT-A-WAY CANDY LIPS	Doris Day and Johnnie Ray	40001	•	4-40001
RETURN TO PARADISE—Part 1 RETURN TO PARADISE—Part 2	Percy Faith	39998	•	4-39998
TATTLE-TALE DUCK ORANGE BLOSSOM SERENADE	Sammy Kaye	39999	•	4-39999
PALLADIUM PARTY	Harry James	39994	•	4-39994
NO ONE WILL EVER KNOW I'M THE KING OF BROKEN HEARTS	Tony Bennett	39964	•	4-39964
SOMEBODY STOLE MY GAL	Johnnie Ray	39961	•	4-39961
WITHOUT A MEMORY SEND MY BABY BACK TO ME	Judy Garland	40010	•	4-40010
FOR ME TIRED OF DREAMING	Jerry Vale	39990	•	4-39990
APRIL IN PORTUGAL LITTLE RED MONKEY	Ken Griffin	39983	•	4-39983

two great records-four hit sides!

### MORTON GOULD

conducting ROCHESTER POPS

The Theme from RUNNYMEDE RHAPSODY LEGEND

39997 • 4-39997

WEDDING DANCE

MUSIC BOX TANGO

Entre records 102-E • 4-102-E

# BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending May 23

THIS ORCHID MEANS GOODBYE JUST WAIT 'TIL I GET YOU ALONE	Carl Smith	21087	4-21087
NEVER NO MO' BLUES SLEEP, BABY, SLEEP	Lefty Frizzell	21101	4-21101
CALIFORNIA BLUES I'M LONELY AND BLUE	Lefty Frizzell	21102	4-21102
A CASTLE IN THE SKY A HALF-WAY CHANCE WITH YOU	Marty Robbins	21111	• 4-21111
I COULDN'T KEEP FROM CRYING AFTER YOU LEAVE	Marty Robbins	21075	4-21075
I PASSED BY YOUR WINDOW HALF-HEARTED	George Morgan	21108	4-21108
BRING YOUR SWEET SELF BACK TO ME TIME CHANGES THINGS	Lefty Frizzell	21084	4-21084
MEXICAN JOE YOU HAVE MY HEART NOW	Billy Walker	21085	4-21085
AT THE DAWNING WHEN HE CALLS I'LL FLY AWAY	The Chuck Wagon Gang	21097-s ●	4-21097-s
EMPTY MAKSIONS	The Maddox	01000	4 01000

# BEST SELLING ALBUMS

**Brothers and Rose** 

BY THE LIGHT OF THE SILVERY MOON

-Doris Day

GREEN GROW THE LILACS

"Lp" CL 6248 • 45 Set B-334 78 Set C-334

SWEETHEARTS-Marion Marlowe and Frank Parker

> "Lp" CL 6241 • 45 Set 8-331 78 Set C-331

LIBERACE AT THE PIANO

"Lp" CL 6217 • 45 Set B-308

78 Set C-308

ARTHUR GODFREY'S TV CALENDAR MOHS

"Lp" GL 521 • 45 Set G 4-18

78 Set G-18

BENNY GOODMAN PLAYS FLETCHER HENDERSON ARRANGEMENTS "Lp" GL 524 • 45 Set G 4-20

CAVALLERIA RUSTICANA (Metropolitan Opera Ass'n Production) "Lp" Set SL 123

21099 • 4-21099

(with Pagliacci: Set SL-124)

MARTYN GREEN'S GILBERT AND

SULLIVAN "Lp" ML 4643

ON YOUR TOES (Rodgers-Hart) "Lp" ML 4645 • 45 Set A-1043

PUCCINI: LA BOHEME (for Orchestra)

ANDRE KOSTELANETZ and his Orchestra

"Lp" ML 4655

BERLIOZ: ROMEO AND JULIET

(Dramatic Symphony)

DIMITRI MITROPOULOS conducting the

PHILHARMONIC-SYMPHONY

ORCHESTRA OF NEW YORK

"Lp" ML 4632

### NEW **POPULAR** RELEASES

Rosemary Clooney WHEN I SEE YOU IT JUST HAPPENED TO HAPPEN TO ME

40003 • 4-40003

Tony Bennett SOMEONE TURNED THE MOON UPSIDE DOWN I'LL GO

40004 • 4-40004

The Four Lads DOWN BY THE RIVER SIDE TAKE ME BACK 40005 • 4-40005

Fred Lowery WHISTLING WALTZ I'M FOREVER BLOWING BUBBLES 40002 • 4-40002



### LIBERACE BY CANDLELIGHT

Tchaikovsky's Concerto No. 1 • September Song • I Don't Care • Jalousie · Autumn Nocturne · Liszt's Concerto No. 2 Tales From the Vienna Woods I'll Be Seeing You "Lp" CL 6251 • 45 Set B-336

• 78 Set C-336

### **NEW POPULAR ALBUMS**

POPULAR FAVORITES—VOLUME VII

The Song From Moulin Rouge-Percy Faith • Your Cheatin' Heart-Frankie Laine • Tell Me a Story—Frankie Laine and Jimmy Boyd • Swedish Rhapsody -Percy Faith • Anna-Paul Weston • Ruby-Harry James • 1Believe-Frankie Laine • April in Portugal—Ken Griffin. "Lp" CL 6256 • 45 Set B-336

SWEET DREAMS—THE NORMAN LUBOFF CHOIR

All Through the Night . Slumber Song Go to Sleepy
 Brahms' Lullaby Cradle Song • I Will Sing a Lullaby Slumbertime
 Sleep, Baby, Sleep Sweet and Low • Good Night

"Lp" CL 6252

21117 • 4-21117

# NEW FOLK MUSIC RELEASES

Carl Smith

TRADEMARK

DO I LIKE IT! 21119 • 4-21119

Ray Price YOU WEREN'T ASHAMED TO KISS ME LAST NIGHT COLD SHOULDER

- ts = = 8

Lefty Frizzell WE CRUCIFIED OUR JESUS

WHEN IT COMES TO MEASURING LOVE 21118-s • 4-21118-s

# A GREAT NEW STAR IS BORN! JERRY VALE SINGS FOR ME TIRED OF DREAMING with Percy Faith and his Orchestra 39990 • 4-39990 COLUMBIA

Trade Marks "Columbia", "Mosterworks" @D @ Reg. U.S. Pat. Off. Morcas Registradas

### The Billboard Music Popularity Charts

### . . . for Week Ending May 16

# REVIEWS OF THIS WEEK'S NEW RECORDS

### Popular

#### TERESA BREWER

CORAL 60994-Novelty tune is wellsuited to Teresa Brewer's style. Thrush belts it out on this side in the manner of her "Music Music." There's a possibility here of action on the boxes and with deejays. (Edw. Schuberth & Co.)

#### Into Each Life Some Rain Must Fall .... 78

The oldie gets a stylized, and appealing performance here. Brewer's vocal plus the bright backing of Les Brown's band add up to a nice side. Watch it. (Pickwick, ASCAP)

#### MUSIC BY CAMARATA

Return to Paradise ......80 DECCA 28714 — The Camarata ork comes up with a very attractive arrangement of the movie theme tune. The melody line which is presented lushly is backed excitingly by a tribal sounding drum. There's good potentfal here. (Remick, ASCAP)

All I Desire .... 75 Another movie theme melody, this time presented with the strings leading the way. As always, an imaginative Camarata arrangement. (Broadeast, ASCAP)

#### WALTER STOTT ORK

The Theme From Limelight ..........78 COLUMBIA 40013 - The beautiful theme from the Charlie Chaplin film is already moving up via a London waxing. Here's another tasteful version that lets the music sing for itself. If the tune builds as expected, there should be enough action left for this

Incidental Music From Limelight .... 70 Background music from the same pic could be programed effectively, althoflip has the bigger potential.

#### BETTY CLOONEY

CORAL 61000 - Tune is a fetching novelty, fresh lyrically and melodically. Thrush Betty Clooney gives it a lilting performance. Should cause some action, and could bust thru with

Sin in Satin....75 A change of pace from the flip, this has the touch of special material. Has beat and a melody line, and with Clooney's good performance will merit spins. (Ridgeway, BMI)

#### KAREN CHANDLER

I Wouldn't Want It Any Other Way .... 75 CORAL 60995-Thrush Karen Chandler gives the ballad a heartfelt reading. Ork arrangement is smooth, and could grab many jock spins. (R.F.D. ASCAP)

Rosebud....75 This novelty has a Latin-styled beat, Karen Chandler sings it with passion, in the style of her "Hold Me, Thrill Me, Kiss Me." It's a most unusual tune, and one that has possibilities with enough exploitation. It bears watching.

#### GUY LOMBARDO ORK

Just Another Polka ......76 DECCA 28719-A natural cover job by the Lombardo ork. The ditty, the subject of many recent waxings, is eminently danceable, with the polka

(Continued on page 43)

### Number of Releases This Week

(Listed Alphabetically by Label)

Label	Pop	C&W	R&B
ABBOT	arragi == rene	. 3 .	
ALADDIN	::		4
ALLEN	1		112
ALLIED	i		
ATLANTIC			4
BIG TOWN	1	:	
BRUNSWICK	1	-	197
CAPITOL	3		_
COLUMBIA		. 7	
CORAL	7	. 1	–
CROSLEY	1	. 1	
DECCA	6	. 2	
FLAIR	1		
HOLIDAY	1		
JUBILEE	1		1
KEYNOTE	2		
KING		. 3	
LONDON			
MERCURY			
	2		
MODERN			1
OKEH			3
PARKER		. 1	
RAINBOW	1		
RCA VICTOR	2		
SPECIALTY		. 1	2
	2		
TRUMPET		. 2	
TUXEDO			
UNITED		. –	1
TOTAL	39	. 31	16

## NEW RECORDS TO WATCH

In the opinion of the Music staff the following new records that were reviewed this week merit the special attention of dealers, operators and/or disk jockeys. The listing includes both records which have a strong over-all potential as well as records whose appeal may be limited to a specialized field. Records in all categories are considered.

### Popular

#### Theme From Limelight (Bourne, ASCAP)

Interest on this tune is running high. The London version by Frank Chacksfield ork (previously selected as a "Best Buy") beat all other versions to the market and got off to a very fast start. This week it shows up among the 20 national best-sellers. Now five other labels have covered. At the moment, in addition to London, here is the line-up: Columbia (Wally Stott); Coral (Earl Goodwin); Decca (Victor Young); Mercury (Richard Hayman), and RCA Victor (Hugo Winterhalter). The head start of the London version stacks it up as the top waxing, but the tune looks big enough for several others to catch a good share of the loot. It's interesting that three of the six records are English imports. Incidentally there's title confusion here. Whether called "Terry's Theme" or "Limelight Theme," it's the same thing.

#### JOHNNY MADDOX

Learning (Randy Smith, ASCAP) - Dot 15090-A bouncy ditty with fine Maddox piano work, backed by an ork. Could be a stronger - than - average juke box grabber. Flip is "Eight Beat Boogie."

#### LITA ROZA

Return to Paradise (Remick, ASCAP) -London 1349-Label, spurting strongly in the pop market of late, has come up with another potentially strong number. Tune is from the still-to-open movie (set for July). A number of instrumentals of this have hit the market. Thrush's performance is a tender one with an intriguing backing. If pushed, this might kick the tune off. Flip is "Tell Me We'll Meet Again" (Lion, ASCAP).

#### LES BAXTER

Gigi (Alamo, ASCAP)-Capitol 2479-Another likely looking instrumental by Baxter who has become very hot of late. Definitely bears watching. Flip is "I Love Paris" (Chappell, ASCAP) from "Can-Can."

#### PERRY COMO

No Other Love (Chappell, ASCAP)-RCA Victor 20-5317 - Lovely sentimental tune from "Me and Juliet" is being rushed to the market to meet the show opening. It's a typically fine Como performance. Disk might need lots of push, but if tune hits, it could be a solid one. Flip from same show is "Keep It Gay" (Chappell, ASCAP).

HARRY BELLAFONTE Matilda, Matilda (Duchess, BMI)-RCA Vic-

tor 20-5311-The Victor folk artist turns in a sensitive reading of this novel tune. Deejays could lay on this. Flip is "Suzanne" (Leo Feist, ASCAP).

#### TERESA BREWER

Too Much Mustard (Schuberth, ASCAP) Into Each Life Some Rain Must Fall (Pickwick, ASCAP)-Coral 60994-Thrush combines a novelty well-suited to her style with a stylized reading of the standard. An appealing disk that could move.

### Country & Western

#### WADE RAY

Burned Fingers (Southern, ASCAP) Don't Wait to Baby Your Baby (Hill and Range, BMI)-RCA Victor 20-5302 - Two very fetching performances by Ray which could stir up action. "Fingers" particularly has potential.

#### GEORGE MORGAN

I Passed By Your Window (Alamo, ASCAP)

—Columbia 21108—Disk is already delivered in some quarters with beginning action reported. Flip is "Half-Hearted" (Pine Ridge, BMI).

### Rhythm & Blues

#### HAL PAIGE

Drive It Home (Progressive, BMI)-Atlantic 996—Intriguing ditty is handled in buck dance fashion. This could easily step out. Flip is "Break of Day Blues" (Progressive, BMI).

#### VERETTA DILLARD

Mercy Mr. Percy (Savoy, BMI)

No Kinda Good, No How (Crossroads, BMI) -Savoy 897-Lyrics are as intriguing as the titles and thrush socks across solid performances. Bears definite watching.

#### LLOYD PRICE

Baby Don't Turn Your Back on Me (Venice,

Where You At (Venice, BMI)-Specialty 463 -There is potential power in these two Price performances, one a slow sobbing blues and the other a wild and wooly side.

### Polka

#### GENE WISNIEWSKI

Jeszcze Jedna (Frank, ASCAP)-Dana 801 -Polish version of "Just Another Polka" is done very smartly by the polka band and should get a good reception in boxes that carry this kind of record. Flip is "Mow, Zes Moja Znow."

SPECIALTY 847-The Pilgrim Travelers come thru with a truly beautiful and sincere reading of the traditional spiritual, showing off their outstanding harmony on this excellent gospel disk. It's one of the most moving slicings yet released by the boys, and it could become a classic in the field. It should sell strongly in the market, (Venice, BMI)

Spiritual

THE PILGRIM TRAVELERS

Gonna Walk Right Out .... 80 The boys switch to a wild, jubilee item here, and sell it with drive and meaning, It's another mighty strong effort by the Travelers, and makes the disk add up to a two-sided powerhouse. (Venice, BMI)

#### THE ORIGINAL GOSPEL HARMONETTES

The Railroad ......74 SPECIALTY 846 - A mellifluous chantress leads the group smoothly thru this solemn gospel tune. Listenable wax. (Venice, BMI) Where Shall I Be?....74

An exciting spiritual is performed with spirit by the female group, again sparked by the fine lead. (Venice, BMI)

#### BRO. HUGH DENT

Let Us GLory ......71 TRUMPET 181-Brother Hugh Dent

inal religious tune. I'm Growing in the Spirit .... 69 Same comment.

turns in an okay warble on an orig-

### Sacred

#### CARL STORY

'Way Down Deep in My Soul ........73 MERCURY 70157 - Spirited gospel effort receives an effective vocal rendition by Story and the group over a hoe-down backing. For the Southern and Western family market. (Hartford Music, SESAC) I'll Live With God

(To Die No More)....69

The hill country may go for this sacred side which features a group vocal and some nice solo work by the warbler on the medium-tempo tune. (Acuff-Rose, BMI)

#### LULU BELLE & SCOTTY

God Put a Rainbow in the Clouds ....72 MERCURY 70155 - Country-styled effort is sung brightly by Lulu Belle and a vocal group, over good guitar backing from the band. Attractive wax. (Stamps-Baxter, BMI) Lips That Touch Liquor....69

This really isn't a sacred disk, but ft does have a moral. Lulu Belle tells her man that kissing is out as long as he has alcoholic breath. Could get spins in country areas, and spins in large cities as a satirical item. (G. W. Edgin, BMI)

### Rhythm & Blues

#### RUTH BROWN

Wild, Wild Young Men......88 ATLANTIC 993 - The tempo and Miss Brown's performance measure up to the promise of the title. The Atlantic Records' star gives an abandoned performance, making the most of her fine technical vocal skill. Standout piano accompaniment. This could be another smash for Miss Brown. (Progressive, BMI) Mend Your Ways....83

Insinuating ditty gets a standout performance by the Atlantic Records thrush. The vocal is on double track. Should catch plenty of r.&b. deejay spins and earn loot. This is a mighty powerful two-sided platter. (Raleigh,

### AMOS MILBURN

Long, Long Day ......80 ALADDIN 3168-Chanter can't wait to get back to his gal, and he sings persuasively of his anticipation. Item has a strong beat, and Milburn sells it strongly. Jukes should find this one profitable, and it could also earn retail loot. (Aladdin, BMI) Please, Mr. Johnson .... 79

The slow blues lament is sung with simple but telling impact by Milburn. His warm approach carries across the wax, and the side should earn many

(Continued on page 46)

#### RATINGS: 90-100, Tops; 80-89, Excellent; 70-79, Good; 40-59, Satisfactory; 0-39, Poor

HOW RATINGS ARE DETERMINED: Each record is reviewed and rated on the basis of six different categories, each of which is assigned a maximum point score in accordance with its importance to the commercial success of the record.

THE CATEGORIES: Following are the maximum points that can be earned in each of the six categories: Vocal and/or instrumental interpretation, 25; over-all exploitation potential, 20; song caliber, 20; artist's name value, 15; manufacturer's distribution power, 10; arrangement, 10.

Each of the records reviewed expresses the opinion of the members of The Billboard music staff who reviewed the record-

### Country & Western

#### MARTY ROBBINS

A Half-Way Chance With You ...... 85 COLUMBIA 21111-First-rate song material here in a twist on the "Half As Much" idea. Could be big for the chanter. (Acuff-Rose, BMI)

A Castle in the Sky .... 78 Robbins sings with much feeling on a weeper type ballad which should intrigue his fans. (Acuff-Rose, BMI)

#### JIM REEVES

Butterfly Love ......83 ABBOTT 137-It isn't often when a singer with an indie label hits the top of the sales chart. But that's what has happened with "Mexican Joe" by Reeves. This, his follow-up, is another fresh idea and another potent disk that could easily keep Reeves on the best-seller list for quite a spell. (American, BMI)

Let Me Love You Just a Little ... . 76 Reeves' direct style fits this happy tune nicely. Should label continue to turn out disks of this quality, it will have to be reckoned with in the country field. (American, BMI)

#### MITCHELL TOROK

Little Hoo-Wee ......80 ABBOTT 136 - Torok, who wrote "Mexican Joe," moves to China for his inspiration on this tune. It's a clever bit of material, and Torok shows that he is equally able at writing and singing. This could hapen. (American, BMI)

Judalina....77 Warbler projects a bouncy ditty with a lot of persuasion. Fine backing makes this another good side. Torok looks as if he's off to a fast start as an artist. (American, BMI)

#### WADE RAY

V 20-5302-Well done chanting job on a smart ballad by Wade Ray, a fine country singer. (Southern ASCAP)

Don't Wait to Baby Your Baby .... 75 First-rate bouncer is slickly performed by Ray-one of the better country chanters on wax, tho he's vet to break thru, (Hill & Range, BMI)

(Continued on page 45)

### Jazz

#### GLORIA WOOD-PETE CANDOLI Hey! Bellboy! ......75

CAPITOL 2471 - Here's a real weirdie, one that is screwy enough to pick up a bundle of spins from the jazz jocks. It's a bop-styled effort, with thrush Gloria Wood chanting some new sounds against the Pete Candoli combo work, and occasionally expressing her request for the bellhop. Bop fans should give this one a close listen. (Welss & Barry, BMI)

Anybody Hurt?....75 Same comment. (Bradshaw, BMI)

#### MAT MATHEWS QUINTET There's a Small Hotel

BRUNSWICK 80220-Mathews group should interest jazz fans via the Joe Mooney or Ernie Felice sound, Mathews handles the accordion a la Mooney, that is, right hand only. Rest of combo is piano, bass, guitar and drums. Good sound. (Chappell, ASCAP)

Owl Eyes .... 71 Original instrumental falls into the category of mood music. Clary or flute comes in for some solo work on this side. (Agatha, BMI)

#### BUCK CLAYTON

I Want a Little Girl ......70 OKEH 6968-Instrumental trio which is fronted by Clayton has a pleasing, quiet approach to this tune. (Shapiro-Bernstein, ASCAP) Blue Moon....69

Similar treatment of the Romberg favorite. (Robbins, ASCAP)

### International

#### GENE WISNIEWSKI

DANA 801-Quick and smart Polish language coverage of "Just Another Polka" should do quite well for the label. The Harmony Bells ork does it particularly well.

Mow, Zes, Moja Znow....76 More coverage here. This is "Say You're Mine Again," and the orking is strictly pop.

#### REGINA KUJAWA

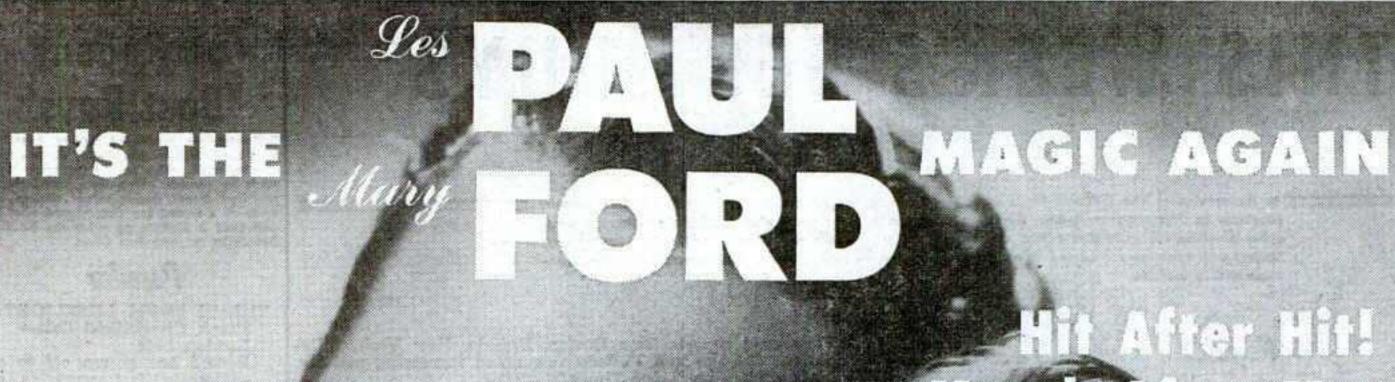
Swir, Swir, Swir ......72 DANA 790-The chirp delivers a neat mazurka vocal to a pleasant ditty which should please the Polish speaking people.

Ostatni Mazur....72 Another mazurka here and just as well done.

#### FRANK WOJNAROWSKI

DANA 3122 — Straight instrumental polka is bright and brassy. First-rate stuff, this.

ovak Polka....78 More of the same.



Month After Month!
You Just Carls Miss!

(unless you run out of stock



"VAYA CON DIOS

(MAY GOD BE WITH YOU)"

and

RECORD No. 2486

"JOHNNY

(IS THE BOY FOR ME)"

MUSIC

# THIS WEEK'S BEST BUYS

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

### Popular

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

There's definite upward movement noted in this week's reports. Its biggest strength is in the Midwest where Pittsburgh, Cincinnati and Detroit reported it strong. Building reports also received from Philadelphia and Boston. Most action on "Don't Call My Name."

SEND MY BABY BACK TO ME (E. H. Morris, ASCAP) -Sunny Gale—RCA Victor 20-5306

Building good strength in the East. Strong in New York and Pittsburgh. Good in Philadelphia, Buffalo and Cincinnati. Flip is "Meanwhile" (Witmark, ASCAP).

CANDY LIPS (Milene, ASCAP) LET'S WALK THAT-A-WAY (Alamo, ASCAP) - Doris Day-Johnnie Ray—Columbia 40001

Some areas had not yet received this record when checked, but Philadelphia, Buffalo, L. A. and Pittsburgh all said good and definitely moving up. "Candy Lips" reported as action side in three of the cities. Boston said flip.

OH (Feist, ASCAP) SAN (E. H. Morris, ASCAP)—Pee Wee Hunt—Capitol 2442

On the Pittsburgh chart and moving ahead well in Detroit, Boston, Buffalo and Chicago.

DENNIS THE MENACE (Santly Joy, ASCAP) LITTLE JOSEY (Montclare, BMI)-Rosemary Clooney-Jimmy Boyd-Columbia 39988

Very encouraging reports from the Midwest and Southwest. L. A., which favors "Josey" also says good. East is the slowest area to react.

**ELMER'S TUNE** JERSEY BOUNCE—Del Wood—Republic 7043

This is listed chiefly as a juke box selection tho scattered dealer activity was also reported. One-stop and operator reports show that for the location that can handle honky tonk piano this is a good record.

TELL US WHERE THE GOOD TIMES ARE (Oxford, ASCAP) THERE'S NOTHING AS SWEET AS MY BABY (Acuff-Rose, BMI)—Mindy Carson-Guy Mitchell—Columbia 39992

Very good reports from Boston, Buffalo, New York, Pittsburgh. Chicago and Philadelphia noted increasing activity. Most activity on "Good Times."

### Country & Western

FREE HOME DEMONSTRATION (Hawthorne, ASCAP) HOW'S THE WORLD TREATING YOU (Tannen, BMI)-Eddy Arnold-RCA Victor 20-5305

Off to a good start in areas that had received the record according to reports.

DON'T CALL MY NAME (Laurel, ASCAP) HEY, MR. COTTON PICKER (Laurel, ASCAP)-Roberta Lee-Tex Williams—Decca 28721

Very strong in Southern California. North Carolina, Philadelphia, Buffalo all reported good and building activity. Pittsburgh said good and holding steady.

A HALF-WAY CHANCE WITH YOU (Acuff-Rose, BMI)-Marty Robbins-Columbia 2111

Very new but already substantiated by good starting reports from Buffalo, Pittsburgh, Durham, Cincinnati and L. A. Flip is "A Castle in the Sky" (Acuff-Rose, BMI)

### Rhythm & Blues

CHEROKEE (Skidmore, ASCAP)—Earl Bostic—King 4623 Building reports were received this week from Buffalo, Pittsburgh, Chicago L. A. and Durham. Flip is "The Song Is Ended" (Berlin, ASCAP).

WILD, WILD YOUNG MEN (Progressive, BMI) MEND YOUR WAYS (Raleigh, BMI)—Ruth Brown—Atlantic 993

Off to fast start in such places as New York, Philadelphia, Buffalo, Pittsburgh and Cincinnati.

LONG, LONG DAY (Aladdin, BMI) PLEASE, MR. JOHNSON-Amos Milburn-Aladdin 3168

Good reports from Midwestern areas as well as Philadelphia and North Carolina. Most activity on "Day."

# Coming Up in the Trade

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

### The Dealers Pick Popular

- 1. HALF A PHOTOGRAPH Kay Starr-Capitol 2464
- 2. ALLEZ-VOUS-EN Kay Starr-Capitol 2464
- 3. I AM IN LOVE Nat (King) Cole-Capitol 2459
- 4. USKA DARA
- Eartha Kitt-RCA Victor 20-5284 5. DENNIS THE MENACE
- Rosemary Clooney-Jimmy Boyd-Columbia 39988
- 6. ORGAN GRINDER'S SWING Four Aces-Decca 28691
- 7. OO! WHAT YOU DO TO ME Patti Page-Mercury 70127
- 8. JUST ANOTHER POLKA Jo Stafford-Columbia 40000

### Country & Western

- 1. I CAN'T WAIT Faron Young-Capitol 2461
- 2. SPANISH FIRE BALL Hank Snow-RCA Victor 20-5296
- 3. SOUTH IN NEW ORLEANS Johnnie and Jack-RCA Victor 20-5290
- 4. RESTLESS HEART Slim Whitman-Imperial 8199

- 5. I BELIEVE
- Red Foley-Decca 28694
- 6. A HALF-WAY CHANCE WITH YOU Marty Robbins-Columbia 21111

### Rhythm & Blues

- 1. THESE FOOLISH THINGS
- Dominoes-Federal 12129 2. HEAVY JUICE
- Tiny Bradshaw-King 4621
- 3. WAY BACK HOME Big Maybelle-Okeh 6955
- 4. I'VE LEARNED MY LESSON
- Emitt Slay Trio-Savoy 892 5. I'M GLAD
- Mitzi Mars-Checker 773

### The Disk Jockeys Pick

### Popular

- 1. ALLEZ-VOUS-EN Kay Starr-Capitol 2464
- 2. I AM IN LOVE
- Nat (King) Cole-Capitol 2459
- 3. HALF A PHOTOGRAPH Kay Starr-Capitol 2464

- 4. JUST ANOTHER POLKA Je Stafford-Columbia 40000
- 5. DENNIS THE MENACE
- Rosemary Clooney-Jimmy Boyd-Columbia 39988
- 6. SEND MY BABY BACK TO ME Judy Garland-Columbia 40010
- 7. TELL US WHERE THE GOOD
- TIMES ARE Mindy Carson-Guy Mitchell-Columbia 39992

### Country & Western

1. SPANISH FIRE BALL Hank Snow-RCA Victor 20-5296

# The Operators Pick

### Popular

- 1. OO! WHAT YOU DO TO ME Patti Page-Mercury 70127
- 2. ORGAN GRINDER'S SWING
- Four Aces-Decca 28691
- 3. THE BREEZE Trudy Richards-Derby 923

RADIO-TV STATIONS-

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# Late Reports on Recent 'Best Buys'

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

### Popular

THEME FROM LIMELIGHT Frank Chacksfield Ork-

London 1342 Record has gotten off to an extremely fast start, is on several territorials and has hit the national retail chart.

RUBY

Les Baxter—Capitol 2457 Hit national best-seller chart.

Richard Hayman-Mercury

Disk finally hit the national juke box list and continues to move up the best-seller chart (now No. 3).

APRIL IN PORTUGAL Tony Martin-RCA Victor

20-5279 Hit national juke box chart for first time.

CRAZY MAN CRAZY Bill Haley—Essex 321

Haley version continues to more than hold its own. Continues on best-seller and juke box list. In many spots it has shut out the Marterie record almost completely as far as jukes are concerned. In Cincinnati Marterie has come on strongly. Activity is very good on both in Chicago, Buffalo and L. A.

RUBY Victor Young—Decca 28675 Continues to hold strength, just off top 20 listing.

I'D RATHER DIE YOUNG Hilltoppers-Dot 1508 Coming up strongly, now just off the national sales chart.

ORGAN GRINDER'S SWING HONEY IN THE HORN Four Aces-Decca 28691 Definitely building strength. Side preference continues split

with edge currently to "Organ Grinder's Gwing." Continued on page 50

### Country & Western

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

Continues to show good strength in a number of areas with beginning action noted in Eastern Pennsylvania.

JUST WAIT TILL I GET YOU ALONE Carl Smith-Columbia 21087 Hit juke box chart for first

SOUTH IN NEW ORLEANS Johnnie and Jack-RCA Victor 20-5290

Continues to make gains in the Midwest and South.

SPANISH FIRE BALL Hank Snow-RCA Victor 20-5296

Building steadily according to all hillbilly reports. Closing fast on the top 10 retail sellers.

**BIG MAMOU** Link Davis-Okeh 18001 Reports show it to be holding pretty steady in the areas previously reported. No new action reports.

### Rhythm & Blues

IS IT A DREAM? Vocaleers-Robin 114 Hit national best seller list for first week. HEAVY JUICE

Tiny Bradshaw-King 4621 Continues to show building action. Just off national sales chart.

THESE FOOLISH THINGS Dominoes—Federal 12129 Most reports continue to show upward movement on

### NEWSPAPER EDITORS-

this record.

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### RECORD DEALERS-

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

### JUKE BOX OPERATORS-

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

# Jimmy Rosemary CLOONEY

present two rollicking, tuneful new hits

Based on the comic strip by Hank Ketcham

Accompanied by NORMAN LUBOFF

78 rpm 39988 45 rpm 4-39988



COLUMBIA @ RECORDS Trade Marks "Columbia," "Masterworks," @D. @ Reg. U. S. Pat. Off. Marcas Registradas

# TOP POPULAR RECORDS

### Best Selling Singles

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

This Week	Last   on Week   Chart
I. SONG FROM MOULIN ROUGE— F. Sanders Swedish Rhapsody—Col 39944—BMI	1 - 9
<ol> <li>APRIL IN PORTUGAL—L. Baxter. Suddenly—Cap 2374—ASCAP</li> </ol>	3 , 9
3. RUBY—R. Hayman  Love Mood—Mercury 70115—ASCAP	6 8
4. I'M WALKING BEHIND YOU— E. Fisher-H. Winterhalter Just Another Polka—V 20-5293—ASCAP	7 4
5. DOGGIE IN THE WINDOW—P. Page My Jealous Eyes—Mercury 70070—ASCAP	e 2 18
6. I BELIEVE—F. Laine  Your Cheatin' Heart—Col 39938—ASCAP	4 15
7. SAY YOU'RE MINE AGAIN— Perry Como	
8. ANNA—S. Mangano	8 8
9. PRETEND—Nat (King) Cole  Don't Let Your Eyes Go Shopping— Cap 2346—ASCAP	5 16
10. THE HO HO SONG—Red Buttons Strange Things Are Happening— Col 39981—ASCAP	10 5
11. I BELIEVE—J. Froman	:14 5
12. SEVEN LONELY DAYS—G. Gibbs.  If You Take My Heart Away— Mercury 70095—ASCAP	11 12
13. APRIL IN PORTUGAL—R. Hayman Anna—Mercury 70114—ASCAP	13 5
14. TELL ME A STORY—F. Laine-J. Boy Little Boy and the Old Man—Col 39945—BM	
<ol> <li>APRIL IN PORTUGAL—F. Martin</li> <li>Penny Whistle Blues—V 20-5052—ASCAP</li> </ol>	17 3
16. SONG FROM MOULIN ROUGE— Mantovani	16 2
17. CRAZY MAN CRAZY— B. Haley's Comets What Cha Gonna Do—Essex 321—BMI	15 2
18. YOUR CHEATIN' HEART—Joni Jan I'll Be Waiting for You—M-G-M 11426—BMI	
19. LIMELIGHT (Terry's Theme)— F. Chacksfield Limelight (Ballet Music)—London 1342—ASCA	
20. RUBY—L. Baxter Little Love—Cap 2457—ASCAP	

### Most Played in Juke Boxes

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

This	District Control of the Control of t	Veeks on Chart
1.	P. Faith-F. Sanders	5
2.	APRIL IN PORTUGAL—L. Baxter 4 Suddenly—Cap 2374—ASCAP	6
3.	DOGGIE IN THE WINDOW—Patti Page. 2 My Jealous Eyes—Mercury 70070—ASCAP	17
4.	I BELIEVE—F. Laine	12
4.	SAY YOU'RE MINE AGAIN—P. Como 5. My One and Only Heart—V 20-5277—BMI	5
• 6.	I'M WALKING BEHIND YOU— F. Fisher-H. Winterhalter 9  Just Another Polka—V 20-5293—ASCAP	4
7.	SEVEN LONELY DAYS—G. Gibbs 5  If You Take My Heart Away— Mercury 70095—ASCAP	12
8.	PRETEND—Nat (King) Cole 8  Don't Let Your Eyes Go Shopping— Cap 2346—ASCAP	15
9.	YOUR CHEATIN' HEART—Joni James. 7 1'll Be Waiting for You—M-G-M 11426—BMI	15
10.	ANNA—S. Mangano	3
11.	ALMOST ALWAYS—J. James11 Is It Any Wonder?—M-G-M 11476—ASCAP	5
12.	RAMONA—Gaylords	8
13.	HO HO SONG—R. Buttons	2
13.	RUBY—L. Baxter	2
15.	CRAZY MAN CRAZY—  B. Haley's Comets	2
15.	RUBY—R. Hayman  Love Mood—Mercury 70115—ASCAP	1
17.	F. Laine-J. Boyd	10
17.	CARAVAN—R. Marterie	7
17.	APRIL IN PORTUGAL—Tony Martin  Now Hear This—V 20-5279—ASCAP	1
20.	APRIL IN PORTUGAL—R. Hayman— Anna—Mercury 70114—ASCAP	2
20.	STRANGE THINGS ARE HAPPENING  —R. Buttons	1

## Most Played by Jockeys

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

	The reverse side of each record is also fisica,	72
	This Last   0 Week   C	eks n hart
2	P. Faith-F. Sanders	6
	2. APRIL IN PORTUGAL—L. Baxter 2 Suddenly—Cap 2374—ASCAP	8
	3. I BELIEVE—F. Laine	13
	4. RUBY—R. Hayman 4  Love Mood—Mercury 70115—ASCAP	7
	5. SEVEN LONELY DAYS—G. Gibbs 6  If You Take My Heart Away— Mercury 70095—ASCAP	11
	6. I'M WALKING BEHIND YOU— E. Fisher-H. Winterhalter 8 Just Another Polka—V 20-5293—ASCAP	3
4	7. SAY YOU'RE MINE AGAIN— Perry Como	5
	8. DOGGIE IN THE WINDOW—P. Page 4  My Jealous Eyes—Mercury 70070—ASCAP	16
	9. PRETEND—Nat (King) Cole	15
	10. YOUR CHEATING HEART—J. James 9 I'll Be Waiting for You—M-G-M 11426—BMI	14
	11. APRIL IN PORTUGAL—V. Damone10 I'm Walking Behind You— Mercury 70128—ASCAP	4
	12. TELL ME A STORY—F. Laine-J. Boyd 20 Little Boy and the Old Man—Col 39945—BMI	10
	13. RUBY—L. Baxter	2
	14. I'M WALKING BEHIND YOU— F. Sinatra	3
	15. SONG FROM MOULIN ROUGE—  Mantovani	3
	16. O WHAT YOU DO TO ME—P. Page— Now That I'm in Love—Mercury 70127—ASCAP	1
	17. I BELIEVE—J. Froman  Ghost of a Rose—Cap 2332—ASCAP	5
	18. IS IT ANY WONDER?—J. James16 Almost Always—M-G-M 11470—ASCAP	3
	18. ALMOST ALWAYS—Joni James— . Is It Any Wonder?—M-G-M 11470—ASCAP	1
	20. CARAVAN—R. Marterie	11

While We Dream-Mercury 70097-ASCAP

# Best Selling Popular Albums

Chis

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

Weeks

Ho Ho Song-Col 39981-ASCAP

Vec	records ***	,nar
	33 ⅓ R.P.M.	
1.	MUSIC FOR LOVERS ONLY-J. Gleason-Cap H-352 2	20
ï	MUSIC OF VICTOR HERBERT-Mantovani Ork-London LL-746 3	3
3.	HANS CHRISTIAN ANDERSEN-D. Kaye-G. Jenkins-Dec DL-5433 1	20
4	ARTHUR GODFREY'S TV CALENDAR SHOW-A. Godfrey and His Friends-Col CL-521 4	10
5.	CALL ME MADAM-E. Merman-Dec DL-5465, DL 8035	61
6.	WONDERFUL TOWN-R. Russell-Dec A-937; DL-9010	1
7.	BY THE LIGHT OF THE SILVERY MOON-Doris Day-Col CL-6248 6	4
	SWEETHEARTS-M. Marlowe and F. Parker-Col CL-6241 7	14
9.	KAY STARR STYLE-Kaye Starr-Cap H-383 8	16
10.	STARS AND STRIPES FOREVER-A. Newman-M-G-M E-176	20
	45 R.P.M.	17
1.	MUSIC FOR LOVERS ONLY-J. Gleason-Cap EBF-325 2	15
2.	HANS CHRISTIAN ANDERSEN-D. Kaye-G. Jenkins-Dec 9-364 1	18
3.	ARTHUR GODFREY'S TV CALENDAR SHOW-A. Godfrey and His Friends-Col G-4-18 3	10
4.	SWEETHEARTS-M. Marlowe and Frank Parker-Col B-3314	14
5.	BY THE LIGHT OF THE SILVERY MOON-Doris Day-Col B-334 5	4
6.	MUSIC OF VICTOR HERBERT-Mantovani-London BEP-6074; London BEP-6075 8	2
7.	STARS AND STRIPES FOREVER-A. Newman and 20th Century-Fox Studio Ork-	
	M-G-M K-176 6	21
8.	CALL ME MADAM—E. Merman—Dec ED-508	61
9.	KAY STARR STYLE—Kay Starr—Cap EBF-363	15
10.	STAN KENTON CONCEPTS—S. Kenton—Cap EBF-383	2

# Best Selling Children's Records

This Week	records. No distinction is made between record speeds. Number after Last	Week-
1. P	PETER PAN (2)—B. Driscoll-Original Cast—V VY-4001	1 14
2. E	DOGGIE IN THE WINDOW (I)-Patti Page-Mercury 70070	3 6
3. H	IANS CHRISTIAN ANDERSEN (4)—D. Kaye—Decca A-919	2 14
4. L	JITTLE RED MONKEY (1)-R. Clooney-Col MJV-164	4 2
5. R	ROBIN HOOD (2)-B. May-E. Pala-G. Wyle-E. Hayes-L. E. Watkins-Cap DBX-3138	5 38
5. P	PETER AND THE WOLF (2)—Sterling Holloway—V Y-386	9 101
7. 1	TELL ME A STORY (1)-J. Boyd-F. Laine-Col MJV-161	6 3
	BOZO AT THE CIRCUS (2)-A. Livingston-Vance Pinto Colvig-Cap BBX-34	AN ARROWS
7. T	HUMBALINA—D. Kaye—Dec 28380	- 1
10. B	10ZO ON THE FARM (2)-P. Colvig-B. May-Cap DBX-3076	- 71
11. B	BOZO HAS A PARTY (2)-B. May Ork-P. Colvig-Cap DBX-3133	7 38
11. 1	TAUT I TAW A PUDDY TAT (I)-Mei Blanc-Cap 1360	9 8
	NEVER SMILE AT A CROCODILE (1)-J. Lewis-Cap CAS-3163	
11. T	RAIN TO THE ZOO (1)-N. Rose-Children's Guild 1001	2 38
15. T	TEDDY BEAR'S PICNIC (1)-P. Green-M-G-M 30194	_ 5
15. 1	TWEET, TWEET TWEETY (I)-M. Blanc-B. May-Cap CAS-3118	_ 27

BIGNEWS!

37

THIS ONE'S

# EDDY ARNOLD

HOW'S THE WORLD TREATING YOU

FREE HOME DEMONSTRATION

20/47-5305

78 | 45

NEW RELEASES

(Every Night When the Sun Goes Down) (From the M-G-M film "Bright Road")

(from the Aspen film "Return to Paradise")

(from the Otto Preminger-F. Hugh Herbert

Frankie Carle and his Orch.

SUZANNE

MATILDA, MATILDA!

RETURN TO PARADISE

THE MOON IS BLUE

THE CARLEBOOGIE

PIANOLO

THE DONKEY SERENADE

BUMPS-A-DAISY—Waltz

(from "The Firefly")

PUT YOUR LITTLE FOOT THERE

Don Meehan

Al Caiola with Rhythm

film "The Moon Is Blue")

The Silver Strings

THE RHYTHM OF THE RAINDROPS

**POPULAR** 

Harry Belafonte with Orch. and Chorus

20-5311 (47-5311)\*

20-5318 (47-5318)\*

20-5319 (47-5319)\*

Spike's landed a big one!

THREE LITTLE FISHIES (Itty Bitty Poo)

Vocal refrain by George Rock

Release #53-22

BEST SELLERS

RCA Victor **Best Sellers** 

**POPULAR** 

I'M WALKING BEHIND YOU/JUST ANOTHER POLKA Eddie Fisher .................20-5293 (47-5293)

THAT HOUND DOG IN THE WINDOW/PORE OL' KOO-LIGER Homer & Jethro ..........20-5280 (47-5280)

MY ONE AND ONLY HEART/SAY YOU'RE MINE AGAIN Perry Como .................20-5277 (47-5277)

USKA DARA/TWO LOVERS Eartha Kitt .................20-5284 (47-5284)

NOW HEAR THIS/APRIL IN PORTUGAL Tony Martin .................20-5279 (47-5279) APRIL IN PORTUGAL/PENNY WHISTLE BLUES

Freddy Martin .................20-5052 (47-5052) WHAT A CRAZY GUY/THERE IS A TAVERN IN THE TOWN

HEAP BIG BEAT/I WONDER WHY Buddy Morrow ...........20-5295 (47-5295)

COUNTRY-WESTERN

Sunshine Ruby ............20-5250 (47-5250)

Johnnie & Jack ............20-5290 (47-5290)

Eddy Arnold ................20-5305 (47-5305)

RHYTHM-BLUES

TOO YOUNG TO TANGO/HEARTS WEREN'T MEANT

SOUTH IN NEW ORLEANS/WINNER OF YOUR HEART

HOW'S THE WORLD TREATING YOU/FREE HOME

BROKEN WINGS/THE CANNONBALL YODEL

I WANNA KNOW/LAUGHING BLUES

ALL NIGHT BABY/OH WHY

TO BE BROKEN

DEMONSTRATION

A DIN SKAL, A MIN SKAL THE HONEY JUMP/TIME TO DREAM (Swedish Polka) 

Vocal refrain by Ole Svenson and the Yumpin' Yimminy Fans JIGSAW PUZZLE HEART/THE OLD TRIANGLE Spike Jones and the City Slickers Sonny Howard ......20-5304 (47-5304)

20-5320 (47-5320)\* HOT TODDY/SERENADE Ralph Flanagan ..................20-5095 (47-5095)

WALTZ OF PAREE/PADAM . . . PADAM Melachrino Strings . . . . . . . . . 20-5285 (47-5285) 20-5315 (47-5315)\*

SEND MY BABY BACK TO ME/MEANWHILE Sunny Gale ......30-5306 (47-5306)

RCA Victor Folk Dance Orch. RUBY/LESS THAN TOMORROW 20-5316 (47-5316)\* Vaughn Monroe ..........20-5286 (47-5286)

**COUNTRY-WESTERN** DOO WACKA DOODLE/THE SONG FROM MOULIN ROUGE 

I WAS WRONG

20-5314 (47-5314)\*

I HEARD ABOUT YOU Charline Arthur 20-5313 (47-5313)\*

THAT LONG, LONG ROAD OF LOVE I LEFT MY HEART AT HOME SPANISH FIRE BALL/BETWEEN FIRE AND WATER

RHYTHM-BLUES

The sensational answer to their smash "I Want To Know"



I FOUND OUT (What You Do When You Go 'Round There)

LITTLE GIRL, LITTLE GIRL (You'd Better Stop Talkin' in Your Sleep)

> The Du Droppers 20-5321 (47-5321)\*

**ALBUMS** 

HOMER AND JETHRO ASSAULT THE TOP POPS Homer and Jethro EPA-499\*

\$45 rpm cat. nos.

CLIP—FILL IN—ORDER TODAY!





Breaking in New England!

MATILDA, MATILDA!

SUZANNE

20-47-5311

"45 EXTENDED PLAY" ALBUMS MEAN EXTRA PROFIT



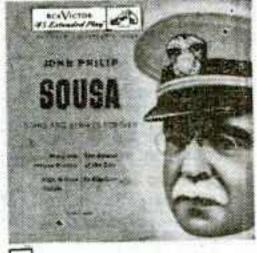
EPA-415

"Spike Jones Kids the Classics," including the "William Tell Overture," the "Dance of the Hours," "Rhopsody From Hungery(y)" and "None But the Lonely Heart."

(EPA-415)

(EPAT-402)

"Stars and Stripes Forever," the March King himself, John Philip Sousa, leads his famous band in four of his own compositions: "Stars and Stripes Forever," "High School Cadets," "The Fairest of the Fair" and "El Capitan March."



EPAT-402



SALES GROW WHEN YOU GO "45"



LADDER OF

JIMMY BLUE

BONNIE LOU

BONNIE LOU

PICKER

SEVEN LONELY DAYS

JUST OUT OF REACH

RHEUMATISM BOOGIE ROCKET TO THE MOON

HEY! MISTER COTTON-

LEAVING YOU WITH A

WORRIED MIND

THE ROCKY, BUMPY

ROAD TO LOVE

YOUNG, MAGGIE HOT SHOT RAG

TINY BRADSHAW

ING DOWN

STRANCE

EARL BOSTIC

ROY BROWN

TOWN

BILLY WARD

AND HIS DOMINOES

CAMILLE HOWARD

THE ROYALS

I FEEL SO BLUE

K.C. LOVING

RECORDS

EXCITE ME, DADDY

I'M SO CONFUSED 12125 and 45-12125

CHIEMI ERI and GI JOE

FORGIVE ME (Comenasi) PRETTY-EYED BABY

THE SHRINE OF ST. CECELIA

LITTLE WILLIE LITTLEFIELD

PLEADING AT MIDNIGHT 12110 and 45-12110

DISTRIBUTED BY

Brewster Ave.

Cincinnati 14.

12140 and 45 12140

12121 and 45-12121

THESE FOOLISH THINGS REMIND ME OF YOU DON'T LEAVE ME THIS

12129 and 45-12129

GAMBLIN' MAN

ANNISTEEN ALLEN

THE SONG IS ENDED

MR. HOUND DOG'S IN

TRYING TO LIVE WITH-

MY BABY KEEPS ROLLIN'

CHEROKEE

EVER SINCE WE MET

WHEN YOU AND I WERE

HEAVY JUICE THE BLUES CAME POUR-

YORK BROTHERS

EDDIE SMITH

MOON MULLICAN

BUMMING AROUND

1214 and 45-1214

1213 and 45-1213

1192 and 45-1192

1198 and 45-1198

1221 and 45-1221

1206 and 45-1206

1204 and 45-1204

4621 and 45-4621

4577 and 45-4577

4623 and 45-4623

4627 and 45-4627

4622 and 45-4622

ederal =

DANCIN' WITH SOMEONE SCRAP OF PAPER

WHY, WHY, WHY

Best Sellers

The Billboard's Music Popularity Charts

### . . . For Week Ending May 23

# Territorial Best Sellers (Popular)

### This Week's Territorial Best Sellers to Watch

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

Chicago New York

Boston...LIMELIGHT (TERRY'S THEME)

Atlanta....I'D RATHER DIE YOUNG

Hilltoppers, Dot 15085

F. Chacksfield, London 1342

Philadelphia....ORGAN GRINDER'S SWING Four Aces, Decca 28691

St. Louis....P.S.: I LOVE YOU

BIG MAMOU BREEZE, THE

Pittsburgh....OH

P.S.: I LOVE YOU

Boston....ALLEZ VOUS EN

K. Starr, Capitol 2464

7. I'm Walking Behind You Hilltoppers, Dot 15085

E. Fisher-H. Winterhalter, P. Hanley, Okeh 6956 8. Crazy Man Crazy

B. Haley, Essex T. Richards, Derby 823 9. I Believe

F. Laine, Columbia P. W. Hunt, Capitol 2442 10. Ruby

R. Hayman, Mercury Hilltoppers, Dot 15085

### Los Angeles

Washington—Baltimore

P. Faith-F. Sanders, Columbia

1. Song From Moulin Rouge

3. Say You're Mine Again

Doggie in the Window

2. April in Portugal L. Baxter, Capitol

P. Como, Victor

Mangano, M-G-M

P. Page, Mercury

J. Froman, Capitol

4. Anna

6. I Believe

Victor

1. Song From Moulin Rouge P. Faith-T. Sanders, Columbia

2. Ruby

R. Hayman, Mercury

3. Pretend Nat (King) Cole, Capitol

4. April in Portugal L. Baxter, Capitol

5. Anna S. Mangano, M-G-M

6. I'm Walking Behind You E. Fisher-H. Winterhalter. Victor

7. Doggie in the Window P. Page, Mercury

8. I Believe

J. Froman, Capitol

9. Say You're Mine Again P. Como, Victor

10. April in Portugal F. Martin, Victor

# St. Louis

1. April in Portugal

L. Baxter, Capitol 2. Song From Moulin Rouge

P. Faith-F. Sanders, Columbia 3. I'm Walking Behind You E. Fisher-H. Winterhalter,

4. Crazy Man Crazy

Victor

B. Haley, Essex

5. Anna S. Mangano, M-G-M

6. Ruby

L. Baxter, Capitol

7. P. S. I Love You

Hilltoppers, Dot

8. Ruby

R. Hayman, Mercury 9. Big Mamou

P. Hanley, Okeh Breeze, The

T. Richards, Derby

### Cincinnati

1. Song From Moulin Rouge P. Faith-F. Sanders, Columbia

2. Say You're Mine Again P. Como, Victor

3. I'm Walking Behind You E. Fisher-H. Winterhalter.

Victor 4. April in Portugal

R. Hayman, Mercury

5. I Believe

J. Froman, Capitol

6. Ruby R. Hayman, Mercury

7. Pretend Nat (King) Cole, Capitol

8. I Believe

F. Laine, Columbia 9. Is It Any Wonder

J. James, M-G-M

Crazy Man Crazy B. Haley, Essex

### Pittsburgh

1. Song From Moulin Rouge P. Faith-F. Sanders, Columbia

2. I Believe F. Laine, Columbia

3. April in Portugal

L. Baxter, Capitol 4. April in Portugal

V. Damone, Mercury

P. W. Hunt, Capitol

6. April in Portugal

R. Hayman, Mercury 7. I'm Walking Behind You E. Fisher-H. Winterhalter, Victor

Seattle

Hilltoppers, Dot 9. Say You're Mine Again

1. Song From Moulin Rouge

P. Faith-F. Sanders, Columbia 2. April in Portugal

8. P.S.: I Love You

P. Como, Victor 10. Crazy Man Crazy B. Haley, Essex

L. Baxter, Capitol 3. Ruby

R. Hayman, Mercury I'm Walking Behind You
 E. Fisher-H. Winterhalter,

5. Doggie in the Window

P. Page, Mercury 6. Anna

Mangano, M-G-M 7. Ruby

L. Baxter, Capitol 8. Say You're Mine Again

P. Como, Victor

9. If I Were King

Hilltoppers, Dot 10. Half a Photograph

K. Starr, Capitol

### Boston

1. Song From Moulin Rouge P. Faith-F. Sanders, Columbia

2. Ruby R. Hayman, Mercury

3. Anna S. Mangano, M-G-M

4. Say You're Mine Again P. Como, Victor

5. Pretend Nat (King) Cole, Capitol

6. Song From Moulin Rouge

Mantovani, London

7. Doggie in the Window

P. Page, Mercury 8. I'm Walking Behind You E. Fisher-H. Winterhalter,

Victor

9. Limelight (Terry's Theme)

F. Chacksfield, London

10. Allez Vous En

K. Starr, Capitol

Denver

1. Song From Moulin Rouge

P. Faith-F. Sanders, Columbia

2. April in Portugal

L. Baxter, Capitol 3. Doggie in the Window

P. Page, Mercury

4. I Believe

F. Laine, Columbia

5. Ruby

R. Hayman, Mercury

6. Anna

P. Weston, Columbia

### ASCAP-ers Renew Rights

NEW YORK, May 23.-Approximately 50 per cent of the membership of the American Society of Composers, Authors and Publishers have already renewed with the Society the broadened TV performing rights. The members' original grant expires at the end of this year. The renewal gives ASCAP the right to handle those rights until 1957. The 50 per cent of the members

who have already renewed represent 80 per cent of the dollar volume in performance money earned by the Society.

Tape Recording Group Formed NEW YORK, May 23 .- Manu-

facturers of tape recording equipment, tape and pre-recorded tape have banded together in a trade association, first such group for the still infant industry. Formation of the Magnetic Recording Industry Association took place this week during the Electronc Parts Show in Chicago. Named as president of the group was Joseph Hards, veepee of A-V Tape Libraries. Named to work with Hards as

a committee to devise aims, purposes and by-laws for the MRIA were Paul Jansen, Minnesota Mining; Les Samuel, Webster Electric; Bob Shoemaker, DuKane Corporation, and Russ Tinkham, Ampex Electric Corporation.

Copyrighted material

# Territorial Best Sellers

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

5. Pretend

9. Ruby

3. Anna

4. Pretend

7. I Believe

9. I Believe

8. Ruby

4. Doggie in the Window

Nat (King) Cole, Capitol

6. Say You're Mine Again

8. Organ Grinder's Swing

R. Hayman, Mercury

New York

Limelight (Terry's Theme) F. Chacksfield, London

P. Faith-F. Sanders, Columbia

1. Song From Moulin Rouge

S. Mangano, M-G-M

P. Page, Mercury

L. Baxter, Capitol

F. Laine, Columbia

J. Froman, Capitol

P. Como, Victor

2. April in Portugal

P. Como, Victor

9. April in Portugal

Half a Photograph

2. April in Portugal

3. Anna

4. I Believe

7. Pretend

8. Ruby

L. Baxter, Capitol

S. Mangano, M-G-M

F. Laine, Cclumbia

B. Williams, M-G-M

6. Doc ie in the Window

P. Page, Mercury

V. Young, Decca

9. Dennis the Menace

K. Starr, Capitol

L. Baxter, Capitol

Victor

5. Ho Ho Song

6. I Believe

7. Ruby

8. Pretend

10. Say You're Mine Again

Detroit

P. Faith-F. Sanders, Columbia

1. Song From Moulin Rcuge

R. Hayman, Mercury

4. Say You're Mine Again

R. Buttons, Columbia

R. Hayman, Mercury

Nat (King) Cole, Capitol

New Orleans

P. Faith-F. Sanders, Columbia

5. Pour Me a Glass of Teardrops

Nat (King) Cole, Capitol

1. Song From Moulin Rouge

F. Laine, Columbia

3. I'm Walking Behind You

E. Fisher-H. Winterhalter,

R. Hayman, Mercury

6. April in Portugal

Nat (King) Cole, Capitol
5. Doggie i the Window

P. Page, Mercury

P. Como, Victor

B. Haley, Essex

Four Aces, Decca

10. Your Cheatin' Heart

7. Crazy Man Crazy

### Chicago

1. Song From Moulin Rouge P. Faith-F. Sanders, Columbia

2. Anna S. Mangano, M-G-M 3. April in Portugal

L. Baxter, Capitol 4. Ruby

R. Hayman, Mercury 5. Ho Ho Song R. Buttons, Columbia

Say You're Mine Again P. Como, Victor 7. Uska Dara

E. Kitt, Victor 8. I'm Walking Behind You E. Fisher-H. Winterhalter.

9. My One and Only Heart P. Como, Victor Limelight (Terry's Theme)

F. Chacksfield, London

# Atlanta

1. Song From Moulin Rouge

P. Faith-F. Sanders, Columbia 2. Doggie in the Window P. Page, Mercury

3. I Believe F. Laine, Columbia 4. Ruby

R. Hayman, Mercury 5. I'd Rather Die Young

Hilltoppers, Dot Pretend

Nat (King) Cole, Capitol 7. April in Portugal

L. Baxter, Capitol Caravan R. Marterie, Mercury

9. Somebody Stole My Gal J. Ray, Columbia 10. I'm Walking Behind You E. Fisher-H. Winterhalter,

# Dallas-Ft. Worth

1. April in Portugal

Victor

L. Baxter, Capitol 2. Song From Moulin Rouge P. Faith-F. Sanders, Columbia

Nat (King) Cole, Capitol 4. Doggie in the Window

P. Page, Mercury 5. Ruby R. Hayman, Mercury 6. I Believe

J. Froman, Lapitol Say You're Mine Again P. Como, Victor

8. I'm Walking Behind You

E. Fisher-H. Winterhalter,

Victor 9. Caravan R. Marterie, Mercury 10. Ruby

V. Young, Decca

### **Philadelphia**

Song From Moulin Rouge Faith-F. Sanders, Columbia

F. Laine, Columbia 3. April in Portugal L. Baxter, Capitol

2. I Believe

10. Ho Ho Song R. Buttons, Columbia

R. Clooney-J. Boyd, Columbia

# Austree NEW Smash for Okertooo



sings a powerful NEW hit



# don't call my name

Orchestra and Chorus under the direction of PHIL MOORE and GEORGE SIRAVO

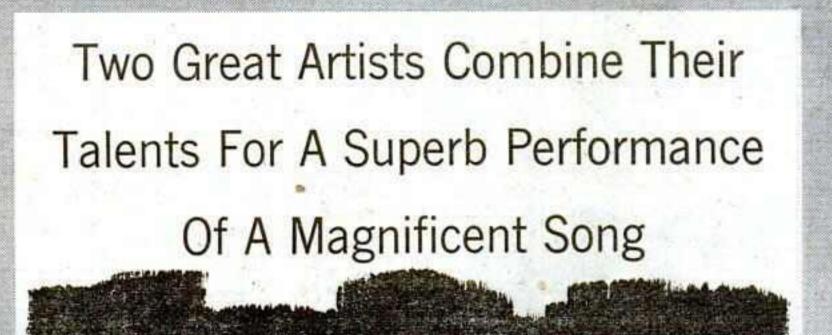
Columbia (Columbia Records, Inc.)

Frede Marie: Columbia (Columbia) Mailler works.

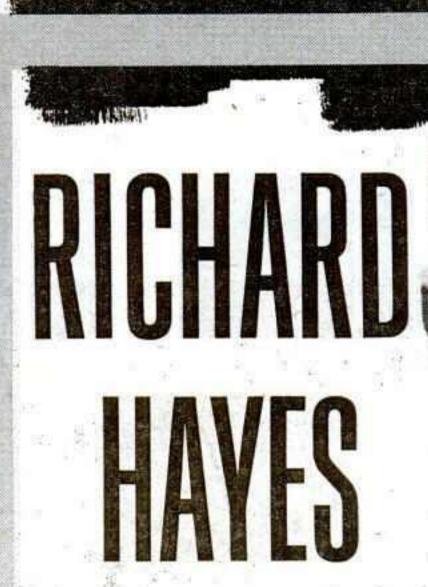
W. Reg. U. S. Par. C. F. Maries Regulated.

backed with "THE BREEZE"

● 78 rpm 6964—45 rpm 4-6964



# finight n Paris<sup>77</sup> COUPLED WITH "MATILDA, MATILDA" 70169X45 MERCURY 70169 .





WITH ORCHESTRA CONDUCTED



RE THE R.



### **VOX JOX**

By GENE PLOTNIK

#### Chatter

Bill Silbert is originating his Saturday shows via WMGM, New York, from the Palisades amusement park.... Thru a mix-up, Johnny Michaels, WVKO, Columbus, O., had three guest stars converging on his show at once, Connee Boswell, Jack Teagarden and Mel Torme. So they did a four-man deejay show, commercials and all.... Cowboy Dale Dwelley is moving from KSUE, Susanville, Calif., to KVCV, Redding, Calif... Hal Tate has left WBKB, Chicago, to join WAIT, same city, where his show will be known as "Tate on WAIT." . . . Mort Fleischmann, producer of the Kathi Norris show on NBC, is out in Cleveland as production manager for Johnny Andrews' two disk shows on WTAM, as

#### YESTERYEAR'S TOPS-

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

MAY 29, 1943

- 1. That Old Black Magic 2. Don't Get Around Much
- Anymore
- 3. Brazil 4. I've Heard That Song Be-
- fore 5. As Time Goes By
- 7. Velvet Moon
- 8. Taking a Chance on Love 9. For Me and My Gal

MAY 29, 1948

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

well as on his TV show via WNBK. . . . Rex Dale, WCKY, Cincinnati, has persuaded the manager of a suburban theater, The Valley, to book live record talent, and is looking for its hypo effect on disk sales. . . . Roy Leonard, WKOX, Framingham, Mass., reports that, during the first six months of his Saturday afternoon "Open House," 20 top name artists have made in-person visits to an average teen-age studio audience of 650. . . . Larry Truesdale has been upped to program director at WMNB, North

Adams, Mass. . . . Al Norman, WFDF, Flint, Mich., next week will devote a half hour to the hits of 1922 to celebrate his station's 31st anniversary. . . . Ted Kirby has changed from Payne, Ala., to WFPA, same town. . . . Lou Barile, WKAL, Rome, N. Y., announces the winners of his fourth annual popularity poll. Top tune by a runaway was "You Belong to Me." For the fourth year, Perry Como was top male vocalist, with Eddie Fisher close second. Top thrush was Joni James, with last year's winner, Doris Day, close second. Top sweet band was Guy Lombardo, and top swing, Billy May, according to Barile's listeners.

#### Sounds

Ken Rowland, KSAL, Salina, Kan.; "Why don't all the record companies print the first name of the composers on their label credits?"... Ernie Roth, WCMW, Canton, O.: "When is Capitol Records going to wake up and start pro-moting Mel Torme? We haven't had a Torme release in over four months. . . . Sy Levy. KVER, Albuquerque, N. M., contends that "Almost Always" is Joni James' best yet. ... An unnamed jock at KLOC, Leavenworth, Kan., complains: "No such thing as a guest artist at this place. You might remind the upper crust of mu-sic that KCLO would welcome any visitors, coffee furnished." . . . Gerry Grainger, KOSA, Odessa, Tex.: "Who gave Mercury the shot in the arm? Terrific!" . . . Jerry Kay, WWEZ, New Orleans: "Danny Kessler, Okeh Records, is doing an outstanding job of getting top talent lined up. Watch what they do in a short time."

#### lokes and Gimmix

Art Laboe, KXLA, Hollywood, does tape interviews at Scrivners Drive - In, Hollywood, then puts them on the air five minutes later. People hear their voices thru their own car radios. . . . To celebrate the centennial of the city of Centralia, Ill., the staff of WCNT is turning out enmasse with beards. Tommy Dunn, there, is looking for a list of top tunes of a century ago. . . . The deejays at KFFA, Helena, Ark., have a pet mouse who enjoys getting a ride on one of the turntables. They

# **Donut Platter Scramble**

call him Mickey.

• Continued from page 20

cannot be stocked somewhere in discontinuing to box its two-disk back of the shop, out of the cus-tomer's sight, and earn satisfac-them in flap-fold packs. tory movement. They must be placed where their colorful jack- sets in its current catalog. The ets will attract the eye and spur heavy majority are conversions impulse, self-service sales. A number of diskeries are already lesser number of semi-classical supplying display racks to EP accounts. And experimentation for no regular release schedule has more effective display devices is been planned by the diskery, gaining momentum.

the most ambitious study into the problems of EP merchandising. The firm has set up a model issuing EP's containing excerpts "store" in its Camden, N. J., of its recently-acquired Cetra "store" in its Camden, N. J., headquarters, engaged outside opera catalog. consultants, and begun extensive tests of displays of all types. The information gathered will later be disseminated to retailers. The basic problem undergoing inquiry is adequate display and the effectiveness of varying approaches is being measured.

### 400 EP Sets

100 of these in the R d Seal catemonth are skedded until September, when a big push by the disk-ery is planned. With Victor's outother manufacturers are seeking fall, when a step-up is planned. to close the gap with all possible

July, the total will be increased six a month will be issued, with by an additional 50, many of them | the present goal a total of at least multiple-disk packages. In a 50 sets by the end of the year. regular release schedule to begin Leaders in EP output in the and five-disk EP sets. It is also be exclusive on EP.

Capitol also has some 150 EP of its pop album output, with a items and pop EP singles. Altho there will be periodic releases Victor probably has launched until the fall, when a heavy albert most ambitious study into the bum output it skedded. Capitol also is mulling the advisability of

Mercury Picture
Of Mercury's approximately 70 available EP's, about 25 are in the classical category. The company is currently bending all efforts to increase the number of sets and well over an additional 100 EP packs will hit the market by fall.

Victor now has over 400 EP sets pop, classical and c.&w. items, in its active catalog, with about currently numbers about 60. The disks have been released in occagory. At least six new sets a sional batches until now, but the diskery has just begun a regular release schedule that is expected to add to its total at the rate of put by far the largest to date, five or six sets weekly until the

Coral, which like its parent Columbia has some 150 sets out to market as of this month. By

July 1, Columbia will issue classi-cal and popular EP's according to and Vox with 40 sets. Both firms a 50-50 ratio. This summer, the have relied mostly on excerpting label also introduces for the first suitable items from their LP catatime under its imprint three, four logs. But many items planned will

### Popular Record Reviews

Continued from page 32

beat not peppy enough to tire the older folks. Kenny Gardner does nicely on the vocal end. (Frank, ASCAP)

Spinning a Web....74

Lombardo's sidemen set a pretty backdrop for Kenny Gardner here, and all contribute ably. Another good cover slicing. (Paul, BMI)

DAVID ROSE ORK

M-G-M 30783 - The strings of the David Rose ork, assisted by muted brass, sing the theme from the title pic elegantly. Food for listening. (Robbins, ASCAP)

Return to Paradise .... 75

Much waxed theme from the film by the same name is set forth with taste by the ork. Another good side for listening. Jocks can make use of both sides. (Remick, ASCAP)

LOUIS ARMSTRONG ORK

Ramona ..... 75 DECCA 28704 — Gravel-voiced Louis awards the recently-revived evergreen a reading full of the individual appeal that has built him his large following. Armstrong fans will grab; others may sample. (Feist, ASCAP)

April in Portugal....74 Another typical "Satchmo" slicing, and that, for many, is 'nuf said. (Chappell, ASCAP)

VERA LYNN

LONDON 1298 - The now-familiar echo, plus the full chorus, accompany Miss Lynn in the expression of several well - known sentiments. (Pickwick, BMI)

No More .... 74 Unusual tune is sung with feeling by the songstress without her normal complement of airmen, sailors et al, Backing by Roland Shaw, with a Latin Beat, is striking. (Rex, ASCAP)

FRANCES FAYE

CAPITOL 2472 - The oldie gets a strong reading and orking for a likable side. (Harms, ASCAP)

I Was Wrong About You....73 The night club-vaude performer tackles a new item for a beautiful reading which should get spins. Orking is first-rate, too. (Maplewood, BMI).

ALFREDITO ORK

Goofus Mambo ......74 RAINBOW 216 - This is a waxing that should please a lot of Latin-American terp fans. The Alfredito ork plays it in spritely fashfon, and the ork men yell out the title now and then. A good catalog item for big city shops and for boxes in resort areas. (Feist, ASCAP)

Round World Mambo No. 2....74 Same comment.

ALAN DALE

CORAL 60997 - Dale gives a good legit vocal performance on this sentimental ballad. (Mellin, BMI) Return to Paradise .... 71

The Tiomkin-Washington ffim tune is creating some excitement. Dale's version constitutes a good performance. (Remick, ASCAP)

JERRY GRAY ORK

Off the Wall ......74 DECCA 28718 - Now that Morrow has established the fact that r.&b. tunes can sell in the pop market, there are many getting into the act. Tune is currently an r.&b. best-seller. Gray's handling is strictly in the pop vein and rather pleasant. Instrumental all the way. (Burton, BMI) Pale Moon....72

Chalk up another Glenn Miller ork. Opening is a dead-ringer. Strong vocal by bass Thurl Ravenscroft adds interest. (Forster, ASCAP)

BEA GARDY

Policeman ..... 74 DECCA 28712 - Thrush bea Gardy bows on the label with a warm reading of a better-than-average ditty, , backed in sparkling style by the Lew Douglas ork. Side shows off the canary's wistful style to advantage. Tune would make a cute kidisk. (Brandom, ASCAP)

You Just Don't Know .... 70 A doleful ballad is sung nicely by Bea Gardy, in a manner that is similar to both Joni James and Rosemary Clooney. Thrush has a pleasant quality, and this side, too, with its pretty ork backing, should grab some spins. (Brandom, ASCAP)

DEAN MARTIN

Till I Find You ......73 Capitol 2485 - A warm. slow-tempo ballad is sung expressively by the chanter, while the ork supports him with an attractive arrangement. Both sides could pull spins.

Love Me, Love Me....73 Dean Martin sings this new ballad in his own quiet style, backed by a chorus and the ork. Listenable disk-

BILLY MAY

Good Gravy ......73 CAPITOL 2474-Neat original instrumental on the ork's usual style. (Bradshaw, BMI)

From the Land of the Sky Blue Water .... 72

A. typical May ork instrumental should rack up typical May ork sales. (E. H. Morris, ASCAP)

THE BALLADIERS

What Will I Tell My Heart?.......73 ALADDIN 3123-The Balladiers give a sensitive vocal performance as they pose the \$64 question, "What Will I Tell My Heart?"

Forget Me Not....70 The Balladiers deliver a touching plaint. Not quite the impact of the

KEN CURTIS

The Call of the Far-Away Hills ......73 M-G-M 11510-Ballad from the current flicker, "Shane," is done simply and effectively. Dub-ins project the voice of the youngster from the sound track calling "Shane" to good novelty effect. Deejays should spin some. (Paramount, ASCAP)

DICK THOMAS

Brass Ring Love .... 70 Waltz ditty in the country vein is resonantly sung by Thomas. (Famous, ASCAP)

LIBERACE

COLUMBIA 39995 - Flashy onener segues into a quiet soulful rendition by Liberace. Should do well on the West Coast. (Mellow, BMI)

I'm Loved....72 The piano stylist turns the spotlight on his voice for this one. His is a cafe - type presentation. (Duchess, BMI)

JOHNNY PROPHET

You ..... 72 CORAL 60992-Tune from the 20th Century-Fox flick, "Girl Next Door," is an attractive one. With the exploitation due on the flick and score, Prophet should get some attention. (Feist, ASCAP)

If I Love You a Mountain .... 71 Another tune from the same and and another okay effort. This ballad has as clever a lyric as has been heard in some time. Tune seems headed for action, and this --- could catch a little. (Feist, ASCAP)

ETHEL SMITH

Melancholy Serenade ......72 DECCA 28720 - The pretty Jackie Gleason melody is played stylishly by (Continued on page 49)



the original darling

HUGO PERETTI

with

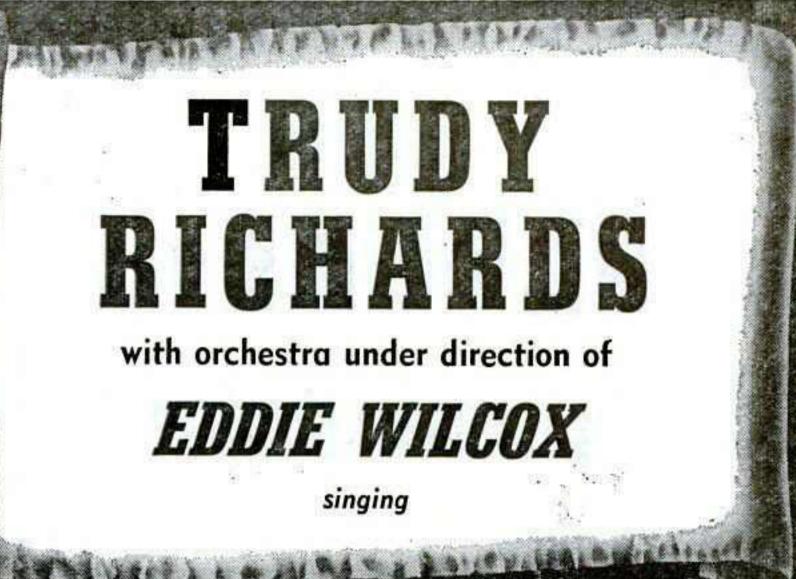
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FIRST IN RECORDED MUSIC

The Billboard's Music Popularity Charts

## TOP C&W RECORDS

. . . For Week Ending May 23

Records are ranked in order of their current national selling

### National Best Sellers

The state of said in country and neatern records	Last   Week	Weeks on Chart
1. MEXICAN JOE—J. Reeves	. 1	8
2. YOUR CHEATIN' HEART—H. Williams	. 3	15
2. THAT HOUND DOG IN THE WINDOW— Homer & Jethro Pore Ol' Koo-Liger—V 20-5280—ASCAP	. 7	2
4. TAKE THESE CHAINS FROM MY HEART— H. Williams	. 5	3
5. NO HELP WANTED—Carlisles		18
6. LAST WALTZ—W. Pierce	. 4	10
7. KAW-LIGA—Hank Williams	. 6	15
8. BUMMING AROUND T. T. Taylor		6
8. SEVEN LONELY DAYS—Bonnie Lou	. 9	4
10. RUB-A-DUB-DUB-H. Thompson	. 10	2

### Most Played by Jockeys

This Week	among disk jockeys who specialize in country was western	ast eck	Weeks on Chart
1.	YOUR CHEATIN' HEART—H. Williams	1	12
2. 1	MEXICAN JOE—J. Reeves	2	9
3. 1	NO HELP WANTED—Carlisles	3	21
4, 1	Mercury 70028—BMI KAW-LIGA—Hank Williams	4	15
5. 1	M-G-M 11416—ASCAP KNOTHOLE—Carlisles	5	8
6. 1	Mercury 70109—BMI  LAST WALTZ—W. Pierce	7	7
7.	TAKE THESE CHAINS FROM MY HEART— H. Williams	_	1
8. 1	I COULDN'T KEEP FROM CRYING-Marty Robbins	6	6
9. 1	I HAVEN'T GOT THE HEART—W. Pierce	8	6
9	JUST WAIT TILL I GET YOU ALONE—Carl Smith	-	. 2

### Most Played in Juke Boxes

This Week		Last	Weeks on Chart
1. N	O HELP WANTED—Carlisles	. 1	16
2. M	EXICAN JOE—J. Reeves	. 2	9
3. K	AW-LIGA—Hank Williams	. 3	15
4. Y	OUR CHEATIN' HEART—H. Williams	. 3	14
	AKE THESE CHAINS FROM MY HEART— H. Williams. M-G-M 11479—BMI	. 5	3
6. B	UMMING AROUND—T. T. Tyler	. 6	3
7. T	HIS ORCHID MEANS GOODBYE-Carl Smith	. ===	2
8. F	OOL SUCH AS I—H. Snow		10
9. J	UST WAIT TILL I GET YOU ALONE—Carl Smith	. —	1
10. I	COULDN'T KEEP FROM CRYING-M. Robbins	. 6	9
10. I	HAVEN'T GOT THE HEART—W. Pierce		3

### **Press Agents** Form Guild

NEW YORK, May 23.—Independent disk promoters have formed the Record Promoters' Guild following a meeting held here Wednesday (20). A score of the disk press agents held a confab and came up with a slate of officers for the association and some plans for the group's operation.

Elected president was Paul Brown. Morris Diamond was named vice-president, and Walter Hofer was elected secretarytreasurer. According to Brown, the RPG also has representatives tional survey to determine the dealers.

### GERMANS EYE **US SONG LIMIT**

PARIS, May 23.—Rumors coming out of German (mainly from Hamburg) recording and broadcasting houses hint that the managements are trying to put a quota on the import of American songs.

This is all the more irksome to Continental managers of American companies, since the German music ("Auf Widersien") is beginning to find a place on the U.S. market.

now in Chicago and Los Angeles. most effective means of servicing disk jockeys, program directors, The group contemplates a na- juke box operators and disk

### The Billboard Music Popularity Charts

. . . for Week Ending May 23

# TOP COUNTRY & WESTERN RECORDS

### C & W Record Reviews

Continued from page 32

MOLLY BEE

The Doggie on the Highway ..........76 CAPITOL 2494-This tearful lament, about a little girl and her pet doggie who didn't have enough canine sense to keep off the highway, is handled well by the young chantress. It's a melodic ditty, and sad enough to get attention. With exposure it could grab action.

I'll Tell My Mommy .... 71 A pleasant-sounding effort receives a nice vocal from the youthful thrush.

TENNESSEE ERNIE-MOLLY BEE

Don't Start Courtin' in a Hot Rod ....76 CAPITOL 2473-A sage piece of advice is given by Molly Bee and Tennessee Ernie, who explain that the old-time buggy is more suitable for courtin' than a fast automobile. Melodic ditty is sung well by the twosome, and it could grab off coins. (Snyder, ASCAP)

We're A-Growin' Up .... 69 Novelty effort receives a happy vocal treatment by the country pair, but the material doesn't equal the performance. (Alamo, ASCAP)

BILLY RAY

I Couldn't Sleep Last Night ...........75 OKEH 18009 - Better-than-average weeper receives a potent vocal from the warbler, who sings it as tho he really means it. Ray has a really individual style, and with the right material, he has a chance to bust out. (Peer, BMI)

Tired of Talking to the Blues ... 75 Billy Ray, singing somewhat in the manner of his namesake Johnnie Ray, turns in a strong reading here of a country blues, selling the heart-rending ditty in most listenable fashion. It's good wax, and should grab both spins and plays. The warbler has a lot on the ball. (Peer, BMI)

BILL LONG

What a Waste (of Good Corn Likker)...75 KING 1222-A very good rural record that should pull plenty of loot in the boxes. It's a fast novelty which Long handles very well. Backing is done in breakdown fashion and is solid. (Canada, BMI)

Your Daddy Is a Railroad Man....72 Standout rhythm pattern set by the band sparks a fine vocal by Long. This could do all right in boxes. (Canada, BMI)

STUART HAMBLEN

The Hidden You......75 COLUMBIA 21116—Ballad about the gal's hidden charms is sung with strong emotion by Hamblen. Side has a good chance to catch on and bears watching. (Hill & Range, BMI)

Daddy's Cutic Pic....74 This musical dedication to the chanter's daughter should strike a responsive chord in many. It's full of sentiment and should move a respectable number of copies. (Stuart Hamblen, BMI)

MARGIE COLLIE

His New War Bride ......75 DECCA 28701 - Oh, woe is me! Decca's new country songstress has a real weeper here. It's about the girl friend of the returning G.I. who's surprised at the dock by her ex-lover's new heart throb. Miss Collie warbles in the accepted tradition, and the side could attract attention. (Old Charter, BMI)

Dim Lights, Thick Smoke....73 Another tear-jerker, this one tells of a guy who prefers honky-tonking to home life. Might earn fair juke coin. (Comet, BMI) JIMMY WAKELY

This Orchid Means Goodbye .......74 CAPITOL 2484-The warbler does a



RIDING HIGH CARL SMITH

singing

"JUST WAIT TILL I GET YOU ALONE"

Columbia 21087

TANNEN MUSIC, INC. 146 W. 54th St., NYC.

good job on this cover waxing of the ditty now moving up on the charts via the Carl Smith recording. Whether it can catch more than a small share of the loot now is doubtful,

Out of Sight, Out of Mind....74 Wakely has a good disk here. It's a lively weeper, and the singer hands it a smooth reading. Jocks should spin it often.

EDDIE HILL

Live While You're Young (Dream When You're Old) ........73 MERCURY 70142 - Rhumba beat item penned by Slim Willet gives Hill some strong material to essay. Result is good. (Acuff-Rose, BMI)

Buckshot .... 70 Attempt to develop another "Shotgun Boogie" is fairly successful on this better than average light novelty side. (Acuff-Rose, BMI)

LEON MCAULIFFE ORK

Eating Right Out of Your Hand ......73 COLUMBIA 21115-The McAuliffe ork sets a bright beat as Duane Bass, chanter, projects one of his own scorings. It's a happy-sounding live ditty that should win spins. (Cimarron, BMI)

Heart Attacks....70 Duane Bass is the vocalist with the Western band, and he turns in an appealing rendition of the okay ditty to bouncy backing. (Cimarron, BMI)

TEX RITTER

The Marshal's Daughter ......72 CAPITOL 2475-Title song from the flick "The Marshal's Daughter" is fairly pertinent material and a good follow-up to "High Noon." It seems more pop than c.&w., tho. (Mills, ASCAP)

The San Antone Story .... 70 Bass-voiced chanter delivers this Tex-Mex love ballad in his usual style. (Criterion, ASCAP)

JIMMY HAYNIE

OKEH 18010-Sad ditty about a romance outside the bonds of matrimony is sung with tearful sincerity by Haynie. Could spin some. (Peer, BMI)

In the Shadow of a Dream....70 Haynle warbles the gentle weeper with sympathy. (Peer, BMI)

JOHNNY HORTON

I Won't Get Dreamy-Eyed ......71 MERCURY 70156-In effect this is the answer to "Don't Let the Stars Get in Your Eyes." Horton is a firstrate singer. In all, a good hunk of wax. (American, BMI)

S.S. Lure-Line....70 Ode to the steamship is fair material, but Horton projects strongly for a fine chanting job. (Meridian, BMI)

DOC GUIDRY

DECCA 28678-Pretty ballad, sung in English and French by the Cajun folk artist, is presented gracefully. Might earn some regional action. (Jimmle Davis, BMI)

The Little Fat Man ... 69 Guidry, Cajun fiddler-chanter recently pacted by the label, is heard in a passable novelty effort. (Jimmie Davis, BMI)

NEAL BURRIS

Don't Give Me Kisses ......70 COLUMBIA 21114-Okay song and performance by the guitar-playing chanter who's been featured with the Pec Wee King band. (Tannen, BMI) You're Stepping Out

(To Be With Me) .... 70 Ditto. (Ridgeway, BMI)

CURTIS KIRK

Oh, So Lonesome Blues ......70 ABBOTT 138 - Okay material for Kirk, a good chanter. Weeper is not strong enough to break out. (Ameri-

Marriage Was Meant for Two....70 The message could get spins for this one. (American, BMI)

CHET ATKINS

Country Gentleman ......69 V 20-5300-A guitar instrumental by Chet Atkins, it's an interesting item. (Acuff-Rose, BMI)

The Bells of St. Mary's .... 69 Ditto comment. This time it's the oldie. (Chappell, ASCAP)

JERRY GREEN

Maybe Someone Else ......69 SPECIALTY 714 - Green, in this rural weeper, warbles of his lonesomeness. Should earn some juke exposure. (Venice, BMI) Are You Goin' My Way? .... 65

Routine country item is chanted pleasantly by Green. (Ark-La-Tex, BMI)

CHARLIE GORE Who's Been Dragging Your

Little Red Wagon?.....67 KING 1227-Tempo picks up for an okay rhythm reading. (Mar-Kay, BMD

This Orchid Means Goodbye .... 68 Gore comes thru with a heartfelt reading of an attractive weeper. String backing is fine. (Fairway, BMI)

(Continued on page 49)

### FOLK TALENT AND TUNES

#### Nashville

WSM staff announcers and engineers at Meridian, Miss., for Jimmie Rodgers Memorial Day May 26, led by Grant Turner who announced Rodgers' broadcasts from Alabama stations back in the 1920's. Studios and a direct wire to Nashville are set up in Meridian's Hotel Lamar, where entire activities, plus special in-terviews, will be taped. WSM will carry shows via direct line from 5:15 to 5:30, 7:15 to 7:30, 9:30 to 10:00, CST, and the Eddie Hill Show (11 p.m. to 1 a.m.) with latter using interviews and portions of tape from the evening performance. NBC has also scheduled 3:00 to 3:30, CST, when WSM will feed the net with highlights of the event as edited from

WSM-TV saluting 65th anniversary of the Music Machine Industry on their July 1 "Music City, U. S. A." evening viewer. "Grand Ole Opry" will make note of the anniversary on their May 30 Prince Albert airer.

Hawkshaw Hawkins, in switch from King to RCA Victor, did first sides with new label in Nashville last week. . . . RCA Victor's Steve Sholes and Bob McCluskey in town all week with heavy session schedule at Thompson's Studios. Another new name for the label is T. Tommy Cutrer. Shreveport (KCIJ) deejay and singer, who did sides May 17. Sholes and McCluskey go to Meridian May 25 to figure in Jimmie Rodgers festivities. Rodgers' RCA Victor disks were begin-We Won't Have to Worry No More .... 72 ning of Victor's country department under direction of Ralph Peer, and past year's sales on Rodgers' wax constitutes major revival.

Columbia's Don Law, also in Nashville all past week, with new sides cut by Carl Smith, Helen Carter and others of their local names. . . . Other Nashville visitor, past week have been New York's Nat Tannen and Sy Coben: Jay Miller, Crowley, La., song-writer and booker; Louisiana singers Jimmy Newman and Tibby Edwards; WLW's Don Davis and Mrs., who were beginning a three-week West Coast vacation trip; Bud Brandon, Chicago pubber; Ambrose Haley, Hannibal, Mo., singer-deejay, and Till-man Franks, The Carlisles' man-

"MAK deejay, Hugh Cherry, doing male lead in Circle Theater's "Harvey," currently rehears-ing. . . . Jim Reppert switches from WKDA to WMAK, where he replaces Larry Johnson, now with the Marines. He was Nashville's youngest spinner at 19. . . . Ben Sabia leaving Hill & Range's Nas' ville post June 1. . . . Cliff Rodgers, country spinner from WHKK, Akron, O., house guest of George Morgan this week-end and continuing to Meridian for Rodgers' Memorial. Rodgers and Mrs. will vacation at Roy Acuff's Dunbar Cave balance of week doing WSM's "Mr. Deepay, U.S.A." on May 29, replacing Shel Horton of Saxton, Pa., who is unable to make planned Nashville junket.

Las Vegas budding with country talent, with Eddy Arnold. The Dickens Sisters, Roy Wiggins and Hank Garlan heading at Hotel Sahara past week. Carolina Cotton headed 19th annual Helldorado Days and made nightly Last Frontier appearances. Rex Allen and Sons of the Pioneers currently in a two-week run at The Thunderbird.

Hank Snow awarded top honors on May 23 "Grand Ole Opry" as winner of Country Song Roundup's recent popularity poll. Other WSM talent in first 10 places were Hank Williams, Web Pierce, Carl Smith, Faron Young, Ernest Tubb and Ray Price. . . . Ernest Tubb heads the "Opry" May 23, with Shreveport's Jim Reeves, whose Abbott waxing of "Mexican Joe" started the tune, as guest. Tennessee Ernie takes top spot May 30, with Jimmy Dickens guesting. Rex R. Foley, Decca Allen comes in to head June 6 9. Bumming Around show when Kitty Wells will be the honored visitor. Allen re- 10. Knot Hole Continued on page 50

### This Week's Territorial Best Sellers to Watch

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

Nashville....SPANISH FIRE BALL

### Territorial Best Sellers

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

### Dallas-Ft. Worth

Mexican Joe

J. Reeves, Abbott 2. That Hound Dog in the Window

Homer & Jethro, Victor 3. Take These Chains From My Heart

H. Williams, M-G-M 4. No Help Wanted

Carlisles, Mercury
5. Last Waltz

W. Pierce, De :a

6. Ramblin' Man H. Williams, M-G-M

7. Bumming Around T. T. Tyler, Decca

8. Kaw-Liga H. Williams, M-G-M

9. Knot Hole Carlisles, Mercury 10. Just Wait Till I Get You Alone

Carl Smith, Columbia

#### Houston

Mexican Joe

J. Reeves, Abbott 2. Take These Chains From My Heart

H. Williams, M-G-M 3. Your Cheatin' Heart H. Williams, M-G-M

4. Big Mamou

L. Davis, Okeh

5. Red Rose S. Willet, Four Star 6. That Hound Dog in the

Window Homer & Jethro, Victor 7. Last Waltz

W. Pierce, Decca

8. Kaw-Liga

H. Williams, M-G-M 9. Too Young to Tango S. Ruby, Victor

I Couldn't Keep From Cryin' M. Robbins, Columbia

### Cincinnati

1. Seven Lonely Days

B. Lou, King 2. No Help Wanted

Carlisles, Mercury 3. This Orchid Means Good-Bye

Carl Smith, Columbia 4. Last Waltz

W. Pierce, Decca

5. Big Mamou L. Davis, Okeh

6. Kaw-Liga H. Williams, M-G-M

7. Your Cheatin' Heart H. Williams, M-G-M

8. Your Flying Days Are

Through J. Skinner, Capitol

9. Take These Chains From My Heart H. Williams, M-G-M

10. Knot Hole Carlisles, Mercury

### Memphis

1. Seven Lonely Days B. Lou, King

2. That Hound Dog in the Window

Homer & Jethro, Victor 3. Mexican Joe

J. Reeves, Abbott 4. This Orchid Means Good-Bye

Carl Smith, Columbia 5. Rub-A-Dub-Dub

H. Thompson, Capitol

6. Take These Chains From My Heart H. Williams, M-G-M

7. Too Young to Tango S. Ruby, Victor

8. Slaves of a Hopeless Love Affair

T. T. Tyler, Decca Carlisles, Mercury

### Nashville

1. Last Waltz W. Pierce, Decca

2. This Orchid Means Good-Bye Carl Smith, Columbia

3. Take These Chains From My Heart H. Williams, M-G-M

4. Bumming Around T. T. Tyler, Decca

5. I Couldn't Keep From Cryin' M. Robbins, Columbia

6. Your Cheatin' Heart H. Williams, M-G-M

7. No Help Wanted Carlisles, Mercury

8. That Hound Dog in the Window Homer & Jethro, Victor

9. Spanish Fire Ball H. Snow, Victor

10. I'll Sign My Heart Away H. Thompson, Capitol

### New Orleans

1. Rub-A-Dub-D:.b

H. Thompson, Capitol 2. Ramblin' Man

H. Williams, M-G-M 3. Honky Tonk Waltz

K 'Vells, Decca

4. This Orchid Means Good-Bye

Carl Smith, Columbia 5. Too Young to Tango

S. Ruby, Victor 6. Seven Lonely Days

B. Lou, King 7. Restless Heart

S. Whitman, Imperial 8. Just Wait Till I Get You

C. Smith, Columbia

9. Time Changes Things L. Frizzell, Columbia

10. Playing Dominoes and Shootin' Dice

J. Dolan, Capitol

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# TOP RHYTHM & BLUES RECORDS

# National Best Sellers

MUSIC

Thi		ast	Week on Char
1.	I'M MAD-W. Mabon	. 2	
2.	HELP ME, SOMEBODY—Five Royales	4	
3.	HOUND DOG-W. M. Thornton	. 1	10
4.	GOIN' TO THE RIVER—Fats Domino	. 5	(
5.	I WANNA KNOW—Du Droppers	. 6	
6.	RED TOP—King Pleasure	. 3	,
7.	(MAMA) HE TREATS YOUR DAUGHTER MEAN— Ruth Brown	. 7	19
8.	CRAZY, CRAZY, CRAZY—Five Royales	. 10	1
9.	CRAWLIN'—The Clovers	. 9	12
10.	IS IT A DREAM?—Vocaleers		3

### Most Played in Juke Boxes

Hurry, Hurry Home-Robin 114-BMI

This		ast	Weeks on Chart
1.	HOUND DOG-W. M. Thornton	1	9
2.	HELP ME, SOMEBODY—Five Royales	2	2
3.	CRAWLIN'—Clovers	4	9
4.	BEAR CAT—R. Thomas Jr	4	7
5.	I'M MAD—W. Mabon	2	6
6.	(MAMA) HF TREATS YOUR DAUGHTER MEAN— R. Brown	6	14
6.	GOIN' TO THE RIVER-C. Willis	7	5
8.	HITTIN' ON ME—B. Johnson	8	3
9.	RED TOP—King Pleasure	9	4
10.	GOIN' TO THE RIVER—Fats Domino	<del>2011</del>	1

### Rhythm & Blues Record Reviews

Continued from page 32

LUCKY ENOIS QUINTET Crazy Man Crazy ......80 MODERN 905-Side cut at a concert is full of infectious excitement, Jimmy Waters chants in uninhibited style as the group backs him wildly. Could be a loot catcher. (Eastwick, BMI)

Zig Zag Ziggin'....77 Clever item is performed effectively by the group. Another wild side. (Modern, BMI)

HAL PAIGE

Drive It Home ......79 ATLANTIC 996-This one's got a good chance to bust out. It's a bright effort, played in buck dance style, and it's sung by Paige in most effective fashion. A good beat is in back of him too. With exposure this could be a coin-grabber. Watch it. (Progressive, BMI)

Break of Day Blues .... 75 A very listenable after-hour blues is sung with feeling by the chanter over smooth piano and combo backing. Fine for late jock spins. Paige is a good singer, and he could get attention via the flip side. (Progressive, THE CARDINALS

ATLANTIC 995-The Cardinals, one of the label's newer vocal groups, have a good platter here, which features a wild vocal by the quartet, plus hand-clapping, a big beat, etc. It could pull plays and spins. (Pro-

You Are My Only Love .... 74 A pop-styled ballad is sung in heartfelt style by the group. It's pretty, possibly too pretty, for the field. (Progressive, BMI)

KENZIE MOORE

I'm Beggin' You Baby ......76 SPECIALTY 462-Singer exhorts his gal to come back to him in a vocal that's full of feeling. Backing is very interesting thruout, with a strong tenor solo sparking the combo. (Venice, BMI)

My Baby's Gone Again .... 73 Moore wails out his sorrow about losing his baby, with the band beating out a slow but provocative backing. (Venice, BMI)

(Continued on page 48)

# 20,000 SOLD FIRST SEVEN DAYS! CHRISTINE KITTRELL REPUBLIC RECORDING 535 4TH AVE., SO. NASHVILLE, TENNESSEE

### RHYTHM AND **BLUES NOTES**

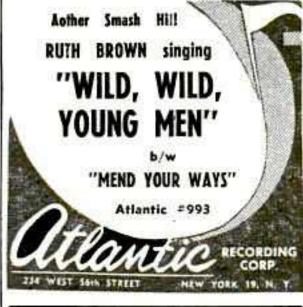
By BOB ROLONTZ-

Jerry Wexler, formerly with The Billboard, and most recently director of publicity and promotion for the Robbins, Feist, Miller publishing firms, has joined Atlantic Records as a partner in the firm. Wexler will work with Ahmet Ertegun in all phases of the firm's business, including a.&r., sales, etc. Atlantic exec Lt. Herb Abramson is now serving in the U.S. Army Dental Corps in Germany. (See separate story.)

Clyde McPhatter, former lead singer with The Dominoes, has formed a new group, and has signed a long-term contract with Atlantic Records.... Herald Records, the latest addition to the r.&b. field, has pacted The Embers, a new vocal group. The firm now has 20 distributors across the country and is releasing waxings on a regular basis. The head of the firm is pressing exec Al Silver.... Buddy Lucas, Jubilee artist, was pacted by the Gale Agency this week.... The Eddie Heywood Trio will play the Embers in New York after Erroll Garner's month-long engagement.

Sarah McLawler opens at the Apollo, New York, on June 5 with her trio. The group will feature drums, violin and organ.... Willie Mabon will play a week at the same theater starting June 15. .. Illinois Jacquet is booked into the Celebrity Club in Providence on June 8.... Sarah Vaughan will play a week at La Vie En Rose, New York, after Ella Fitzgerald finishes her stint there.... The Orioles and the Paul Williams ork will do a Midwest one-nighter tour starting on July 3 in Louisville, and finishing on July 14 in Cincinnati.... Shaw Artists pacted blues shouter T-Bone Walker this week.

Jolly Joyce Agency. Philadel-phia and New York, has set three major unit bookings for the summer season in Wildwood, N. J. Following their stay at New York's Cafe Society in June, Chris Powell and The Blue Flames open July 1 at Moore's Inlet Cafe, sharing the spotlight with the Three Peppers, opening the same night after spending the June month at the Brown Derby in Toronto.... Four Tunes, after the June month at the Maroon Club in Montreal, open July 1 at the Martinique Cafe, taking over the spot held for many seasons by Steve Gibson. ... Joyce Agency also set The Top Notes for an indefinite stand at the Cadillac Club, Cumberland, Md.... Tiny Grimes plays the Memorial Day Dawn Dance at the Met Ballroom in Philadelphia, same evening also providing a charity jazz concert at the Academy of Music with Lester Young and Savannah Churchill in the leads, while the Clara Ward Gospel Singers headline the same holiday week-end at The Arena.



AND HERE'S A 'COMING UP' HIT! **'THIRD DEGREE''** EDDIE BOYD Chess No. 1541

CHESS 750 E. 49th Street

Chicogo 15, Illinois

### This Week's Territorial Best Sellers to Watch

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

Atlanta....DON'T LEAVE ME THIS WAY

Detroit....NOT ANY MORE TEARS

Four Blazers, United 146

New Orleans ... ONE ROOM COUNTRY SHACK Mercy Dee, Specialty 458

LUCY MAE BLUES F. L. Simms, Specialty 459 Philadelphia....MY MOTHER'S EYES

T. Smith, United 147

Dominoes, Federal 12129

### Territorial Best Sellers

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

#### Charlotte

1. Help Me, Somebody Five Royales, Apollo

2. Goin' to the River Fats Domino, Imperial

3. Let Me Go Home Whiskey

A. Milburn, Aladdin 4. I'm Mad

W. Mabon, Chess 5. I Wanna Know

Du Droppers, Victor 6. So Long

L. Price, Specialty 7. Crawlin'

Clovers, Atlantic 8. 24 Hours

E. Boyd, Chess 9. Baby, Don't Do It

Five Royales, Apollo 10. Nobody Loves Me

### Atlanta

Fats Domino, Imperial

I Wanna Know

Du Droppers, Victor 2. Help Me, Somebody

Five Royales, Apollo 3. Goin' to the River

Fats Domino, Imperial

4. Hound Dog W. M. Thornton, Peacock

5. Nine Below Zero

S. Williamson, Trumpet

6. I'm Mad

W. Mabon, Chess

7. Don't Leave Me This Way The Dominoes, Federal

8. Shirley, Come Back to Me

Shirley & Lee, Aladdin 9. These Foolish Things

The Dominoes, Federal

10. (Mama) He Treats Your Daughter Mean

R. Brown, Atlantic

#### St. Louis

1. Help Me, Somebody Five Royales, Apollo

2. I'm Mad

W. Mabon, Chess 3. I'm Glad

M. Mars, Checker

4. Red Top King Pleasure, Prestige

5. Is It a Dream

Vocaleers, Robin

6. Bear Cat

R. Thomas Jr., Sun 7. Hound Dog

W. M. Thornton, Peacock These Foolish Things

Dominoes, Federal

9. Shirley, Come Back to Me Shirley & Lee, Aladdin 10. Goin' to the River

C. Willis, Okeh

### Detroit

1. Goin' to the River C. Willis, Okeh

2. Way Back Home Big Maybelle, Okeh

3. Crazy, Crazy, Crazy Five Royales, Apollo

4. I'm Mad

W. Mabon, Chess Crawlin'

Clovers, Atlantic 6. Hound Dog

W. M. Thornton, Peacock 7. These Foolish Things

Dominoes, Federal

8. Red Top

King Pleasure, Prestige 9. Crawlin'

Clovers, Atlantic

10. Not Any More Tears Four Blazers, United

### **New Orleans**

1. Help Me, Somebody Five Royales, Apollo

2. Goin' to the River

Fats Domino, Federal 3. One Room Country Shack Mercy Dee, Specialty

4. Crawlin' Clovers, Atlantic

5. Lucy Mae Blues F. L. Simms, Specialty

6. I'm Mad

W. Mabon, Chess 7. I've Learned My Lesson

E. Slay, Savoy 8. Hittin' on Me

B. Johnson, Mercury

9. I Wanna Know D. Cooper, Savoy

10. Let Me Go Home Whiskey A. Milburn, Aladdin

### Cincinnati

1. Help Me, Somebody

Five Royales, Apollo 2. I Wanna Know

Du Droppers, Victor

3. Hound Dog W. M. Thornton, Peacock

Crawlin'

Clovers, Atlantic

5. Hittin' on Me

B. Johnson, Mercury

6. You're Mine Crickets, M-G-M

7. Goin' to the River

Fats Domino, Imperial

8. Way Back Home

Big Maybelle, Okeh

9. Heavy Juice

T. Bradshaw, King 10. She's Got to Go

Ravens, Mercury

### Washington—Baltimore

1. Hound Dog W. M. Thornton, Peacock 2. I'm Mad

W. Mabon, Chess 3. Is It a D.eam

Vocaleers, Robin

4. Bear Cat R. Thomas Jr., Sun

Goin' to the River Fats Domino, Imperial

6. I Wanna Know Du Droppers, Victor

7. Red Top

King Pleasure, Prestige 8. These Foolish Things

Dominoes, Federal

9. Crazy, Crazy, Crazy Five Royales, Apollo 10. Play Girl

S. Lewis, Imperial

### Chicago

1. Hound Dog W. M. Thornton, Peacock 2. I'm Mad

W. Mabon, Chess

3. Help Me, Somebody

Five Royales, Apollo

4. Bear Cat R. Thomas Jr., Sun

5. Red Top King .'leasure, Prestige 6. Crazy, Crazy, Crazy

Five Royales, Apollo

7. I Wanna Know B. Cooper, Savoy

8. Crawlin' Clovers, Atlantic

9. Way Back Home Big Maybelle, Okeh

10. Crazy Man Crazy B. Haley, Essex

(Continued on page 51)



heading straight for the top with

"I Found Out

(what you do when you go round there)"

and

"Little Girl, Little Girl"

... a great Rhythm and Blues answer to their smash hit

"I wanna know

(what you do when you go round there)"

WATCH RCA VICTOR'S

RHYTHM AND BLUES LINE ... MOVE!

RCA VICTOR



### Rhythm & Blues Record Reviews

Continued from page 46

TASSO THE GREAT

United 1311-Bluesy weeper. Tasso the Great sings it with a good measure of r.&b. quality. (Pamlee, BMI)

Ebony After Midnight....73 Moody instrumental, with relaxed performances by horns and rhythm pieces. The playing is well integrated, Nice side. (Pamlee, BMI)"



CHUCK NORRIS

ATLANTIC 994-Chuck Norris, new warbler with the diskery, has an mteresting side here and one that could get coins. It's a cute ditty, and Norris sings it brightly over an insistant beat by the ork. Good wax. (Progressive, BMI)

Let Me Know....72 Listenable after-hours blues is chanted with feeling by the warbler. (Progressive, BMI)

ILLINOIS JACQUET ORK

Destination Moon ......74 ALADDIN 3180-Slow jump opus has strong rhythmic impact as played by the ork. A good instrumental waxing. (Aladdin, BMI)

For Truly?....72 The Jacquet sidemen take off on a spirited ride here. Solo work is tossed from one to other in gay style. Jazz fans should like. (Mesner, BMI)

ANNIE LAURIE -

I Ain't Got It Bad No More ......74 OKEH 6973-Thrush tells her man that she's thru, and she sounds as if she means it. Wild sax solo spotted between choruses. (Raleigh, BMI)

SAVOY AND VARETTA DOES IT AGAIN! A DOUBLE HIT! BOTH SIDES!

OVER 20,000 SOLD IN 4 DAYS!

MERCY, Mr. PERCY"

"You Ain't No Good, No How"

**DEUCES OF RHYTHM** 

and

TEMPO TOPPERS

'AIN'T THAT GOOD NEWS'

"FOOL AT THE WHEEL"

Featured Lead Vocalist

"LITTLE RICHARD"

Peacock #1616

**BOTH SIDES** 

SURE BET FOR THE

COIN OPERATORS

VARETTA DILLARD Watch "50 Million Women"

V RECORD CC, INC. 58 Market St., Newark, N. J

It's Been a Long Time .... 65 A fine performance by the thrush of rather routine material. (Crestwood,

REUBEN MITCHELL

OKEH 6974-Avery Parish's "After Hours" is embellished with a mambo beat for a neat instrumental slicing by pianist Mitchell and the combo. (Popular, ASCAP)

Tropical Blues....73 Another good piano-led instrumental. (Reuben Mitchell)

CLARENCE BON-TON GARLOW

ALADDIN 3179 - Latin-American beat, Creole lyrics and Garlow's chanting add up to a strong reading. Good waxing. (Mesner, BMI) Dreaming....71

Standard-type blues item is well handled by Garlow for a good effort. (Aladdin, BMI)

THE FIVE KEYS

ALADDIN 3190 - Group interprets the old standard in their own individual manner. Their fans should like. (Bourne, ASCAP)

Lonesome Old Story....71 Lead singer wails a sad story to mournful backing (Aladdin, BMI)

PAUL GAYTEN ORK

OKEH 6972-Gayten's chanting is just routine on this blues rocker, but the ork builds nicely thruout. (Marvin, ASCAP)

It Ain't Nothin' Happenin' .... 71 Again the instrumental portions take top honors on another blues item. (Crestwood, BMI)

EDNA McGRIFF

Scrap of Paper ......71 JUBILEE 5119-Weeper has so far failed to catch, but this warm rendition should help it get some more exposure. (Village, BMI) Be Gentle With Me....69

The sulgry-voiced thrush is heard in an appealing reading of the quiet ballad. Okay after-hours wax. (Tanz,

MGM Signs Cathy Ryan, Tony Mottola

NEW YORK, May 23.-M-G-M Records this week signed two more artists to contracts, tho both artists had previously been heard on the label. Signed were thrush Cathy Ryan, formerly with the Art Mooney ork and guitarist Tony Mottola.

Mottola waxed several times for the label previously, but only as accompanist or on a free-lance basis. M-G-M had issued a Mottola album "Danger," after the guitarist's work on the TV show of the same name.

Thrush Ryan made some noise for the label as the vocalist on the Mooney ork waxing, "Up the La\_ River." Mooney relinquishe. her from a pact with him so that she could start work as a single. Milt Stavin has taken over personal management of the singer.

### Modern Into EP's With Starr Disk

HOLLYWOOD, May 23 .- Modern Records this week entered the extended play disk field with release of its first EP-four numbers by Kay Starr. Numbers, previously released by Modern on 78's, were recorded by thrush before she jumped into the big

time as a Capitol recording artist.
Tunes—"Good for Nothin' Joe,"
"Ain't Misbehavin'," "Them There
Eyes" and "What Is This Thing
Called Love"—were waxed at a Gene Norman "Just Jazz" concert. Modern released the tunes in 1949 on the 78's after paying Miss Starr \$750 for the releases. Current EP deal does not provide for any royalties to Miss Starr.

SCORE FOUR!

(AND THERE'LL BE MORE)

1."A HAPPY LIFE"

2."THE LORD'S BEEN GOOD TO ME"

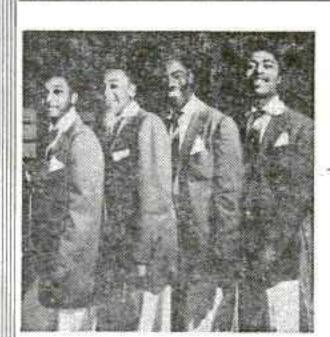
3. "FAIS DO DO"

4. "LOVE PASSED ME BY"



A PICKED HIT!!! FATS MATTHEWS "Down the Line" "You Know It" Imperial 5235 45×5235

imperial Records 6425 Hollywood Blvd.,



HIT, HIT Written All **Over** This

Record

Another Spiritual Hit

THE

DIXIE HUMMING BIRDS

sing

"ETERNAL LIFE" "LORD IF I GO"

Peacock #1713

**SOUL TOUCHING** 

THREE RELEASES THREE HITS ON PEACOCK





**STARS** OF HOPE

-With Feeling-

"YOU BETTER MIND" "WHERE SHALL I GO"

Peacock #1712

**Another Sample of WORLD'S** GREATEST **SPIRITUALS**  (1-12")

### Album and LP Reviews

#### Popular

COLE PORTER SONGS ......60 Louise Carlyle and Bob Shaver; David Baker and John Morris, Pianists.

Walden (33) 301 From the bulging catalog of Cole Porter tunes, Walden Records has selected 10 for this new set, most of them sung by Louise Carlyle and Bob Shaver, and two played instrumentally by pianists John Morris and David Baker. It probably would have been a more interesting LP if the tunes were selected for their popularity, rather than for their uniqueness or the fact that some of them had never been waxed before (three of the tunes received their premiere waxing on this LP). Louise Carlyle does well with her vocal chores, Bob Shaver is adequate in his role, and pianists Morris and Baker handle their 88-ing capably. The LP however, misses the spark of previous Walden sets, tho it should appeal to the small clique who can't get enough of show tunes.

THE ROARING TWENTIES ......73 Tommy Dorsey, Jimmy Dorsey, Red

Nichols, Adrian Rollini (1-10") Riverside (33) RLP 1008

Ever since Hollywood and the legit theater rediscovered the Charleston and Black Bottom, the market for the ricky-tick music of those years has again become a live one. Till now, most of the disk material has been recreated, tho a few "original" items have found their way onto a platter. This collection, all first cut in New

York in 1924-1925, tops all previous issues for authenticity, nostalgia, musicianship and sound. Fronting the group, incidentally, is Ed Kirkeby, who later managed Fats Waller. In all, this should be a delightful session for both jazz collectors and nostalgia

REDISCOVERED FATS WALLER SOLOS ......68

(1-10")

Riverside (33) RLP 1010

Collectors would make up the biggest hunk of the potential market for these sides taken from some QRS piano rolls cut by the fabulous Fats many years ago. There's the spark of Waller's great talent on some of the sides, but all too often h's just Fats making like the piano roll people must have wanted it. It's certainly of importance historically if not always musically. As usual, the diskery has done a good job of transcribing the old material and in packaging it.

George Feyer, Piano (1-10") Vox (33) VX 500

With rhythm accompaniment, George Feyer tackles a score of Continental melodies, many of which became hits here, for a most pleasant listening session. His background as a night club pianist doesn't let Feyer forget for a second that the melody is allimportant and must be sold. There's no doubt that he can handle the keyboard with skill, but he sells the melody line like a teacher. It's the kind of stuff habitues of the East Side type bistro's just love. Recording and packaging are excellent.

### C& W Record Reviews

#### Continued from page 45

JIM & JESSE

CAPITOL 2476-It ain't the Benny Goodman "Air Mail," that's for sure. In any event it's good backwoodstype chanting on an up-tempo ditty and with a first-rate string ork. (American, BMI)

Virginia Waltz....76 And this 'un ain't another "Tennessee Waltz," tho it might be nice listening. (Central, BMI)

ALVY WEST

Papa's Tune COLUMBIA 37901 - West and his fine little combo tackle a familiar Yiddish melody for a listenable side. Opens in folk dance style and switches to modern beat as the combo develops a real big sound. Mom's Song....65

Tempo stays slower all thru this-also based on Yiddish folk music,

WERLEY FAIRBURN

TRUMPET 195-Cute ditty is rendered happily by Fairburn. Should do okay around New Orleans. (Globe, BMI)

Let's Live It Over .... 60 The warbler appeals for another chance with his gal. A so-so effort. (Globe, BMI)

DONNIE BOWSHIER

KING 1219-Donnie Bowshier bows

on the label with a pleasing performance on this weeper. (Lois, BMI)

EARL SLONE Bull Frog Boogie .... 55

Slone fronts this one, while the boys behind practice frog grunts. (Lols, BMI)

DORINDA VON

You Broke My Heart ......62 CROSLEY 105-The weeper has a lively beat as it tells the same old story of a broken heart. Dorinda Von does the vocal. (Judith, ASCAP) Old-Fashioned Waltz....60

Simple three-beat item gets an unsophisticated vocal, with simple piano backing. (Judith, ASCAP)

RICKY RIDDLE

CORAL 64157-Riddle sings this novelty-weeper pleasantly, tho he could have got more into the spirit of the tune. (Champion, BMI)

You Belong to Another .... 58

Adequate reading of a not-too-memorable weeper by the warbler. (Main Street Songs, BMI)

CLARA MAE FIDLER

Cobblestone Street ......30 PARKER 10-107-A poor tune is handed an unfeeling rendition by the thrush. (Hoosier, BMI)

BOB MORRISON

I Don't Know Why, Do You? .... 30 More feeble material gets a poor vocal from warbler Bob Morrison. (Hoosier, BMI)

### Popular Record Reviews

'o tinued from page 43

the talented Miss Smith. Side should please her many fans. (Jaglea, BMI) Is It Any Wonder? . . . . 71 The tuneful ballad sounds fine as an

organ solo. Another tasteful slicing. (Midway, ASCAP)

THE McGUIRE SISTERS-ART LUND Hey! Mister Cotton-Picker ............70

CORAL 61002-Fair performance of the lively ditty by the McGuire girls and Art Lund. (Laurel, ASCAP)

Tell Us Where the Good Times Are....72 The flashy tune receives a routine vocal performance here. (Oxford, ASCAP)

BILL HARRINGTON Wedding Day ......70

ALLEN 230 - Singer - cleffer Bill Harrington, one of the two co-writers of this adaptation of MacDowell's "To a Wild Rose," sings the tune in effective style, with the chorus and ork lending substantial help. If the tune catches, this version might share some of the loot. (B.V.C., ASCAP)

Give Me Love....69 Pleasant rendition by Harrington of a big new ballad, over good ork backing. Nice wax, and good filler for jocks. (Lowell, BMI)

THE DUKES OF DIXIELAND

OKEH 6969 - Betty Owens handles the vocals for the two-beat group on a ditty which isn't very two-beat. Gal handles the slow blues nicely. (Hollis,

Quand Mo T'Est Petite .... 67

Frank Asunto handles the cajun vocal on this side. Gang-sing bits and Dixieland backing make it of some interest. (Amer. Academy, ASCAP)

MARIAN CARUSO

Wish Me Good Luck (As You Wish Me Goodbye).......75

JUBILEE 6041-Marion Caruso turns

in an attractive reading of this new effort over nice ork support. Jocks can use this one. (Jack Gold, ASCAP) Lilacs....72

Same comment. (Jack Gold, ASCAP)

WOODY SMITH 

TUXEDO 889 - The great Latin number gets a fiery rendition here by Phyllis Branch, backed by Alberto Soccarras ork. Could stir some interest in the pop and L.-A. markets. (Peer, BMI)

Thanks for Yesterday .... 65 The sad ditty gets a vocal performance which catches some of the moody quality of the lyric. (Forde, BMI)

FREDDY COLE

They Gave You Everything ......68 OKEH 6971 - An attractive new ballad is done by Freddy in brother Nat's style, but not with brother Nat's technique of song salesmanship. Replete with big ork and chorus, it's listenable. (Gold, ASCAP)

Chance of a Lifetime....68 Ditty using the title of the TV show mak-s more good listening. (Herbert, ASCAP)

MORTON GOULD-ROCHESTER "POPS' ORK

> COLUMBIA 39997 - Concerto type instrumental should get spins these days of the trend to lush, semiclassical orkings. (Leeds, ASCAP)

Runnymede Rhapsody....68 Ditto. (Leeds, ASCAP)

BOBBY MILANO Lost Without You ......68

HOLIDAY 69-Bobby Milano, a 16year-old with a big voice, sings out lustily in the style that was going great guns about a year ago. Ditty is a re-work of a Strauss waltz; so the tune, at least, is great. Label is pro-(Continued on page 51)

### Fast Breakaway! all areas! DOUBLE-BARRELED HIT!



b/w "LILACS"

Jubilee 6041

ORDER FROM YOUR MEAREST JUBILEE DISTRIBUTOR

Lubilee RECORD CO., INC. 315 WEST 47TH STREET NEW YORK, NY



could get a lot of spins, tho. with **HUGO** 

The group works its tonsils neatly on this stight shythm effort, but it doesn't have the power of the flip. It

Orchestra

78 rpm 6959

product of
Columbia Records, Inc.
Trade Marks "Columbia,"
"Masterworks" Reg. U.S.
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JUKE BOX OPERATORS ONLY TO GET YOUR 10 FREE RECORDS, SEND IN THIS COUPON TODAY

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Gentlemen:		
Please send u	s, at no cost, 10 copies o	of your "Juke Box Natural."
We will use t	hese records on our juk	e boxes only.
	☐ 78 RPM	45 RPM
Operator's N	lame	
Address		
City		State

### FOLK TALENT AND TUNES

Continued from page 45

turns to Hollywood immediately following to begin a new Republic flicker on June 15.

"Hillbilly Homecoming," set for Maryville, Tenn., June 29 thru July 4, assures plenty of entertainment from native artists. Roy Acuff and 'Opry" group, Carter Sisters and Mother Maybelle, Chet Atkins, Homer and Jethro, Eddie Hill and Grace Creswell already set to appear on evening shows. Another feature will be "Tennessee Composers Night," with Fred Rose, Hank Fort and Francis Craig to headline. Tenwill open celebration and preside at Grand Ball opening night. Tourist attendance expected to be heavy, with exhibits and entertainment being billed as greatest in the State to date.

Print of note is Annie May Turner's account of her visit recently in Texarkana's "Two States Press" for May 14. It's view from outside the industry and valuable reading. . . . Holly-wood's Bea Terry hypeing pro-motion of Dallas' (KRLD) Johnny Hicks and Hank Thompson. Hicks in California past week for stands at El Centro, Compton, El Monte, Hart is due here late this month Bostonia and Bakersfield. Thompson remains on the Coast for Capito' recording June 8. . Martha Carson just completed successful weeks in Indiana, Michigan, Virginia, Oklahoma, Texas and Louisiana, with next week set for North Carolina and Virginia.... Homer and Jethro use Americana Agency head Steve plane to keep schedules of appearances and WLS (Chicago)

found them opening new TV statimore jamboree for Sunday apfestival. . . . WLS' Phillis Brown and Bob Atcher lending hands to Kup's 28-hour WBKB-TV telethon for Cerebral Palsy Fund from Chicago. . . . Smiley Bur-nette opened Canadian tour at Sault Ste. Marie May 20. Burnette's transcribed shows currently sponsored by Imperial To-

52-week option on show has just been exercised by the smoker. Las Vegas deejay, Bostick Web-ster, picked Mrs. Rose Warren as "Mother of Las Vegas" in contest and she was Eddy Arnold's guest for the day as prize. . . . Gary Schroeder, KRVN, Lexington, Neb., record spinner, now assistant manager of KOIL in Omaha. Wade Ray, Slim Whitman,

bacco on 50 Canadian stations. A

Skeets MacDonald and Slim Willet have been current guests of Skip-a-Long Hathaway on his evening "Rhythm Roundup" (KUGN-Eugene, Ore.) . . . Arthur Cornwall in his fourth year with a shut-in's program on WGCD,

### Late Reports on Recent 'Best Buys'

Continued from page 34

### Popular

ARAD AESU Eartha Kitt-RCA Victor 20-5284

Beginning to show action in several other areas in addition to those previously reported. Now moving up in St. Louis and L. A. HALF A PHOTOGRAPH

Kay Starr—Capitol 2464 Showing definite increase in strength over a week ago in practically all areas checked.

### BLUE RIDGE QUARTET

EXCLUSIVE

**GOTHAM RECORDING ARTISTS** 



1626 Federal St., Philadelphia, Pa.

Chester, S. C.... Bill Dunn now at WJIG in Tullahoma, Tenn., from WGNS, Murfreesboro. . . . Bass player Aytchie Burns, formerly with Homer and Jethro, Chet Atkins, and Cincinnati recording USAREUR Bandsmen School in Munich, Germany. His address-ATP 108, Care of PM, New York. . . . John Hood doing three-hour "All Request Jamboree" from WGNS in Murfreesboro, Tenn. New show recently named thru contest, with winner taking local merchants' prizes.

nessee Governor Frank Clement preeming new country artist mag with name and subscription contest. Jimmy Rule to be Nashville rep. First printing expected early

#### Hollywood

Hank Thompson played the Tucson, Ariz., Gardens May 19 before jumping to the West Coast for one-nighters. He's been set to open the Chevenne (Wyo.) Stampede July 20 for a one-week stand. . Twenty-four-year-old Fred to record his first sides for Capitol. The Columbus, Ga., singerwriter will record his own tunes. Following the wax sessions, he'll return East to resume a featured spot with Lefty Frizzell. . . . Stebbins will be at the Jimmy Rodgers Day observance May 26 broadcasts. They were in New in Meridian, Miss. Americana is York May 20 for Perry Como repping Hart for all his record, TV and back in Chicago follow-ing morning for Don McNeill's (for Central Songs) work. Con-"Breakfast Club" on ABC. Friday tract is for five years with twoyear option. . . . The Billboard's charts are used for programtion in Raleigh, N. C.; Saturday charts are used for program-night at WLS' "National Barn ing of the "Burgie Round-Dance" from Chicago, and at Bal- Up," new deejay show featuring Cactus Jack, of KLX, Oakland, pearances. . . . Lulu Belle and Calif. Show is five times weekly Scotty headed May 23 bill for from 7 to 7:30 p.m. . . . Donn Reyn-Joliet Park District square dance olds. "King of the Yodelers, writes to say he's now working out of Baltimore and soon expects to do a tour of the Western States. He's with WBMD in Balti-

KISS! KISS! Mike Pedicin 20th Century

PC 5009

. Cincinnati's Thurston Moore

### WATCH FOR

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### Popular Record Reviews

Continued from page 49

moting the disk via juke operators, and it might stir up a slight regional fuss. (Roger, BMI)

Bella Bambina .... 67 Another big-voiced effort in the Italian-American tradition. (Roger, BMI)

JERRY FIELDING ORK

Ten for Two ......68 TREND 52 - Morgan Sisters deliver nicely in the vocal department on the oldie. Both the gals and the ork are much above the average. (Harms, ASCAP)

Button Up Your Overcoat .... 66 The ork bears watching on the strength of this instrumental. It has a neat sound and strong beat. Should catch on with the jocks looking for dance orkings. (Crawford, ASCAP)

CALLIE McGUIRE

ALLIED 5001-Callie McGuire sings of the train which took her lover away, and asks that it bring him back. The accompaniment is properly gimmicked.

With You....67 Routine ballad weepet.

JACKIE ROY AND THE COLLEGIANS

OKEH 6970-Routine type of vocal and instrumental disking of a so-so ditty. (Rush, BMI)

The Leaf .... 66 Material on this side is somewhat esoteric. Result is the same. (Rush,

CHARLIE VENTURA QUINTET

A TASTY PLATTER

LIKA-YOU"

(PIZZA PIE)

words and music by Frank Kells & Al Arland

recorded by

THE HOLIDAYS

KING RECORD #1217

HERE'S POSITIVE PROOF!

Horace Heidt's JOHNNY STANDLEY record of "It's In the Book" sold

close to 2,000,000 disks-another Fred Lowery Promotion.

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Bob Santa Maria's "YOU'RE MINE, MY LOVE"

Write me for your sample copies.

by the major labels.

60 WEST 46TH STREET

The Honey Jump (Part 1 & 2) ...... 66 CORAL 61001 - Coverage on the r.&b. item should intrigue the jazz fans for Ventura's work and the bop singing on the second side by Jackie Cain and Roy Kral. Side one is fairly straight, but the flip bears little resemblance to the original. (Leon Rene, ASCAPI

RECORDS

Cincinnati 14, Ohio

Decca

28664

MGM

11484

NEW YORK 36, N. Y.

JERRY FIELDING ORK

A Blues Serenade ......65 TREND 51 - The beautiful oldle is presented gracefully by the ork, with Ruth Oley as warbler. (Mills, ASCAP)

Here in My Arms....65 The band swings the evergreen easily. An okay band slicing. Terpers will like the beat. (Harms, ASCAP)

COLEMAN HAWKINS

Ruby ..... 65 DECCA 28713—So-so coverage from the Hawkins tenor. The man isn't as good here, however, as on some of his previous coverage attempts. (Miller, ASCAP)

The Song From Moulin Rouge .... 65 More coverage, same comment. (Broadcast, BMI)

DAVID STREET

I Didn't Believe I'd Fall in Love ..... 60 KEYNOTE 1004 - Pleasant new ballad, in lazy waltz tempo, is showcased by the chanter and small combo. (Keynote, ASCAP)

Why Should I Cry for Your Kisses? .... 54 Despite Street's fine warble, effort has a dated sound. Material lacks originality. (Keynote, ASCAP)

ROSS LEONARD

My Woman ......60 BIG TOWN 1005 - Ross Leonard does a nice job on this bluesy-styled ballad over pleasant instrumental backing, that stresses the beat. (Bregmun. Vocco & Conn. ASCAP)

Running Away From Our Love....50 So-so ballad is sold adequately by the chanter on this routine side. (Big Town, BMI)

DAVID STREET

You'll Always Be My Sweetheart .....59 KEYNOTE 1002-A tender reading of a tuneful ditty. Street, in this multidub effort, shows fine ability. (Keynote, ASCAP)

You're Only Fooling Yourself .... 56 Attractive ditty is sung smoothly by Street. A listenable slicing. (Keynote, ASCAP)

### R&B Territorial Best Sellers

Continued from page 46

### Philadelphia

1. Is It a 1 ream

Vocaleers, Robin Goin' to the River

Fats Domino, Imperial

3. Hound Dog W. M. Thornton, Peacock

She's Got to Go Ravens, Mercury

5. I'm Mad W. Mabon, Chess

6. My Mother Eyes

T. Smith, United

I Wanna Know

D. Cooper, Savoy 8. Red Top

King Pleasure, Prestige Goin' to the River

C. Willis, Okeh Hittin' on Me

B. Johnson, Mercury

### Los Angeles

1. Is It a Dream

Vocaleers, Robin I Wanna Know

D. Cooper, Savoy

I'm Mad W. Mabon, Chess

4. Hound Dog W. M. Thornton, Peacock

Crawlin'

Clovers, Atlantic 6. Can't Do Sixty No More

Du Droppers, Red Robin I Wanna Know

Du Droppers, Victor Let Me Go Home Whiskey

A. Milburn, Aladdin

9. You're Mine Crickets, M-G-M

10. Pappa B. Brown, Gotham

2. Pretend

### New York

l. (Mama) He Treats Your Daughter Mean R. Brown, Atlantic

Nat (King) Cole, Capitol 3. Red Top

King Pleasure, Prestige 4. Can't I?

Nat (King) Cole, Capitol

5. Hittin' on Me

B. Johnson, Mercury 6. Hound Dog

W. M. Thornton, Peacock 7. Let Me Go Horne Whiskey

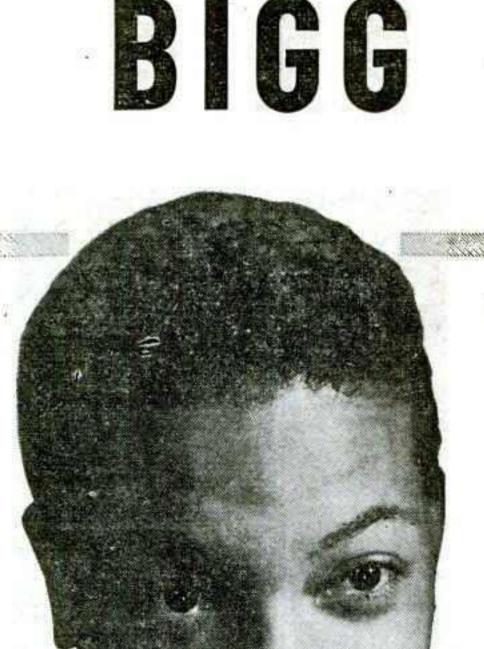
A. Milburn, Aladdin

Dominoes, Federal 9. Shirley, Come Back to Me Shirley & Lee, Aladdin

10. Soft

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### Hocus-Pocus

By BILL SACHS

Mocambo, Hwd.

To her credit must be attributed

Miss Stevens created a mild

ber, "One for My Baby," it be-

came obvious that here was a gal

business of selling a song.

with a refreshing approach to the

her ears, Miss Stevens responded

Blues," both good palm getters.

She did an especially noteworthy

job on "Hi-Li-Li, Hi, Lo" from

sensuously displayed her gams

while seated atop the piano. Num-

Dancapation music was well

Chicago, Chi

Closing sketch has him as a be-bop

deejay, and again he sell well

Puppetry by Walton and O'Rourke has the figures in danc-

ing, singing and piano-playing

roles. Strongest part has a faded

dowager dummy in a bistro. When

a dancing puppet's suitcase opens

to reveal a tiny animated trio,

there's a good hand, and a sexy

marionette hula brings the act to

Adriana and Charley's tramp-

shoulder catches pleases. Comedy

filler away from the trampoline

is added for the stage date and

seems overdone. The act's circus

edition would click at least as well

in this setting. Twister to a five-

man leap and hand-to-hand catch

Tom Parkinson.

Continued from page 18

Ed Velarde.

With heavy mitting ringing in

Continued from page 18

\*EORGE SCHINDLER, anemic bers of W. W. Durbin Ring No. 71 jokester and magicker from International Brotherhood of Mamagic around New York is relying in Griffith's honor at the home of on only two men, Roy Benson, at Mr. and Mrs. Ronald Haines in the Palace, and Dominique, with Cincy last Saturday (23). . . . Syl W. Reilly, Columbus, O., magic no other trixsters in that area doing anything more than club work. expert, reports that Dr. Jaks, men-Schindler planed to Hollywood talist, played there May 14 to a Wednesday of last week (20) for capacity audience. He describes a week's engagement. He reports Jaks as a top-notch performer and other magic traffic around the showman. Other magi to show Co-Big Town as follows: "Renee and lumbus recently, according to Harry Lorayne are doing a fast Reilly, were Chop Chop (Al memory act. . . Frank Garcia Wheatley), Randolph, and Lydiatt has sold out his interest in the the Magician, the last named from magic shop to his partner, Jack Canton, O. Walter Harris, of Kala-Flosso, and is back wielding his mazoo, Mich., was also a recent magic wand. . . . Hal Greenberg is visitor to the Ohio capital. . . reported clicking handsomely in Jay (The Great) Jaxon, vent, after fare. Lads work hard and fast. recuperating for a week at Rusthe Special Services of the Army. sells Point, O., on Indian Lake, He is also playing a role in the Army's 'Stalag 17.' . . . On Satur- after a bit of surgery, opened his themselves on sax, trombone, acpark season Monday (25) at Sanday night, May 16, Dick Piser, of dusky, O., on Lake Erie. . . . the Tannen back room, married lovely Annette Feldman. The wedding looked like a magicians' convention. Some of the guests show in the South, phoned the were Lou Tannen, Jimmy Perpick, desk the other day to say that after batting around in magic for more than 25 years, trying to Lila Goldstein, Renee and Harry Lorayne, Mr. and Mrs. Les Spiewak, Arnold Schafer, Mr. and Mrs. make an honest buck, he is plan-Sol Stone, Norman Jensen and ning to put aside his wand for keeps to go to work in other lines. yours truly. . . . Joe Cassuoto is readying plans for a return trip He says that the road is becoming to Holland. . . . Max Holden Magic progressively rougher for a magic Shop in New York is closing, with show. all stock being shipped to the Boston store." . . . Dante the Magician (Harry Jansen) served as technical director for the motion picture, "Lilly," recently released. Bill Larsen Jr. recommends it as a in a throaty, sometimes tremulous "wonderful picture involving a voice. If anything, Miss Stevens magician." . . . Samuel Karr, hypnotist, closed recently at the Seven Seas, Omaha, and is back at his New York headquarters. . . . Jack least, to the exclusion of modu-Herbert postals that he recently met a magician who was so hamhave greatly enhanced the songs. my that his only regret was that he couldn't sit in the audience an understanding and appreciation and watch himself. . . . Augustus for rhythmn and, in general, Rapp, veteran trixster, has been showmanlike stage presence. With hospitalized at Three Rivers. the possible infrequent excessive Mich., for a virus infection. He is use of arm and body gestures, her now on the mend at his home grasp of the importance of stage at Colon, Mich. . . . Al Munroe, movement was self evident. Detroit newspaperman and magic enthusiast, hopped to Nashville recently for a visit with magician sensation upon her entrance, clad David Price. Mrs. Munroe is conin a yellow-gold trench coat which she shed after singing "That's valescing at the Munroe home, the Glory of Love." By the time 14170 Lauder Avenue, Detroit, she was well into her third numfollowing a serious eye operation.

OAN BRANDON was featured at the San Antonio Home Show May 10-17, from whence she hopped to Hot Springs for a single performance at the Arlington Hotel May 19. She appeared on the fairgrounds at Nashville May 20-24. . . . Charles W. Beckler, magician-vent, postals from West "Dixie Melody" and "Birth of the gician-vent, postals from West Chester, Pa., that he is again featuring an hour program of vent, chalk cartoons and magic, and that he has just landed his third which she pleasantly segued into contract for 10 dates with the \*"La Vie En Rose" with piano and contract for 10 dates with the United Telephone Company, Har- accordion accompaniment as she risburg, Pa. Other outdoor celebrations will keep him busy most of he summer, he says. . . . Walter ber, sung in French, got a good Griffith, magician and fire pre- hand. Her sign-off was "Auf Griffith, magician and fire prevention expert with the British Wiedersehn.' Columbia Electric Railway Company, Vancouver, B. C., was in supplied by Oliver ork, alternating Chicago last week for a fire prevention convention and on the Castro combo. week-end hopped down to Cincinnati for a visit with an old magic friend, Rudy Lenzer. Mem-



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Heaney, Oshkosh, Wisconsin

### NIGHT CLUB REVIEWS

#### Billy Gray's Band Box, Hollywood

(Wednesday, May 20)

Capacity, 300. Price policy, \$2.50 minimum. Shows at 9:30 and 12 Operators, Billy Gray and Sammy Lewis. Booking policy, non-exclusive. Press, Maury Foladare. Estimated budget, \$1,500.

Kirby Stone Quintet shoulders the entertainment load with a sock act that's sure to climb high on the entertainment ladder. Fivesome keeps 'em yelling for more with their triple threat offerings of instrumental, vocal and comedy Their vocal blending is smooth and impressive. They accompany cordion, bass and drum in better than average instrumental style, George Marquis, now sojourning but it's their comedy that's surein Clifton, Tenn., after folding his fire.

> Gag material ranges from tongue in cheek to the depths of is clever and refreshing. One of their best routines is a take-off and laugh standpoints. Mugging, clowning and slapstick makes this three-ring comedy circus one of the freshest acts to hit this town in some time.

Larry Foster uses his verile voice to mirror the singing styles of established vocalists. Appartried too hard to please with the result that she tried to outdo each accuracy of his vocal facsimiles, previous number, in volume at Foster carefully identifies each in advance. In some instances, the lation and shading which would information is needed. If he intends to hold to the rather shopworn vocal style routine, he would do well to wrap up his presentations in a more interesting manner.

> emsee chores well. Since spot house and hangout in Tottenham normally hinges its shows around Court, London, will be put up for a strong comic, he falls somewhat sale on July 17. . . . Derby Record short of Band Box standards. Al thrush Trudy Richards opens at Viola trio backs acts and pro- the Copa. Pittsburgh, Monday vides intermission strains.

Lee Zhito.

### Empire Room, Palmer House, Chicago

(Thursday, May 21)

Capacity, 500. Price policy, \$1-1.50 cover with \$2 minimum. Shows at 9 and 12. Owner, Hilton Hotels. Publicity, Fred Townsend. Production and exclusive booking, Merriel Abbott.

In for her eighth Empire engagemnet, Dorothy Shay offers a balanced package of humor and song in and out of the "hillbilly" vein, and from the first she's got the crowd with her. Clicking best are her country-style vocals, something akin to Esquire mountain cartoons. She has some new ones and also meets demand for her standbys like "Uncle Fud" and "Efficiency."

A life-story sequence has the ished to a fine mitt. Park Avenue Hillbilly giving the on her own style with "Feudin'."

In this showing, she scored with the youngsters called up to aid with "Efficiency." Six-year-old Texan volunteered to sing "Way Up in New York City," which proved a perfect bit for the Shay Linking these bits are sketches of straight line comedy, which lack show and put a clincher on an already strong performance. the expertness of the main events.

Wally Boag brings a pleasantly different approach with his comedy turn. He opens by inflating show medley of items which assorted balloons and twisting Gray had arranged for the late them into animal figures while he Glenn Miller's ork in its hey-day. carries on incidental chatter. Sec- "Moon" and "Magic" were sung ond bit has him armed with bag- by a well-stacked, black-haired pipes, and thirdly he dances. Bal- thrush, Linda Lee, who imloon gimmicks give the act some pressed with a brassy, musicianly continuity, but by the time he voice. Gal could step out into the gets to the hoofing things are bigger time with more work. She oline turn is back and again the stretched close to the hodgepodge handled herself well on the two bounding to assorted hand and point. Despite this, the novelty tunes. goes over.

Merriel Abbott Dancers repeat their timely "coronation" ballet, and Eddie O'Neal is as popular as ever at the bandstand.

Tom Parkinson.

### Acts Get Pay

Continued from page 19

employment to Bohn and consequently eligible for compensation. as a result of which Spidale filed ployer-employee relationship.

# **Burlesque Bits**

husband, architect Harry Eisen, were made thru the Bob Corcelebrated a second wedding anniversary on May 16, moved from the Hudson, Union City, N. J., to the Palace, Buffalo, May 21. From there her itinerary includes two weeks at the Emerald Room, Milford, Conn., starting June 3; one week at the B. & B. Club, Providence, starting June 15, and eight weeks at the Club Samoa, New York. . . . Jeanne Steele, fouryear-old granddaughter of Ethel Steele Rubin, is rounding out her 10th week as a model on Ethel Thorsen's "Fashion Show" over TV, Channel 11, a Sunday p.m. program. . . . The Globe, Atlantic City, opens its summer stock again on June 19 with bookings exclusively thru the Miller-Kaplan Agency. Openers will be Penny Page (featured), Milt Douglas, Priscilla, Joe Morris, Bobbie Parker, Al Baker, Bob Ridley and two vaude acts. Same agency has Francine (featured). Dick Bernie, Milt Hamilton and zaniness. Nearly all the material Nana set to open at the Carmen, Philadelphia, for that theater's second week of its new policy of on the Sammy Kaye band. Their burly mixed with vaude. . . . "St. Louis Blues" is a wild, Cab Higgy King and his wife, Jo Ann, Calloway flavored bit that rocks are in their 11th week, and the crowd from both the rhythmic Cherrie Lee, the Pepper Pot of New Orleans, is in her sixth week, as featured strip at the President-Follies, San Francisco. An addition to the line-up is Vivienne Mitchelle. Charlie Fritcher is expecting to leave June 1. Linda Lee returns next week after two weeks of honeymooning. . . Stormy Dawn followed Tempest Storm into Colorado Springs'

### Exira Added

#### New York

Comic Jackie Winston handles Olivelli's, performers' rooming (25). . . . Los Chavales de Espana with Trini Reyes return to the Waldorf-Astoria Starlight Roof on June 1. . . . Chanter Jimmy Adano, RCA Victor Records, works with Larry Storch at Banner Lodge, Moodus, Conn., Friday (29). . . . Final show of the season at the Persian Room, Hotel Plaza, will star the Blackburn Twins with Marion Colby and Clifford Guest, . . . Murray Lane, now fully recovered from his heart attack, is now back at work. . . Jerome Mann, the Ali Hakim of "Oklahoma!," leaves Wednesday (27) for a European tour. . . . Leo Fuld flies to Paris Monday

### Para, N. Y.

· Continued from page 18

neighborhood, child psychology and "Babalu" material. He fin-

Martin Brothers and their comedy treatment to the range standard puppet act performed of fem singer types and settling well and got deserved applause for the boy-girl jive team, clown and suitcase and Negro musicians bits. The team came on to a cold reception yet finished with a warm one.

> The Jerry Gray ork backed the acts smartly and handled itself well on a flag-waving opener, "Crewcut," "No Moon At All," "Old Black Magic" and a mid-

Pic, "The Desert Song." Joe Martin.

an appeal which was favorably ruled upon by Judge Tenenbaum. The jurist held that the entertainer was not an independent contractor but an employee of the club, and, since he suffered an accident during the course of his employment, was entitled to compensation. He held that while the per rmer in the initial undertak-Spidale's original application ing may be an independent confor compensation was refused by tractor, once he is directed by the Deputy Director of the Divi- the club when, how and where he sion of Workmen's Compensation, is to perform, it becomes an em-

Winnie Garrett, who, with her House of Oscar. Both bookings ash local agency.... Jerry Paulos, former house singer at the Hudson, Union City, bowed at the Wardman Park Hotel, Washington, May 21 for two weeks with options.

> Irma (the Body), Hirst circuit feature, was chosen Pin-up Queen by members of the Air Rescue Squadron stationed at Johnston Air Force base at Nagoya, Japan. . . . Harry (Lifty) Lewis, comic, upon completion of his Hirst circuit tour, will open July 1 for 10 weeks as social director at Sam and Mollie Samson's summer resort. South Haven Mich. . . . The Maurice Kurtz agency has Al Paris Green and Sugar Lynn opening July 4 at the Kentucky Club, Woodridge, N. Y., for the summer. The agency also, for the Kiamesha Lodge, Kiamesha Lake, N. Y., has stars of radio, TV and stage, and for the Karmel Hotel, Loch Sheldrake, N. Y., all name acts. Kurtz also handles, Abe Gore, comic, for his second season at the Tanzville Hotel, Parksville, N. Y., and Ann King, legit actress, as social directress, at the Gradus Hotel, Kiamesha Lake, N. Y. . . . Sirena, underwater ballerina, in a tank owned and operated by Harry Swank, opened at the Club Dixie, Detroit, 'iru the Sennes Agency. . . . Larry Norman is in his 10th wee': as singing emsee at Abe Perkin's Gay 90's Show Lounge, Minneapolis, where the rest of the talent includes Bee Lee, vocalist; Al Clover, hillbilly comic; George Gibson, tapster, and Eddie Bach, doubling as ork leader and funster. . . . Sherry Shannon is rounding out a full year at the Persian Palms, Minneapolis, besides modeling for Arts Photography mag, for which she will adorn the front cover of July issue. . . . Sandra Farrell and Milton Donn finished two weeks at the Roxy, Cleveland, May 28, and shifted to the Gayety, Detroit, for another fortnight. The balance of stock cast at the Roxy are Bert Carr, Rusty Jordan, Harry White, Phil Lane, Fifi Laberne, Vicki (Reynolds) Raye, Lotus DuBois and Babe Mitchell.

### Chase, St. Louis

· Continued from page 18

to harmonize as few sister acts can. Had to beg off.

Adagio team of Lucienne and Ashour score a solid hit with their knock-down, drag 'em out routine. Act packs a real Gallic touch and earned heavy mitt.

Various and sundry other performers contribute to this Lou Walters extravaganza, including Ralph Yound, The Charlee Ballet doing an authentic version of the Car. Can, Gloria Leroy, Guilda, Nejla Ates, Janine Gernet, and, of course, the ladies of the chorus.

Songs and lyrics by Lou Walters and Art Waner tie the show into a neat package. A local band rec ited by Joe Schirmer and fronted by Bobby Swain does an excellent job on the difficult show

Elaborate costumes drew plenty of gasps from the ringsiders, and from all appearances biz is better than good. Cover charges have been upped for this attraction and it seems to be paying off.

Abie L. Morris.

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## Oregonian Feature Plugs Roller Sport

magazine section of the Sunday (17) issue of The Portland Oregonian. The press run for that issue was 306,000.

### Skaters Set For Du Mont 'Strawhatters'

NEW YORK, May 23.—Amateur roller skaters will have many chances to show their art when Du Mont's WABD stages its sum-mertime "Strawhatters" TV program, Wodnesday nights thruout this sum ner, from the Palisades Amusem :nt Park in New Jersey. The for nat calls for the show to run as an amateur contest, with River at Portland. River tides different skaters competing each week against singers, acrobats,

The America on Wheels chain, with headquarters at Twin City Arena, Elizabeth, N. J., has spectator section shipped water.

agreed to supply an act for the When the portable rink wa opener, Wednesday (27). The each time, 8:30 to 9:30 p.m.

they applied for a sanction from floor to dry it for skating. both the U.S. Amateur Roller Skating Association and the Roller Skating Rink Operators' Association. At this writing, a conditional USARSA okay has been received, with provision that it will be revoked if initial programs indicate any violation of stri , amateur rules.

### Westchester Home Expo Opens Thurs.

WHITE PLAINS, N. Y., May 23.—The 10th anniversary Westchester County Better Homes Exposition opened Thursday (21) in the County Center here with a record 114 exhibits of homes and equipment.

The show, which will run thru May 28, is operating from 1 to 11 p.m. daily. The record number of exhibits utilize three floors of the County Center, with a six-room house the largest exhibit.

The White Plains Civic and Business Federation is sponsoring the annual show. Displays have been screened more carefully this year than in the past. In previous shows, some 12 exhibitors of screen and storm sash combinations were permitted, but the number has been reduced this year to four. The intent is to have a minimum of duplications in the exhibits.

### GARDEN CELLAR IS COMBO RINK-RUG EMPORIUM

NEW YORK, May 23.-The basement area of Madison Square Garden, recently vacated by the Ringling Circus menagerie and side show, took on the aspects of a variety of amusement enterprises this week. The area was taken over by two local rug firms for a \$2,500,000 display of domestic and oriental rugs, which they hoped to sell for \$1,385,000. The threeacre space provided not only adequate display space for the sale, but also took on the appearance of a roller rink, as salesmen utilized roller skates to reach customers and deposit money in the tills. To further add to the hoopla, two Persian lambs walked around the area and a live camel also added to the atmosphere. The five-day sale continues on Sunday (24) and ends Monday (25).

PORTLAND, Ore., May 23.—The by Watford Reed, Portland writer roller skating industry received and roller skating enthusiast, favorable publicity this week in a praises the influence of the Roller feature story appearing in the Skating Rink Operators' Association in building wholesome entertainment and promoting public interest.

The article, entitled "Wings on The 2,500-word article, written Their Feet," notes that 17,000,000 during 1952.

business solvent:

safeguards against roughouses, Labor Day. competition in all kinds of skating and standardized dance skating.

The article is lavishly illustrated with photographs of local skating celebrities, just plain skaters having fun, early-day leaders in the sport and a 1913 portable skating rink in Portland.

Human-interest anecdotes are numerous, including an account of a rink operated on a barge by would dislodge the gangplank. waves from passing boats would rock the skating floor, and crowds trying to leave the barge all at

moved from Portland to Aberdeen, modesty rule. Mineola has long show is booked to run a full hour Wash., in the fall of 1913, Jeffries had a strict ban against anything the red last year and the loss of encountered 40 days of continuous shorter than two inches above 25 events would force closure of Du Mont people report that rain. They burned gasoline on the the knees and America on Wheels the building. He cited the amount

who scored with "I Saw Mommy

Kissing Santa Claus," has been

signed to a 15-week contract as

the feature of Tansor's World

Champion Wild West Rodeo for

a tour of arenas. Al Tansor, Mil-

waukee rodeo operator, an-

nounced the deal. Reported price

Show opens Friday (29) for

three days at Memorial Audito-

rium, Canton, O. Dates in Spring-

field, Mass.; Albany, N. Y., and

Newark, N. J., are expected to be

set. Stands in other Eastern cities

are in the making, according to

Clarence D. Jacobsen.

is \$5,000 weekly.

JIMMY BOYD SIGNS

"Mommy Kissing Santa" Lad Opens

Arena Horse Opera Trek Friday

FOR TANSOR RODEO

CHICAGO, May 23 .- Columbia | sen in New York recently. Jacob-

contracting the rodeo.

Rodeo Line-Up

him will be Tansor's regular line-

Records' Jimmy Boyd, juvenile sen announced that Hal Oliver is

CENSORED

### N.Y. RSROA **Bans Short** Skate Skirts

NEW YORK, May 23 .- A uniform dress-length regulation, call-Americans enjoyed roller skating ing for skirts to be no shorter last year and that the Oaks Rink than three inches above the cenin Portland had 130,000 admissions ter of the knee-cap, has been voted by the metropolitan chap-The following RSROA platform ter of the Roller Skating Rink points are credited with helping to Operators' Association. Signs an-make the sport popular and the nouncing the regulation have been printed by the group, and Clean rinks, close supervision, enforcement will begin with start good equipment, good lighting, of the 1953-'54 season around

In voting the decree, advocates stressed two points: (1) Many girls were wearing skirts so abbreviated that parents and town fathers were frowning. (2) Many distaff patrons, who did not own skating costumes, were staying away from rollerdromes because the contrast between their conventional sport and street Chris Jeffries in the Willamette attire was too marked in comparison with the extremely ab-

The Mineola (L. I.) Rollerdrome and the America on Wheels chain, once would tilt the craft until the members of the United Rink of new business a civic audito-When the portable rink was enforce their own versions of a one-fourth true.' enforces a finger-tip regulation.

## Wirtz, Prince Oppose Chicago Aud Plan

Owners Say Stadium, Amphitheater Would Close; Committee Gives Okay

this week put its approval on a proposal for building a civic auditorium in Chicago. William Wood Prince, head of the International Amphitheater, and Arthur M. Wirtz, president of the Chicago Stadium, spoke in op-

Prince declared the suggested structure would cost nearer \$50,-000,000. Both he and Wirtz declared their buildings would be forced out of business if the city built a competing building, and Prince charged the proposal was an invasion of private enterprise.

Wirtz said the Stadium was in of tax paid by the Stadium and pointed out that the building cost

position to the bill.

The measure goes next to another legislative committee. It would appropriate \$5,700,000 toward the proposed building. Funds from a race track tax would be funneled to the project. The initial cost has been estimated at \$8,600,000.

Representatives of the Chicago breviated skirts that were in Convention Bureau said the city was losing convention business because it lacks auditorium facilities. Wirtz countered that claims Operators' group, will continue to rium would bring were "less than

Amphitheater

### Reveals Plan For Addition

CHICAGO, May 23.-Plans to add 100,000 square feet of exhibit space to the International Amphitheater here were unveiled at a State Legislature hearing on a proposed new civic auditorium Boyd will sing and ride in the for Chicago. performances, appearing three

William Wood Prince, head of times, Tansor said here. Backing the Amphitheater, told of the plans, which also call for building up of five rodeo events. Liberty of a motel near the Amphihorse act. Reynolds' roping act, a theater's Stockyards Inn. The bucking Ford turn, square dance Amphitheater addition would be on horseback and two rodeo to the west end of the building.

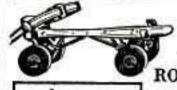
Building Manager M. E. Thayer The boy singer was signed thru said the addition, which is sched-General Artists Corporation, with uled to be built unless the city Tom Martin handling the deal for puts up a competing structure, would give the Amphitheater ad-Unit will move on seven trucks, | equate space to handle the tool Tansor said Jacobsen is booking Tansor said he will carry about builders and road builders trade all dates. The show represents the 50 people and a large number of shows. Thayer said these are the first announced activity of the horses. His rodeo has played the shows which require the most space and the only two for which the present Amphitheater is not large enough.

Cost of the proposed addition was estimated at between \$1,000,-000 and \$1,500,000.

SPRINGFIELD, Ill., May 23.— \$7,000,000 to build in 1929 and A State legislative committee would cost \$25,000,000 to duplicate now. He stated that Chicago already has more than double the exhibit space available in any other city.

> A convention bureau representative said the new building would bring enough additional business to the city to double the use of the Wirtz and Prince buildings.

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### SPIKE JONES FRAMING **NEW SHOW; SETS WEST**

new booking service for auditori- circuit previously, closing its most

ums and arenas opened by Jacob- recent trek several weeks ago.

BEVERLY HILLS, Calif., May Inc., declared the trek was highly 23.—The Spike Jones Musical Desuccessful. preciation Revue has completed its latest tour and arrived back show, which will open at the here Friday (15). Ralph Wonders, president of Arena Stars,

### Dramatic & Musical Routes

Deep Blue Sea (Uta Hagen): (Blackstone)

Dial 'M' for Murder: (Harris) Chicago. Good Night Ladies: (Royal Alexandra) Tor-

Guys and Dolls: (Aud.) Portland, Ore., 24-26; (Community) Berkeley, Calif., 29-30. Hildegarde: (Earlanger) Buffalo 27-31, Love of Four Colonels: (Forrest) Philadel-

Maid of the Ozarks: (Selwyn) Chicago. Me and Juliet: (Shubert) Boston, Mrs. McThing With Helen Hayes: (Nixon)

Pittsburgh.

New Faces: (Great Northern) Chicago. Pal Joey: (Shubert) Chicago, South Pacific (N.Y. Co.): (Opera House) Boston.

South Pacific (Nat'l Co.): (Shubert) Detroit, Top Banana: (Curran) San Francisco. Victor Borge: (Davidson) Milwaukee,

Jones now is building a new

Pan-Pacific Auditorium, Los Angeles, for the Home Show, June four weeks at the Flamingo Hotel, Las Vegas, Nev., and two weeks at Cal-Neva Lodge, Lake Tahoe. A tour of about six weeks thru the Northwest and into British Columbia will follow.

The Jones show was first to appear in the newly completed Denver Auditorium Annex. From Denver, it was reported that the annex has about 4,000 additional seats, improved stage and bandshell and other improvements over the old city auditorium.

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# The Final Curtain

ABRAMS-Mrs. Mollie Hertan. 97, mother of Benjamin Abrams, president of Emerson Radio & Phonograph Corporation, May 17 in New York, Two other sons also survive,

BELL-William Wilson,

88, since 1926 a co-owner with his son Rex, of the Three B Company, outdoor advertising plant, and a wholesale supply business, the Chemicals & Materials Corporation, Terre Haute, Ind., firms, May 15 in that city, Bell entered business in 1888 in Pittsburg, Kan., where he owned and managed a chain of theatrical companies. He was founder and first president of the Theatrical Managers' Association, which was organized in Kansas City and later moved to New York, In 1917 he was elected mayor of Pittsburg. As a pioneer outdoor adver-tising man Bell helped organize the Outdoor Advertising Association of America, and was elected its excutive secretary in 1918, a post he filled for more than eight years in Chicago. He was also well known as an artist, his paintings having won numerous awards. Bell was a member of the Blks Lodge, Pittsburg, and past president of the Rotary Club, Terre Haute, Survived by his widow, Barbara; his son; a daughter, Mrs. Daphine Baxter, and four grandchildren.

BUCKLEY-Raigh L., 45, radio engineer, May 16 in Portland, Me. He was forced, due to illness, to retire three years ago from his post as engineer at Station WCSH. His widow, mother, sister and a son survive.

DAVIS-Ennis,

50, educational director for the Fred Waring organization, May 8 in Monroe County General Hospital, East Stroudsburg, Pa. He was editor of The Music Journal and dean of the Fred Waring Choral Workshop, Davis had written many books and articles on music, His widow, mother and grandmother survive.

DAVIS-Richard. 19, concession agent on Prell's Broadway Shows, May 18 at Charlottesville, Va.

DeLAMARTER-Eric,

73, former associate conducter of the Chicago Symphony Orchestra, May 17 in Orlando, Pla, He had also served as conductor of the Austin (Tex.) Symphony and appeared as a conductor with Joan Crawford in the film "Humoresque." His widow and a daughter survive.

DINEHART-Mrs. Mozelle Britton,

41, widow of the late actor Alan Dinehart, May 18 in Good Samaritan Hospital, Los Angeles, following a heart attack. She had been in failing health for several years. A native of Oklahoma, Mrs. Dinehart came to Southern Califormis at 17, studied at the Pasadena Playhouse, and later had several small film roles at 20th Century-Fox and Columbia studios before marrying Dinebari in 1933, Besides her husband, Thomas W. Gosser, she is survived by a son, Alan III; a stepson, Alan Jr.; her mother, Mrs. A. V. Britton, and three sisters, Mrs. Allamae Gingo, of Los Angeles; Mrs. John S. Daniel, Oklahoma City, and Mrs. M. Martin Harris, Houston, Entombment in Porrest Lawn Mausoleum, Glendale,

EDWARDS-Tom W., 74, a veteran of 57 years in outdoor show business, April 9 in Sulphur, Okla, He had retired in 1947 after trouping with the old Mighty Hang, M. L. Clark, Molly Bailey and Honest Bill circuses. Among the carnivals with which he had been connected were the J. George Loos, T. J. Tidwell, Alamo Exposition, Bill H. Hames, Byers Bros., Rice & Dorman, E. B. Reed and Nip Butt All American shows. In 1912 Edwards bought an interest in the Booger Red Wild West wagon show and he managed and booked the show until 1918. In 1927 he owned and operated the Oklahoma Jim Law and Outlaw show. Survived by two sons, Jack, Aransas Pass, Tex., who formerly worked as a knife thrower with Otto Gray's troupe of Western entertainers and is now in business in Aransas Pass, Tex., and Rob, Ada, Okla.; two daughters, Estelle Cochran, San Antonio, and Mrs. Lucille Maserange, Mobile, Ala.; a sister, Mrs. Stella Welch, Commerce, Tex., and a brother, Jess, Allen, Okla, Burial took place in the family plot at Troy, Okla,

FLEMION-Mildred,

May 9 following a heart attack. She was the wife of William Flemion, former motion picture distribution executive and now managing director of the Studio Theater, Detroit. Three sons also survive, Richard, formerly booker for Producers Releasing Corporation, Detroit; William Jr., and Charles, Interment in Wellston,

In Cherished Memory

Horace E. Gould Woonsocket, R. I. Died May 8, 1953. Beloved Husband of DELIA C. GOULD and My Dearest Friend MARTIN J. MCPARTLIN

GAETZ-James Ferrier.

78, father of Gerald (Gerry) Gaetz. manager of radio station CJCA, Edmonton, Alta., at Lethbridge, Alta., May 6. Survived by his widow, three sons, a brother and two sisters. Burial was at Red Deer, Alts.

GEARHEARDT-Fred L.,

69, veteran circus trouper, May 16 of heart trouble in Wilson Memorial Hospital, Sidney, O. He broke into show busi-ness with the John G. Robinson 10 Big Shows in 1904 and later toured with a number of big shows, including the Ringling-Barnum circus, his last showbiz connection in 1931. Survived by a son, Fred L. Jr. Services May 19 and burial in Fairview Cemetery, Quincy, O.

> In Loving Memory OF MY DEAR HUSBAND JAMES H. GRIFFITH

WHO DIED DECEMBER 8TH, 1950.

MRS. FRANCES GRIFFITH

GESNER-Charles,

60, veteran carnival ride man who was known as Walk Away Charlie, April 30 at the home of a brother in Woodville, Tex, He was born in Woodville and formerly trouped with a number of car-

nivals. For the past 15 years he was con- | PRESTON-Dorothy Marie. nected with Beach Amusement Park, Galveston, Tex.

GOOSER-Mrs. Thomas W., 41, widow of actor Alan Dinehart, May 18 in Los Angeles. She had been an actress and a Hollywood columnist.

HARRIS-Mrs. Elsie L., 61, retired film actress, May 17, She was born in Cincinnati. Surviving is her husband, Carl; three sons, Robert, Richard and Donald; daughters, Mrs. Katheleen MacDowell and Mrs. Patricia O'Steen, and five grandchildren. Interment in Porest Lawn Memorial Park, Glendale,

CARL HADA

Passed away June 1st, 1950. DEEP IN MY HEART A MEMORY IS KEPT OF THE ONE I LOVED AND WILL NEVER FORGET. Loving Wife, STELLA HADA

JACOBSON-Mrs. Betty,

89, in Bridgeport, Conn., May 16, She was the mother of Morris Jacobson, general manager of the Strand Amusement Company of Southern Connecticut, Survived by six other sons, Leon, Ralph, Irving and Sam, Bridgeport, and Sol and Charles, Detroit, and a daughter, Mrs. Rebecca Kangisser, Bridgeport, Burial in Rodeph Sholom Cemetery, Fairfield, Conn., May 17.

JONES-Percy M.,

57, veteran circus and carnival man, May 6 in Bridgeport, Neb., of a heart attack. Survived by his widow, Virginia, Tucson, Ariz., and two brothers, Howard V., Spokane, and William C., Hibbing, Minn. Burial May 10 in Bridgeport with American Legion services, (Details in General Outdoor 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

MAHS-Carl,

2, infant son of Mr. and Mrs. Louis G. Mahs, of the Motordrome staff on Amusement Company of America Shows, May 14, in East St. Louis, following an attack of pneumonia,

MEYER- W. L. (Billy), 77, well-known among pitchmen, carnival, circus and vaude performers, at his home in Downers Grove, Ill., April 30. He had been suffering with heart disease since he quit the road in 1950 to live in retirement at his home. A daughter, Mrs. Ruth M. Campbell, ad account executive and industrial motion picture producer, and a granddaughter, Ruth L. Campbell, survive. Burial in Forrest Home Cemetary, Millwaukee.

MILLS-David G. musician, April 25 in St. Marys Hospital, Kansas City, Mo., of a heart attack. Survived by his widow, Mary: a daughter, Katherine Roach, and a son, Marine Corp. David S. Mills, Burial in Chetopa,

MORGAN-Richard I. (Dick), 48, banjoist for 35 years and at the time of his death with the Spike Jones band, May 18 in North Hollywood Hospital following a heart attack. He was featured in the Jones band for eight years. He left the troupe in Springfield, Mass., May 10, to visit his wife, former singer Pamela Ward, and their daughter, Germaine, in Los Angeles. In addition to his widow and daughter, he leaves three sisters, Mrs. Blogwen Tondulec, Mrs. Mamle Harvey and Alice Morgan, Interment in Inglewood (Calif.) Cemetery.

### **Marriages**

BARTELL-GIBSON-Vincent Bartell, technician at WWJ-TV Detroit, and Joan Gibson, receptionist at that station, in Detroit May 16.

BROOKS-ROZELL-Arthur Brooks Jr. and Dolores Rozell performers, recently in Las Cruces, N. M.

CREECH-FOWLER-

A/2C Bobby Creech, non-pro, and Ruby (Butch) Powier, former concessionaire on Adams Exposition Shows, in Austin, Tex., recently.

HAAG-MENA-

Charles Hang, son of Harry and Ruby Haag, of Royal Dunbar Circus, to Ernestine Mena in Barquislmeto, Venezuela,

HAFFEN-REYNOLDS-

Actress Marjorie Reynolds and John M. Haffen, assistant film editor at Republic Studios, May 17 in Beverly Hills (Calif.) Community Church. Formerly with Paramount. Miss Reynolds now appears in television with William Bendix in "Life of Riley."

PASTENE-JOHNSON-

Robert Pastene, actor, appearing in "The Children's Hour," and Susan Johnson, singer at the Ruban Bleu, New York, in Greenwich, Conn., May 11.

SOTAK-HORNAK-Michael Sotak, rodeo performer, and Mary Rita Hornak, night club singer, in Bridgeport, Conn., May 16.

WHITE-BROTHERMAN-Joseph T. White Jr. and Ralene Brotherman, recently in San Antonio. Bride is member of the traffic department at KMAC there.

44, vaudeville dancer known as Toni Preston, May 15 in Rochester, N. Y. She had been a dancer on the Kelth-Orpheum circuit in the 1920's.

REINHARDT-Django.

43, gypsy jazz guitarist, May 16 in Paris. He was a night club attraction at the age of 15, but later a fire left him paralyzed in two fingers. After 18 months of continual practice, however, he was hailed by critics as the world's best jazz guitar player. In the 1930's he directed the famous quintet of the Hot Club de France and made appearances in London and New York, later touring every gypsy encampment in France to play for his people. Reinhardt had been for the past few years an exponent of becop,

ROSENTHAL—Harry, 60, planist, orchestra leader and composer, May 10 in Beverly Hills, Calif. He made his debut as an actor in 1929 in 'June Moon," tho he had appeared in several motion pictures. Best known for his compositions, he wrote five operettas in London during the 1920's, includ-ing "The Ramboula" and "Sky High

SMITH-Walter P. (Pat),

59, veteran med showman, in Macon, Ga., May 10. For 10 years he was on the World med show and joined Bardex Minstrels three weeks ago. Burial in

STEVENS-Johnie,

Inside concession operator formerly with Dailey and Campa circuses, May 16 while with Capell Bros, Circus at Vienna, Mo. Burial in Gonzales, Tex.

SUTTON-Roy J.,

70, May 13, in Detroit, He was founder of the S & C (Sutton and Clements) restaurant chain in Detroit, operating the S & C Four Dukes Supper Club, Survived by his widow, Elizabeth Ellen, Interment in Oakview Cemetery, Royal Oak, Mich.

TROUT-Ross H.,

65, a director of the Estevan (Sask.) Agricultural Society, at Estevan May 11. Survived by his widow, two sons, one daughter, three brothers and one sister. Burial was at Estevan.

VETLUGUIN-Voidemar.

56, Hollywood producer and former mag editor who was credited with popularizing the cover-girl photograph, May 15 in New York. The former manager of dancer Isadora Duncan, he was a writer and editor of Red Book magazine from 1933 to 1943, when he became an assistant to Louis B. Mayer, movie exec, Among the films Vetluguin produced are "East Side, West Side" and "A Life of Her Own."

> IN MEMORY Of My Beloved Husband

Who passed away May 24, 1952 I Miss You Very Much! MARION WOOD

WARREN-Dr. Barnett M.

54, dentist and playwright, May 17 in Montauk, N. Y. He had written several plays produced in summer stock, but had never had a play produced on Broadway. A brother, English and Yiddish star Jacob Ben-Ami; his widow, actress Paula Bauersmith; his mother, son, daughter and sister survive.

### Births

GOLDMAN-

A daughter, Jo-Ann, to Mr. and Mrs. Harold Goldman May 8 in New York. Pather is national sales director of TV

To Dr. and Mrs. Myron Kaufman, a daughter, Kathle Lynn, in Detroit May 8. Mother is the daughter of Max Gealer, former vaudeville and musical comedy actor, who is now supervisor of Associated Theatres, Detroit circuit.

A daughter Cathy Patricia, May 15, at Dalias, to Mr. and Mrs. Terry Lee, Father is sales manager of WFAA-TV.

MEDLEY-

A son, Herbert Adlebert II, to A/3C and Mrs. Herbert A. Medley at Cheyenne, Wyo., April 10. Grandparents Mr. and Mrs. Lewis Garner, of Waverly, La., are veteran carnival concessionaires.

NEWMAN-

A daughter, Sari, to Mr. and Mrs. Lee Newman, May 12, in Cedars of Lebanon Hospital, Los Angeles, Mother is Barbara Belle, personal manager of Champ Butler.

A daughter to Mr. and Mrs. John Patter-

son, April 27, at La Fayette, Ind. Grandparents Clyde and Frances Widener formerly were with Mills Bros,' Circus,

A daughter, Jennifer Laurie, to Mr. and Mrs. Norman Pader May 10 in Rocksville Center, L. I. Father is manager of exploitation, NBC press department. REMINGTON-

A daughter to Mr. and Mrs. Jack Remington, in Good Samaritan Hospital

WKRC staff in that city. A son, Gene Alfred, to Mr. and Mrs. E. L. Ricciardi, May 13 in Crawford

Cincinnati, Father is deejay on the

Long Hospital, Atlanta, Father is a con-cessionaire with the Cetlin & Wilson SCHUE-A son, Steven Wesley, to Mr. and Mrs.

Jack Schue at Inglewood, Calif., May 11.

Parents are concessionaires on Cetlin &

Wilson Shows. SWOPE-

A son, Mark, to Mr. and Mrs. John Swope, May 14, in St. John's Hopsital, Santa Monica, Calif. Pather is executive producer of the La Jolla Playhouse, Mother is Actress Dorothy McGuire.

### Roadshow Rep

E. A. CELLAR writes from Lo-rena, Tex., that he has been Arizona. Show does some merslated to open soon in Souththe most part will depend on the Boyd family of four to carry the Eastern Maine and New Bruns-Emmy" bill and will take on some summer resort hotels. . . . Carl Griffith, who is in Guymon, Okla., will move into New Mexico soon with his regular style stroller show after a winter of only fair business in Oklahoma schools. . . . GEORGE SPENCER writes from Colebrook, N. H., that he is business in Oklahoma schools. . . Mr. and Mrs. Ed Gately are set for a tour of Pennsylvania and New York resort spots with their puppets and Punch and Judy show. . . . R. E. Rollins is in Clayton, N. Y., prepping his vaudenovelty attraction for an early June bow in Sarnia, Ont.

headquarters in Billings, Mont. will present short-cast bills this Miller owned the show.

working that sector since May 1. chandising. . . . C. V. Congaris left He says that he plans to move Santa Fe, N. Y., May 1 to take westward where he will make a on small-town dates with his outnumber of celebrations along with | door novelty show. He also has presenting his regular open-air some celebrations lined up for show. . . . Boyd's Tent Show is late summer. . . . Lee's Family Show, which closed recently for western Oregon. Org will offer a three-week vacation, soon will some short dramatic bills, but for get going again at Billings, Mont. . . . G. H. Gormley, old-time roadshow press and advance agent, entertainment ball. . . . The Chris advises from Milwaukee that he Tate Show will try some dates in will take a month's vacation in July and tour the tent shows playwick. It will feature its "Aunt ing in Iowa, Illinois and Missouri, 'With movie houses closing daily in Wisconsin, I want to see what the outdoor shows are doing," Gormley says.

improving in health and has about decided to play some fairs in Canada with his museum-novelty show. . . . Thomas Dale, who is headquartering in Hebron, Neb., was the victim of a severe windstorm which practically wrecked his trailer. Dale and his wife are on a West to East tour with his two-cast drama, vaude show after LEE FORRESTER again will spending part of the winter in tour Montana with his solo Fresno, Calif., He reports that stroller show. Forrester, who business had been okay all along spent the winter in Fresno, Calif., the line until he ran into the twister. . . Earle F. Johnson . . Murray's Tent Show, which writes from Pittsburgh seeking has been offering straight vaude the roster of the Buddy Players of attractions, the past three years, the early '40s. He says that Phil

### Drivin' 'Round the Drive-Ins

TRI-STATE Buying & Booking | Connecticut with fabricated Harvest Moon Drive-In, Linden, for 600 cars. Pa. William Elliott is performing these services. . . . The Brandon- | TEON GLASSCOCK last week ville, Pa., Drive-In is now known Neil Hellman open their drive-In in Levittown, Pa., on U. S. Route 1, June 1. . . . Harold E. Bell resigned as manager of the College Theater, Bethlehem, Pa., to manage his own drive-in at Danville Pa. . . . Brandywine Drive-In near Wilmington, Del., featured its first Dollar Night of the new season, with a dollar admission per car. . . . Stanley Rother-mel opens\_his Millerstown Drive-In Theater, Millerstown, Pa., with Service out of Philadelphia hanpictures. Alan E. Holdcraft is ushering in the new season at his Delmar (Del.) Drive-In. Charles Collins' 600-car Pike Drive-In Exploitation and an officer of Beverly at Montgomery, Pa., is in oper-

by E. E. Ness at Amity Hall, Pa. . . . The Manchester Drive-In W. H. Fox, secretary. Theater Corporation, Hartford, Conn., now nearing completion of a \$100,000 drive-in theater at Bolton, Conn., will have facilities for wide screen process motion pictures, according to Bernie Menschell, president.

The drive-in, believed to be first outdoor theater project in

#### Excise Hearing Continued from page 1

vision department). Altho the excess profits tax hearing will run at least 10 days, Chief Clerk Gordon Grand, of the House Ways and Means Committee, said that the excise levy proceedings won't be postponed or called off. However, it appeared more certain than ever that Congress won't act this year on excises, and there is strong likelihood that the lawmakers will oppose voting excise cuts next year in view of President Eisenhower's latest insistence on tapping all existing revenue sources to balance the budget.

At the same time, administration spokesmen who will appear at the excise hearings and who testified this week on other fiscal legislation, made it clear that they are sympathetic with some arguments by proponents of excise cuts, but they warned against hasty action. Undersecretary of the Treasury Marion Folsom and Assistant Commerce Secretary Craig R. Sheaffer stated their position in testimony this week before the House Select Committee on Small Business.

Service, Philadelphia, is no screen on ratio of 1 to 2 (twice as longer handling S. W. Royer's wide as it is high), will have space

announced that construction as the Starlite. Owned by Mel work sceduled to start on his new Heinback and partners, it is being 1,700-seat, open-air theater will serviced by Tri-State Buying & be postponed for a while at Booking Service. . . . Mel Fox and Mathis, Tex. . . . Preston Smith. independent drive-in theater owner and operator at Lubbock, Tex., was elected president of the Texas Drive-In Theater Owners' Association. He succeeds C. C. Ezell who resigned and was succeeded by Charles Eisenburg, as temporary president. . . . 6. L. Oakley, general manager, Jefferson Amusement Company, Beaumont, Tex., has announced that construction will be started soon on a new 500-car drive-in at Sils-Allied Motion Picture Theater bee, Tex. . . . Bert M. Stearn, Service out of Philadelphia han- associated in the operation of the dling the booking and buying of Star-Light Drive-In Theater, Wexford, Pa., has taken over the Grand Theater and Louisa Theater Building at Carnegie, Pa., where he will install 3-dimensional equipment. New operation will ation and the newly built 200-car be called C. T. Enterprises, Inc., Family Drive-In has been opened with Harry Hendel, president: Bert M. Stcarn, treasurer, and

### 16mm. SOUND FEATURE PROGRAMS \$1.00 A DAY

beginning with the fourth consecutive day's use. The rental for the first 1-2-3 days is \$4.95 and \$7.95. Some 300 different programs are available—many new releases this year—all including short subjects to make a program of 80 to 90 minutes. EVERY TIME YOU BOOK FROM EASTIN PICTURES YOU'LL SAVE MONEY, WRITE FOR OUR 1953 ROAD-SHOW CATALOG — JUST OFF THE PRESS!

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OUTDOOR

### **BIG POTENTIAL SEEN**

## Parks Get NIRA Nod on Co. Picnics

By TOM PARKINSON

CLEVELAND, May 23 .-Company picnics at amusement parks figured importantly in discussions at the National Industrial Recreation Association's convention here Sunday thru Wednesday (17-20).

Picnic panel members speaking at the Tuesday (19) session agreed that established amusement parks constitute the best place for staging company pic-

### Heart Attack Takes Jones, Vet Showman

BRIDGEPORT, Neb., May 23 .-Percy M. Jones, 57, former circus owner and co-owner with Fred Stumbo of the Golden Nugget Shows, which was scheduled to open May 10 at this winter quarters city, died May 6 of a heart attack.

At one time Jones had out the Jones Circus, and he had also operated the Jones Greater Shows thru the Northern States. During World War II he operated the Victory United Shows, retitled the Black Hills Exposition Shows last year.

A veteran of outdoor show business, Jones had trouped with the bus firms, who reported back in will probably be its best year to Ringling Bros. and Barnum & March that inquiries about char- date in charter work. E. C. Dow-Bailey Circus years ago. He had ters were running about 50 per dall, division passenger agent, also been connected with other cir- cent ahead of last year, now re- said this week that in many cases cuses and had general agented port that such inquiries have they have already exhausted desuch carnivals as the Brundage, tapered off during the latter part scriptive material provided by Axel Bendixon and Melvin United shows. During his career Jones had also served as advance agent for the Loos-Allen, Mighty Monarch and Velare Bros.' shows. He was a member of the Heart of America Showmen's Club, Arizona Showmen's Association, Veterans of Foreign Wars and the American Legion. He was born in Duluth, Minn,

Surviving are his widow, Virginia, bingo operator, who is critically ill in Tueson, Ariz., and two brothers, Howard V., Spokane, and William C., Hibbing, Minn. Burial took place May 10 in Bridgeport with Legion services.

### Escanaba Fair Pacts Vallee

ESCANABA, Mich., May 23.-Upper Peninsula State Fair has adopted a name attraction policy for its silver jubilee run this year and has inked Rudy Vallee. Eddie Dunn and ex - middleweight champ Tony Zale, Ray La-Porte, new secretary-manager, announced.

Vallee will headline the evening program of Governor's Day, while Dunn, emsee of the radio program, "True or False" will head up his show for two performances. Zale will referee a boxing show skedded for Saturday night. Another radio performer, Sergeant Preston, of the Mounted Police, will be featured in an opening day kid program in front of the grandstand.

### LaBreque Mending Following Surgery

SAN ANTONIO, May 23.-Harry LaBreque, who has foresaken the midways for home show work in recent years, reports that he is recovering here from a recent rectal operation that followed his collapse in March while directing the Canton (O.) Home Show.

LaBreque said that his "ticker gave out" during the latter part of the Canton showing and he had to direct its operation and the home show at Youngstown, O., that followed from Canton Mercy for referendums to legalize char- that some 79,311,956 persons had col films will be shown. The morths here. The Cinerama pro-Hospital. He spent three weeks in the hospital before coming here. LaBreque states that he is on the recovery road and expects to make a trip to the Coast before make a trip to the companion to the concluded that the park since its opening presentation will run about 20 cess of projection requires no minutes and will probably carry a trip to the coast and the long.

nics. But a poll of those attending revealed a strong majority of company picnics are not held in amusement parks.

NIRA is made up of representatives of employee recreation clubs and associations from many of the nation's top industrial and business firms. The National Association of Amusement Parks, Pools and Beaches and Riverview Park, Chicago, operated booths at the NIRA trade show to distribute park picnic literature.

On the NIRA picnic panel were Beach, Cleveland; Paul D. Galeese, Armco Steel Company, Middletown, O.; Lyle Gately, General Motors Corp., Pontiac, Mich., and Ernest Nelson, Champion Paper and Fibre Corp., Hamilton, O. The discussion leader was Ray C. Kooi, Ford Motor Company, Dearborn, Mich.

# **Toronto Mayor** Seeks Sunday **CNE Operation**

TORONTO, May 23. - Mayor Lamport of Toronto has renewed his plea for open Sundays during the Canadian National Exhibition to allow the running off of sporting events.

"It would be a means of entertaining thousands of people who come to Toronto from out of town to see the CNE and who Irving Rosenthal, co-owner of have nothing else to do over the Palisades (N. J.) Amusement

week-end," he said. Presently, Toronto is closed down on Sundays, with the exception of professional sports. Dudley S. Humphrey, of Euclid Hockey games, baseball games was the possibility of conducting and bowling is allowed between 1:30 p.m. and 5 p.m. Sundays.

The mayor said he would object to having the midway operating on Sunday.

He also thought there would be considerable objection to a grandstand show on Sunday, but in time for the trial. he did feel there were thousands Galeese said parks provided who had no other opportunity to (Continued on page 70) see a grandstand performance.

### **OUTLOOK STILL GOOD**

### **Bad Weather Stalls** Charter Bus Deals

of April and early May.

groups is the bad weather that has prevailed to date. The bus firms, however, report that an increase in activity has been exthey attribute to the warm and pleasant days that squeezed in between the numerous days of rain and cold.

The firms checked this week report that they have more jobs than last year already booked, with bookings running further ahead into the season than in past vears. They attribute this to the fact that about 65 per cent of the charter groups have been on oneday excursions to amusement parks and funspots before. Thus, the groups realize the value of securing early the necessary permits from the parks concerned, in order to be able to visit the amusement spots on the date they

Predict Best Year

The Public Service bus firm, operator of some 3,000 buses in New York, New Jersey and parts "You and the Atom," built and

### N. J. Solons Fail to Act On Bingo

TRENTON, N. J., May 23.—The New Jersey State Assembly failed to act on bingo or any other major legislation when it met here this week. The house convened on Thursday (21) and adjourned until Monday (25) without taking action.

The Assembly was placed under call twice, while the Republican majority held caucuses at which it was reported to have decided to delay action on bingo.

Despite the State-wide drive by country prosecutors to end all bingo playing and distribution of raffle tickets by religious and charitable organizations, the Assembly appeared to be in no hurry to offer relief to these groups.

Fo. bills have been introamendment.

NEW YORK, May 23.—Charter of Pennsylvania, reports that this parks to them for distribution to The reason given for the lull in interested charter groups who interest by potential charter have no specific destination in mind. Altho not all funspot operators supply them with literature, Dowdall pointed out that the availability of literature facilperienced the past 10 days which itates the selection of a destina-

(Continued on page 70)

### SEEK CLEAR SKIES

## **Ops, Boston Expert** Jell No Rain Pact

possibility of an experiment to control the weather was disinterests of the outdoor amusement industry and the head of a weather control service.

The meeting took place Tuesday (12) in the offices of George A. Hamid, where Hamid and Park, were ready to discuss the problem with Dr. Wallace E. Howell, Boston weather expert.

The main topic of discussion an experiment next week-end to guarantee fair weather for Memorial Day week-end patrons. and Irving Rosenthal announced that he is prepared to go ahead with the experiment, providing certain problems can be finalized

#### N Magic Involved

Dr. Howell is the meteorologist who was employed by the City of New York in 1950 at a \$100-aday fee to make rain. Howell activities. admits that he and his associates are not magicians but explained that "what we can do is to nudge the odds in the direction of more favorable weather when atmospheric conditions are right for

Rosenthal is interested in obtaining good weather within a seven-mile radius of his park. and said that "Dr. Howell's value to us cannot be measured, if he can be of service with a rain control system." Rosenthal will meet on Monday (25) with representatives of the Lloyds of London Insurance firm to determine the type of insurance coverage necessary to protect outdoor amusement interests from legal entanglements, should farmers or any other interests claim damages as a result of Howell's experiments allegedly halting rain-

Hamid made the statement that "Upwards of a million men and

NEW YORK, May 23. - The women thruout the country in the outdoor amusement industry have but 16 weeks a year to make cussed here this week between a living, and every rainy day is a financial loss to each and every one of them. It therefore means much to us to acquire a system or a method to control the weather."

#### Acts for NAAPPB

Hamid has been consulting with Dr. Howell for some time regarding the control of the weather, and as president of the National Association of Amusement Parks, Pools and Beaches, has been endeavoring to secure information and details from Howell that would aid the members of the outdoor association.

Following the meeting on Monday with the Lloyds insurance representative, another consultation with Dr. Howell will be held. Howell does not wish to conduct any experiments unless suitable insurance protection is provided to cover any legal technicalities that ay arise as a result of his

Hamid and Rosenthal are aware (Continued on page 70)

### Val Campbell **Inks Detroit** Grandstand

DETROIT, May 23. - Val Campbell, head man of the Gus Sun Agency here, this week was awarded the contract for the variety act program in front of the grandstand at the Michigan State Fair. The pact covers a program of variety acts for six days and calls for a 50-50 split of proceeds after the first \$4,000, which goes to the contractor. The acts will replace the rodeo program of

According to members of the board of managers, thrill shows are planned for opening night, and the evenings of September 5 and 13, altho no contracts have been let. Auto races are skedded for the afternoon of September 4 and midget auto races will hold forth on the fair's final Sunday afternoon. Contracts for the races, along with those for the Coliseum show, also are pending. Don Ridler, fair's director of

entertainment, is in Wayne County General Hospital with a broken hip but has been working from his bed. Six members of the fair's board were re-appointed this week by Gov. Mennen Wil-Kinsora, George Merriman, Rob-Selection of that particular ert J. Noon, Dr. L. H. Firestone

### PARK'S 50th YEAR

### Chi's Riverview Opens With Atomic Exhibit

Park launched its 50th season here Wednesday (20) with a new as the day's newspaper.

Sharing co-billing with the fun spot's 50th anniversary, the featured attraction—and a free one to patrons—is a large exhibit, presented by the American Museum of Atomic Energy at Oak Ridge, Tenn.

On the opening night, some 4,000 persons went thru the turnstiles to the exhibit which is housed in a new, aluminumsided building in the park's

Bill Schmidt, Riverview veepee and general manager, was pleased with the opening night throng that visited the exhibit but pointed out that it was much too e rly to tell whether the ex-

#### Atom Exhibit

The atomic exhibit is intended primarily as a lure for school children, and a strong campaign has been made to apprise teachers and kids alike of the exhibit at the Jark.

campaign in recent years. Newspaper ads gave a strong play to of the pictures. the 50th anniversary, and news-

CHICAGO, May 23.—Riverview | cago and a summertime, there will be a Riverview."

The park, which in recent years featured attraction and an ad- has used TV spots with considvertising campaign as up-dated erable effectiveness, continues to use TV, and in addition it will launch a strong pitch via radio, having beight a half-hour interview-type program, which will originate from the park three liams for four-year terms. They nights a week over WGN from include Stephen Farco, Frank 7:30 to 8 p.m.

(Continued on page 70) and Stanley M. Powell.

### Palisades to Show 3-D At 25c Admission Fee

pull a switch, and instead of behibit would pull heavily thruout ing taken at amusement parks, as its stay which will end June 30. | has been the frequent case to movie houses for such pictures. date, they will be shown at an amusement park shortly.

Irving Rosenthal, co-owner of Palisades (N. J.) Amusement Park, announced this week that he was preparing a 350-seat theater at the park for the presentation of the 3-D films. The view-Riverview's opening was pre- ers of the films will use the speceded by the strongest publicity cial Polaroid-type glasses that are used to achieve the depth effect

He said that he has completed paper editors even on the edi- negotiations for a library of short torial page-were liberal in giv- subjects which have been filmed ing space to the park. The Chi- via the three - dimensional duced in the Legislature calling cago Daily News editorialized method, and both black and

that so long as there are a Chi- many people would be interested projection.

NEW YORK, May 23.—Three- | in seeing a short presentation of dimensional motion pictures will the new-type films, but that they hesitat d paying the prices which have been charged by regular

> He dded that his theater would give the public a chance to see what 3-D was all about, and at a charge that everyone could afford to pay to see the new process.

> The Roller Coasters at various amusement parks figured prominentl, in many 3-D presentations that were first shown at m. ie houses in a show consisting of a series of short subjects. The Coaster at Rockaways' Playland, Queens funspot, is used as the setting of the first scene in Cinerama, which has been enjoying a strong run for many

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CRETOR

### Out in the Open

Macy parades in New York, has been engaged as one of the administrative assistants of the annual five-day Barnum Festival, which will be staged at Bridgeport, Conn., in July in honor of P. T. Barnum. Miss Wallace, who will direct the large parade on July 4, is busy preparing plans. She is assisted by Dorothy H. Schwartz.

George A. Hamid, head of the New York booking office bearing his name, was the subject of a feature story appearing in The World-Telegram and Sun Saturday (9) magazine section. Written by Allan Keller, the tale delves into Hamid's desire to see the circus parades make a comeback and also relates several anecdotes concerning the some 400 acts that Hamid handles.

Vernon Keenan, veteran Coaster builder, visited Rockaways' Playland, Queens funspot recently and, in company with Richard Geist, noted additional improvements which are to be made to the park's Coaster next season. While talking with Geist, they were approached by two representatives of the Guatamalan government, who are in the United States to purchase rides for a park to be operated by their government. By coincidence, they were seeking a builder for a Roller Coaster for their proposed

Anna Halpin, who heads the staff at Palisades (N. J.) Park, reports that the kiddie birthday party promotion is pulling well for the funspot. The stunt pro-vides luncheon, birthday cake, favors, gifts and five rides for the small fry for \$1.25 each. Minimum number of children required is only five.

Max Gruberg, of the Standard Kiddie Ride Manufacturing Comreports that he is currently con-

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Lee Wallace, who directs the centrating on locating the multiple rider units in the big stores.

> Helena Fuller, who has operated an Arcade at Hampton Beach for 26 years, has a new enterprise at the New Hampshire funspot. She has built an apartment house and business block that houses a gift shop, soda fountain and drugstore, but in spite of the additional business venture, will

> Paul E. Storin, who serves as assistant advertising manager for the Bourjois Perfume firm of New York, visited his home town, Springfield, Mass., recently and delivered an address on "Publicity -That Shot in the Arm!" before the Advertising Club. The subject was a natural, as he received an early indoctrination into the tubthumping art from his father, Harry Storin, press agent for Riverside Park.

> George Wendelken, who played Freckles in the Our Gang movie comedies, and who is now head of the Publicity Searchlight Company, New York, was the subject of a picture-feature in The New York News of Sunday (10). Wendelken operates 14 of the 800million candlepower searchlights for publicity purposes in the East. His package deals even include give-aways and a fife-and-drum

> A benefit show produced at the New Haven (Conn.) Arena on April 16 for the widow of State trooper Arthur C. Morse, New Haven, netted the widow close to \$6,000, reported Charles Kyle, of Kyle Productions. Most of the talent, from New York and the New Haven area, was donated.

Rodeo has been booked to play on hand. Candlelight Stadium, Bridgeport, Conn., June 23-25.

pany, reports that many of the tation will be supplied by Mercury Circus recently. . . . Cycling Vilinquiries received by his firm are automobiles this year, and a Mer- lenaves, Pierre and Julie, after coming from persons outside of cury motorcade of State finalists closing at the Shamrock Hotel, show business as well as a large will precede the grand finals to be Houston, May 14, headed for number of department stores. He held in Convention Hall, Asbury Philadelphia, where Pierre will Park, N. J., Sunday, September 13. be sworn in as an American citi-The Lincoln-Mercury Division of zen May 19. They open at the the Ford Motor Company will tie Capitol Theater, Washington, afin its promotion program in the ter a six-week run in Texas terfall with the contest.

> Darrell Coover, eldest son of Clifford D. Coover, secretary- Howe left over the week-end manager of the Marias Fair, for St. Paul to confer with Doug Shelby, Mont., is on the editorial staff of The Upper Des Moines Weekly, Algona, Ia.

> Renzo Cesana, The Continental, appears today (23) at Palisades (N. J.) Amusement Park to greet his female fans and to sign autographs. . . Bill Silbert, WMGM's emsee of the "Silbert at Six" radio show, is broadcasting his 6-7 p.m. stanza every Saturday evening from the park. Joel Herron and his orchestra supply the music for the show from the Palisades Park Casino Big Auglaize County Fair, Wapaand top recording artists appear as in-person guest stars. . . . Tommy Reynolds and his orchestra will also play for free May 17, 9-9:30 a.m., the only Ohio shows and dancing at the park today (23) and tomorrow (24), alternating with Johnny Reo and his band.

E. W. (Deak) Williams, secretary of the Fair Managers' Association of Iowa, has resigned as chief of the Manchester, Ia., fire department, a post he held for 28

M. D. (Doc) Howe, of Fanchon & Marco's New York office, was a Chicago visitor last week when he huddled with Boyle Woolfolk.

### Talent Topics

Roland Tiebor Sr. and Jr., of the seal act note, currently with the Hamid - Morton Circus, will play parks and fairs for the Hamid office once the circus season ends the week of June 8 in Richmond, Va. The younger Tiebor was recently released from the Army.

Beatrice Dante, chimp trainer, spent last week in the Chicago area prepping for her Sunday continue operation of her Arcade. (24) appearance on the "Super Circus" TV program. Beatrice parked her trailer in near-by Hammond, Ind., but was a regular visitor to the Windy City.

> Larry (Bozo the Clown) Valli returned to his Los Angeles home Tuesday (19), following his engagement at the Solano District Fair, Dixon, Calif., to fill some dates for a charitable organization in Beverly Hills. Valli is also set to officiate at a department store opening in Salinas and will play the Redwood City Rodeo, the Red Bluff Fair and the Santa Clara County Fair, San Jose, all in California.

> Talent set for the night grandstand show at the Upper Peninsular Fair, Escanaba, Mich., includes the Flying Zacchinis, double cannon, trampoline and high wire; Van de Veldes, and Nip

The Sunday (31) stanza of TV "Super Circus," which originates from the Chicago ABC studios, includes Juggling Glens, rolling globe; Henry's dogs, ponies and chimp; Brown and Dolores, trampoline, and the Three Mighty Monarchs, hand balancing. Following week, Vic Brown has inked Jimmy Troy, trapeze; Cycling Sidneys, cycling: Malikova, high wire, and Berg's Mov-The All-American Wild West ieland Seals with Howard Schultz

Mrs. Blondin Rellim and her son and daughter renewed ac-Official Mrs. America transpor- quaintances at the St. Louis Police (Continued on page 70)

> Baldwin, secretary of the Minnesota State Fair. Howe will have his children's theater at the St. Paul fair this year.

> Jack Edwards, formerly a knife thrower with Otto Gray's troupe of Western entertainers, has left the road to go into business in Aransas Pass, Tex. He also has some concessions working in Fort Weare Game Park, Pigeon Forge

Harry Kahn, secretary of the koneta, O., made a guest appearance on the WLW, Cincinnati, "Everybody's Farm" program of fair man on the program. Also appearing on the program was Leo Henry, president of the Connersville (Ind.) Fair.





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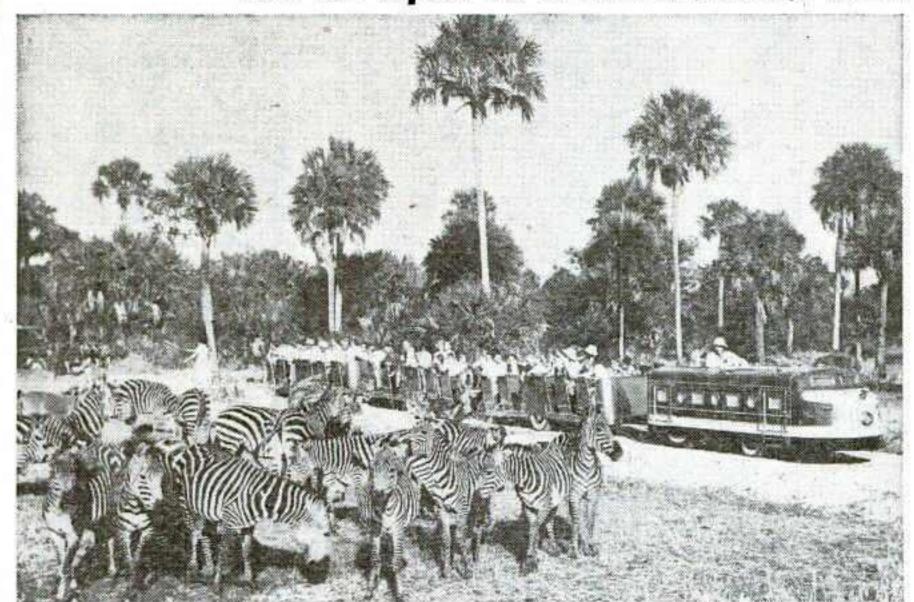
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# NATIONAL'S TRACKLESS TRAIN

THE BILLBOARD

Has no equal as a KIDDIE-ADULT RIDE for Special Locations



Actual photograph of National's Trackless Train taken in AFRICA-USE, Boca Raton, Fla.

- CAPACITY . . . Normal load 48 . . . has carried up to 84 in one load.
- POWER . . . Modified Ford Tractor Engine and Drive. Capable of climbing 15% grades.
- ECONOMY . . . Saves cost of Rails and Bed, Runs anywhere without rails.
- EASY HANDLING .... Anyone who can drive an auto can operate the Trackless Train.
- EARNING POTENTIAL . . . unlimited. In operation at Cincinnati Zoological Gardens since 1951; 2 in daily use at Africa-USE; 8 operated daily throughout the Canadian National Exhibition in 1952.

#### **Built by the makers of**

the World Famous Century Flyer Miniature Train-Comet Ir.-Kiddle Roller Coaster-Kiddie Buggy Ride-Large Roller Coasters-Fun Houses-Laughing Mirrors-Old Mills-Kiddie Ferris Wheel.

### NATIONAL AMUSEMENT DEVICE COMPANY

Box 488 VAF

Dayton 7, Ohio

# Popcorn PROFITS with a

**CRETORS** Giant MODEL 41 POPPING UNIT

Pops 2 lbs. of raw corn per charge. Burns Natural, Manufactured, or Bottled Gas (Gasoline equipment optional at extra cost). Makes any location a top profit-earner. See your nearest Authorized CRETORS Service Dealer for full information, or write direct to P. O. Box 1329-BB

CREORS

CRETORS Popcorn Machines Have Been Built in Chicago, III. by Skilled Craffsmen Since 1885

corporation

Multiplex Faucet Co. Serving the Trade 49 Years a 31 Profit on a 5° Sale! with a "MULTIPLEX" ROOT BEER BARREL

FOUR SIZES: 8 GAL. 17 GAL. 45 GAL. 60 GAL. Advertises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally large Profit Capture volume business and profits with Multiplex

Exclusive! Draws any size drink con-tinuously without turning lever off-10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side. Also 17, 45 and 60 Gal. Barrels with Two Faucets for two different drinks.

Also Dispensers for Coca-Cola, other Drinks

CHEVROLET

TRUCKS—TRACTORS

AND CARS

THE SHOWMEN'S MOST

RELIABLE DEALER

Ask Us About Our Special

Showmen's Finance Plan.

Wire, Phone, Write

GEORGE BRICKELL

Weber Chevrolet Co. 4035 Lindell Blvd.

St. Louis, Mo.

(Phone: Newstead 2500)

Specializing in Low Cost Transportation.

STAINLESS STEEL HOOPS VARNISHED STURDY OAK

Manufacturers: MULTIPLEX FAUCET CO. 4325-B Duncan Ave. St. Louis 10, Mo.

ICE CREAM

### THE NEW SUPER DELUXE



ally 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 brushes, holders, spindle, smooth running. Heater rheostat and FREE parts. Wonderful opportunity to start your own businessbig money. Write for literature TODAY. Old customers-Send your machine in now for check-up

ELECTRIC CANDY FLOSS MACHINE CO. 726 Benton Avenue Nashville 4, Tenn.

#### ASTRO FORECASTS

All Readings Complete for 1953 

### NEW DREAM BOOK

20 Pages, 2 Sets Numbers. Clearing and Policy, 120 Dreams, Bound in Heavy Gold Paper Covers. Good Quality Paper, sample

Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P Extra.

SIMMONDS & CO.
525 S. Dearborn St. Chicago 2, Illinois
Send for Wholesale Prices.

### COMING JUNE 27 . . .

in The Billboard 43rd Annual

### SUMMER SPECIAL

1953 Fair Dates . . .

with all current corrections and additions

and many other valuable, exclusive features

# AMUSEMENT PROMOTERS!

SOUSH ST. . NORFOLK 10 -VA.

\$500 poer

### NEED IDEAS? SEND FOR OUR COMPLETE COURSE! PACKED WITH IDEAS THAT PACKED WITH IDEAS THAT BNY OFF BIG- GIVE MICCOMMIT TEE A FREE SHOW AND MAKE FLIDO 99 - ALL KINDS OF PROMOTION'S EXPLAINED BY ONE WHO WAS A TOP-MOTOR FROMO TER-PRICE, ONLY 6 522 P.P. COURSE INCLUDES: REAL ESTATE BRANES: CREUSES WALL CHEUSES SOME OTHER SOME MAKINE PROMOTIONS C.S. KARLAND

### Dani-Dery Direct Draw WRITE FOR FREE INFORMATION

GENERAL EQUIPMENT SALES, INC.

1348 STADIUM DRIVE - INDIANAPOLIS, IND.

USED OR NEW COIN-OPERATED

WIRE OR WRITE MEL LEVY, 1012 Beverly Road

TELESCOPES

### SPECIAL DISCOUNT

For the Month of May Write Today BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE P. O. Box 7803, Fair Park, Dallas, Texas

#### on our new MIDWAY MARVEL

POPCORN & CONCESSION SUP

Supplies and equipment for Popcorn - Cotton Candy - Snowcones-Candy Apples—Cookhouse. Featuring "Star" and "Cretors" Popcorn Machines—"Echols" Ice Shavers.

UP TO \$100 TRADE-IN

FLOSS MACHINE SEND FOR DETAILS



### CHUNK-E-NUT PRODUCTS

231 N. Second St.

2908 Smallman St.

1261 E. Sixth St. Los Angeles 21, Calif.

### SEND FOR FREE CATALOG

RICH BROS'. DISPLAYS OFFER YOU THESE EXCEPTIONAL FEATURES:

Latest creations in breathtaking aerial shells.

Brilliant animated ground displays.

Huge variety of skillfully planned shows that anyone can fire.

Experienced operator not needed. "Fire Them Yourself" displays are shipped fully assembled, ready

to set up and fire. Simple instructions included.

Expert operators are available, when desired, to completely set up

and fire large displays. Complete public and property liability insurance.

Rain-out clause.

High-powered advertising and promotional facilities.

Programs can be changed nightly for repeat performances.

Displays shipped everywhere in the United States.

SECRETARIES AND ENTERTAINMENT CHAIRMEN: WRITE FOR OUR BIG SPECIAL CATALOG

RICH BROS. INTERSTATE Display Fireworks Co. BOX 514 SIOUX FALLS, SOUTH DAKOTA

### **CONCESSION SUPPLY CATALOGUE**

SHOKONES POPCORN

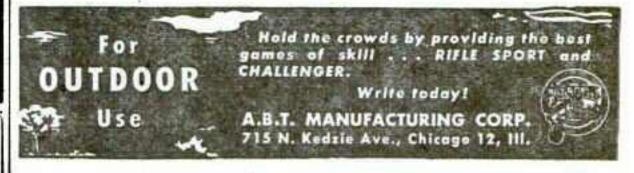
COTTON CANDY

CANDY APPLES COOK HOUSE AND GRABS DRIVE-IN THEATER STANDS

If you operate any of these stands be sure you have our 1953 80-page catalogue which includes all of the equipment and supplies you need for these stands. For top quality, low prices and the fastest service in the business, line up with Gold Medal this year.

GOLD MEDAL PRODUCTS CO. Cincinnati 2, Ohio. 318 E. Third St.

ONE STOP SERVICE POPCORN MACHINES FLOSS MACHINES BOXES BAGS OILS COLORING SUPPLIES REPAIRS EVERYTHING FOR THE CONCESSIONAIRE CONCESSION SUPPLY COMPANY 3916 SECOR ROAD



when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

No. 1 Cards, heavy white, black back, 5½x7½. No duplicate cards. These sets complete with Calling Numbers. Tally Card, 35 cards, \$3.50; 50 Cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Pibre Calling Numbers, 75¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢; Colored Heavy Cards, \$3, same weight as \$1, in Green, Red, Yellow @ \$6 per 100. DOUBLE CARDS, No. 1 size, 5½x14½, 10¢ ea. No. 1 Cards, heavy white, black back,

#### 3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers. \$3.50 LIGHT WEIGHT BINGO CARDS
White, Green, Yellow Cards, postal card
thickness. Can be retained or discarded.
3,000, size 5x7, per 100, \$1.25. In lots of
1,000, \$1 per 100. Calling Markers
extra, 75¢.

Capitol Bingo Blower, electric oper-

ated complete with 75 numbered Ping Pong Balls, weight 100#. Send for illustrated circular for 160.00 All above prices are transportation extra Catalog and sample cards free. No personal checks accepted: immediate

J. M. SIMMONS & CO 525 S. Dearborn St. Chicago 5, Illinois

### TELETHON

### 10 Phones Used to Get Cent. Funds

ATLANTIC CITY, May 23. - A five-day telephone marathon was conducted here last week to raise funds for the city's centennial celebration to be held next year.

Ten phones, located in the centennial office on Central Pier, were manned by volunteers who accepted pledges and also solicited donations. Membership shares are being sold at \$25 a share, and the number of shares sold and the percentage of phone pledges filled, will determine how many special events will be staged during the year-long festival.

Danniel M. Longsdorf, chairman of the finance committee. announced that only after fixed expenses, such as those for floats, fireworks and concerts, have been covered, will money be ear-marked for special events. The \$250,000 goal represents only 1 per cent of the city's yearly gross income, and the committee feels that this sum should be easily reached, if full support is obtained.

Advertising in the Billboard Since 1904 ROLL OR DAY & NIGHT SERVICE FOLDED

CASH WITH ORDER PRICES --- 10M, \$10.50 --- ADDITIONAL 10M's AT SAME ORDER, \$2.50 Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75c. Must be even multiples of 10,000 tickets of a kind and color.

STOCK TICKETS 1 ROLL ......\$1.50 EACH ADDITIONAL ROLL SAME ORDER AT GOC PER ROLL

WELDON, WILLIAMS & LICK

FORT SMITH, ARKANSAS Tirkets Subject to Fed. Tax Must Show Name of Place. Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

# get IMMEDIATE DELIVER SAVE \$500.00

KORN KING POPCORN MACHINE

NOW BUILT TO SELL FOR \$675.00 ONLY F.O.B., N.Y.

An eye popping value, proved by 70 years of experience. Produces 30 lbs. delicious buttered and salted popcorn per hour. All year round money maker. BECAUSE OF REMARKABLE SAVINGS GET YOUR ORDERS IN NOW WHILE THEY ARE STILL AVAILABLE.





We Get Blue When You Stay Away So Long!

### WHAT HAPPENED TO YOU?



WISCONSIN DELUXE (O. 1902 N. THIRD STREET

workmanship!

MAN'S HEAD.

EMBRYOLOGICAL EXHIBIT consisting and Cro-Magnon Man. Each subject is of approximately 150 natural and normal life-size. Constructed originally for Muhuman embryos and fetuses in sequence from 15th day to the 280th day. 114 11x11 Transparencies of Life sub-

THE TRANSPARENT CHILD-So transparent that bones, muscles, fatty portions, fibrous glands, skin, etc., are distinctly visible to the naked eye. The internal structure of the human body is made visible.

BIOLOGICAL EXHIBIT - Consisting of hundreds of Life histories of Mammalia, Reptilia, Amphibia, Aves, Pisces, In-

PREHISTORIC EXHIBIT consists of The Trinil Man of Java—Heidelberg Man— Gate International Piltdown Dawn Man—Neanderthal Man cisco, Calif., 1940. Now stored in bonded warehouse on West Coast. Valued at \$30,000.00. For price and details contact

LOU DUFOUR

Exhibit.

ST. LOUIS, MO.

### 3733 LINDELL BLVD.

SENSATIONAL NEW ROLLER COASTER Proven for KIDDIES and ADULTS at the C.N.E., Toronto, 1950, '51 and '52. Exclusive Mfrs, Under COOPER, U. S. Pat, License, frs. of the KIDDIE FIRE ENGINE



OVERLAND Mail Address: Lexington, Mass. Factory: U. S. Rte. 1, Saugus, Mass.

seum of Natural History. Finest of

The TREE OF LIFE-Vertebrae of FISH

TO MAN—Bodies of FISH TO MAN— MONKEY SKULL TO MAN—FISH SKULL

TO MAN - BLOODLESS TO WARM BLOODED ANIMALS - FISH HEAD TO

All packed securely in special padded.

sectional leather cases, custom made by Taylor Trunk Co., Chicago, and suitably

strong shipping crates for Pre-Historic

LAST TIME ON EXHIBITION at Golden

Gate International Exposition, San Fran-

YOUR AMERICAN RED CROSS IS ALWAYS THERE

AFTER TRAGEDY STRIKES

### **Carnival Routes**

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

Alamo Expo.: Brownfield, Tex. American Beauty: Moberly, Mo.; Brookfield June 1-6.

American Eagle: Huntingdon, Tenn. American Midway: Whiteright, Tex.; Lindale June 1-6. Amusement Co. of America: Urbana, Ill. A. M. P.: Elkins, W. Va. Badger State: St. Cloud, Minn.

Beam's Attra,: South Fork, Pa., Hollsopple Becht, Lee: Norwood, O.; Miamisburg, June

Bee's Old Reliable: Manchester, Ky.; Hazard June 1-6. Bell-Form: Wallingford, Conn.; New London, June 1-6.

Bernard & Barry: Timmins, Ont., Can.; Noranda, Que., June 1-6. Belle City: (N. Tentonia & W. Capitol Drive) Milwaukee, Wis.; (S. 6th & W. Howard) Milwaukee June 1-7,

B. & H.: Charlotte, N. C. Big Four Am.: Berwyn, Ill.; Berkeley June 1-7. Big State: DeQueens, Ark. Blue Grass: Terre Haute, Ind.

Blue Ribbon: Oconto Falls, Wis.; Janesville June 1-8. Bogle, P. C.: Arkansas City, Kan.; Salina June 1-6. Bohn & Sons United: Frederick Okla. Boone Valley: Grinnell, Ia., 25-28; Cedar Rapids 29-31; Celwein June 2-6.

Brodbeck, Pratt, Kan. Brodbeck & Schraeder: Anthony, Kan., Borderland: Hagerman, N. M. Brown & Wallace: Lynchburg, Va. Buck-Model: Menands, N. Y.

Burke, Harry: Amite, La.; Lake Arthur June 1-6. Burkhart: Joliet, Ill.; Thornton, June 1-6. Capitol City: Columbia, Tenn. Carpenter Bros.: Hamler, O. Casey, E. J. Fort Garry, Man., Can., 25-28;

Norwood, 29-June 6. Cavalcade of Amusements: Peoria, Ill.; Rockford June 1-6. Central American: Concordia, Kan.; Manhattan June 1-6. Central States: York, Neb.; Grand Island June 1-6. Cetlin & Wilson: Uniontown, Pa.; Erie June 1-6.

Cherokee Am. Co.: Seminole, Okla.; Wewoka June 1-6. Coleman Bros.: Naugatuck, Conn. Collins, Wm. T., No. 1: Pargo, N. D.; Minot, June 1-6. Collins, Wm. T. No. 2: Winona, Minn.; Mankato, June 1-6. Cote: Oxford, Mich.; Capac June 1-6.

Crafts Expo.: Arvin, Calif., 27-31. Del-Flore Am. Co.: Ravenna, O. Desbro: Ithaca, N. Y. Dobson's United: (McCarron's Beach, Rice St. L St. Paul.

Douglas Greater: Roseburg, Ore, Drago No. 1: Lebanon, Ind. Drago No. 2: Tipton, Ind. Drew, James H.: Richwood, W. Va. Dyer's Greater: Plat River, Mo.; Belleview-Peoria, Ill., May 1-7. Earnhardt . Concessions: Kirkland, Ill.; Geona June 4-6. Eastern Am. Co. Waterville Me. Eddie's Expo: Aliquippa, Pa., Donora June

Emshoff: Madison, Wis., 27-June 7. Evans United: Lexington, Mo.; Brunswick Perris, Carl D.: Warren, Pa. Pestival of Fun: Benton Harbor, Mich.

Pleming, Mad Cody: Valdosta, Ga.; Atlanta June 1-6. Franklin, Don. No. 2: Yoakum, Tex. Pranklin, Don, No. 1: Coffeyville, Kan.; Bartlesville, Okla., June 1-6. Frames Greater: Chicora, Pa.; Wampum

Garden State: (Edgemont Park) Walnutport, Pa. Gayland: Medicine Hat, Alta., Can., 26-30;

Taber. June 1-3. G. & B. Rides: Parsons, W. Va. Gem City: Owensboro, Ky. Gentsch, J. A.: Greenwood, Miss, Georgia Amuse. Co.: Alpharetta, Ga. Gladston Expo.: Sturgis, Ky. Gold Medal: Chattanooga, Tenn.

Gooding Amuse, Co. No. 1: (Poindexter Village) Columbus, O. Gooding Amuse, Co. No. 2: (City Park)
Parkersburg, W. Va.
Gooding Amuse, Co. No. 3: Moundsville,

Gooding Amuse, Co. No. 4: Marion, O. Gooding Amuse, Co. No. 5: (Russell & N. High) Columbus, O. Gooding Amuse. Co. No. 6: Alliance, O. Gooding Amuse. Co. No. 7: (E, 59th & Woodland) Cleveland,

Gooding Amuse. Co. No. 8: Parrell, Pa. Gorece, C. A.: Rockyford, Colo. Grand American: Newton, Ia. Greaser Am, Co.: Ogema, Wis.; Mercer June 1-6...

Great Sutton: Bowling Green, Mo. Greater Dixieland Expo.: Mt. Pleasant. Tex. Hale's Shows of Tomorrow: (Clam Park) Kansas City, Kan., 25-27; 122d & Brook-lyn) Kansas City, 28-June 7. Hannum, Morris: Tamaqua, Pa.; York June 1-6.

Happy Attrs,: Middleport, O. Harrison Greater; Elizabeth City, N. C. Helman United: New Roads, La. Hiawatha: Sylvania, O., 25-31; Wayne. June 3-6.

Hill's Greater: Walsenburg, Colo.; Colorado Springs June 1-6. Hufft's: Elwood. Kan.

(Continued on page 67)

### Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Beatty, Clyde: Oroville, Calif., 26; Pitts-burg 27; Oakland 28-31; Vallejo, June 1; Martinez 2; Marysville 3; Roseville (mat.) 4; Nev., 5-6; Ogden, Utah, 8; Logan 9; Pocatello, Idaho, 10; Burley 11; Jerome 12; Boise 13.

Cole & Walters: Memphis, Mo., 28, Diano Bros.: Albert Lea, Minn., 27; Rochester 28; Owatonna 29; Faribault 30; Austin, June 1; Pairmont 2; Man-

Gran Circo Americano: San German, P. R., 26-28; Ponce 29-June 8; Cayey 9-11. Hagen Bros.: Madison, Wis., 25; Waukesha 26; Kenosha 27; Waukegan, Ill., 28; Oak Park 29; Arlington Heights, Ill., June 1; N. Riverside 2; Harvey 4. Hagan-Wallace: Royal Oak, Mich., 27-28.

Hunt Bros.: Bristol, Pa., 27. Kelly-Miller: Richmond, Ky., 26; Lebanon 27; Elizabethtown 28; Bardstown 29; Shelbyville 30. Kelly-Morris: Parkersburg, Pa., 26; Ches-ter 27; West Chester 28; Coatesville 29;

Phoenixville 30; Pottstown June 1; Ephrata 2. King-Cristiani: New Castle, Pa., 26; Sharon Niagara Falls 30; St. Catharines, Ont., June 1; Brantford 2; Woodstock 3; St. Thomas 4; London 5; Chatham 6; Wind-

Mills Bros.: Cumberland, Md., 26; Bedford, Pa., 27; Greencastle 28; Waynesboro 29; Fairfield 30; Lutherville-Timonium, Md., June 1; Baltimore 2; Greenbelt 3; Brentwood 4; Silver Springs 5; Lexington Park 6; Glen Burnie 8.

Polack Bros. Eastern: Las Vegas. Nev., 28-30; (Univ. Stadium) Tucson, Ariz., June 1-2; (Tingley Field) Albuquerque, N. M., 4-6; (Fairgrounds) Salt Lake City 11-13.

Polack Bros. Western: (Aud.) Sacramento, Calif., 28-June 7; (Aud.) Fresno 16-13. Ringling Bros. and Barnum & Bailey: Philadelphia 26-30; Baltimore June 1-2; Norristown, Pa., 3; Bridgeton, N. J., 4; Upper Darby, Pa., 5-6; Jersey City, N. J.

Rogers Bros.: Cynthiana, Ky., 26; Win-chester 27; Richmond 28; Danville 29; Tatham Bros.: Newman, Ill., 28-30. Von Bros.: Selins Grove, Pa., 26; Hughes-

ville 27; Bloomburg 28; Valley 30; Peckville June 1; Forrest City 2; Tunkhannock 3. Wallace & Clark: Tipton, Is., 27; Vinton 28; Grundy Center 29; Clarion 30.

### Up Conn. Racing Fee

HARTFORD, Conn., May 23.-Concurring with action taken in the House last week, the Connecticut Senate has approved a bill increasing the permit fee for each program of Connecticut auto racing from \$10 to \$20.

IDA E. COHEN 175 W. JACKSON BLVD.

CHICAGO, ILLINOIS



SAGINAW, MICHIGAN

Popcern Candy Apple Supplies • Corn Poppers Snowball Flavors • Seasoning Echols Ice Shavers •

Copper Keffles Paper Cups • Apple Sticks Cap Dispensers Coleman Burners Candy Floss Machines • Tin Spoons Snowball Supplies • Hot Drink Cups • • Roasted Peanuts

Star Popcorn Machines

Write for Prices— Telephone 236

KIRBY'S PRODUCTS 15 FIKE AVENUE UNION, S. C.

AMERICA'S FINEST SHOW CANVAS New, 40x60 Hip Roof Tent IMMEDIATE DELIVERY NEW 20x30's-20x40's, 8 Ft. Sidewalls, in Stock for Immediate Delivery. Concession Tents, Show Tent: Write for Prices Bernie Mendelson-Charles Driver

### ent & Awning Co.

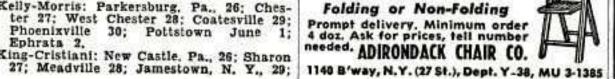
### SHOW

Route-Marking Chalk, 1x4, Railroad Round, Bright. Gr. \$1.50—Season's Supply—Gr. \$1.50

POSEY SALES Monmouth, Illinois P. O. Box 231

TABLES & STEEL OR WOOD

Folding or Non-Folding Prompt delivery, Minimum order 4 doz. Ask for prices, tell number needed. ADIRONDACK CHAIR CO.



#### BRING THAT RINKS THEM IN FAIRS COLORFUL PARKS RODEOS STRIKING ORCHESTRAS VILLE CARNIVALS THEATRICALS TRAVELING SHOWS AUTO & MOTOR SPORTING EVENTS CYCLE RACING

ALL SIZES-ALL TYPES

UNION SHOP PHONE LOMbard 3-2000

Materials on hand to make for either dyed in colors or "CHEX FLAME." Underwriters approved flame, water and mildew-treated ducks.

WRITE TODAY S. T. JESSOP GEO. W. JOHNSON

UNITED STATES TENT & AWNING CO. 2315-21 W. Huron CHICAGO 12 Chicago's Big Tent House Since 1870

### SHOW TENTS Canvas Company

516-518 EAST 18th ST.

Phone: Harrison 3026 HARRY SOMMERVILLE

### **GIANT BALLOONS**

SPOTLIGHT YOUR CONCESSION! Add excitement draw crowds



cession with these mammoth Neo-Balloons measuring 20

4 for \$5.00 1 for \$1.75

Add 20g postage for each balloon. Special Quantity Prices on Request. SAVEMORE SURPLUS SALVAGE

### FAIR MANAGERS

Rollicking Musical Comedy, Name Stars, proven to pack your house in largest State Fairs, has few open dates in Midwest territory. Tops for women's draw, men and children love it. Grandstand or auditorium. If you're still looking for an unusual attraction, write, wire or

ALLEN-FRANKE ASSOCIATES

203 N. Wabash Ave. Chicago, Illinois

### MINIATURE GOLF

COURSES BUILT BY ARLAND

America's Leading Builder of Min-jature Colf Courses & Golf Driving Ice Skating Rinks . Outdoor Bowling ARLAND ENGINEERING &

 CONSTRUCTION 444 Brooklyn Ave. New Hyde Park, N. Y.



# Shooting Galleries

ELECTRONIC GAMES

Greensburg, Pa.

And supplies for Eastern and Western Type Galleries. Write for new catalog.

H. W. TERPENING 137-139 Marine St., Ocean Park, Calif.

### Million \$ Revamping Planned for Salisbury

Salisbury Beach is being planned only 35 miles from Boston, but by the State, so that at least its effective use has been handi-20,000 recreation seekers a day capped by lack of a good apcould enjoy its facilities, and proach road, Howard J. Duffy, Gov. Christian A. Herter sent his chief engineer of the State Planlong-awaited special message on ning Board, said. the development of the funspot to the Legislature this week, recommending that \$1,000,000 be would join Route 1-A and would spent.

would provide parking areas for pected by the ride and concession at least 2,500 cars, pavilions, owners at Salisbury. lunch rooms, administration offices and modern, functional asked by the Governor, with bathhouses, with accommodations \$100,000 to be set aside as a refor 300 bathers, and a four-lane serve fund until earnings from highway approach.

### Seek Park Ban In Residential Areas of Philly

PHILADELPHIA, May 23. -Legislation to bar amusement parks from residential areas was presented to City Council this week by Councilman Charles M. Finley. He said he was introducing the measure because of a recent dispute before the Zoning Board of Adjustment in which the Stenton Park Corporation sought to erect a \$100,000 amusement park for children on Stenton Avenue near Tulpehocken Street, West Oak Lane.

When the matter was before When the matter was before the Zoning Board last month, base our future policy," he said. more than 200 persons attended the hearing in protest. The board later denied the firm's request and the company then appealed the Common Pleas Court.

Finley said the possible defect in present zoning which the ordinance will correct, is this: The D. Residential classification now includes amusement parks. The ground which the corporation seeks to use is A Commercial. Regulations governing A Commercial state that any residential

(Continued on page 76)



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 Dues .....\$10 Yearly

Operator for Eli Wheel and Merry-Co-Round, Help on other Rides. No moving, rides up and operating. Pay your own

> GRIFFEN AMUSEMENT PARK Jacksonville Beach, Florida

### BUSINESS OPPORTUNITY

Seek partner for unusual location for Playland at Crossroads of Main Highways and on the property of a gigantic commercial development project. Amazing opportunity for right party. Location suburban New York City. Write BOX 860, The Billboard, 1564 Broadway, New York City 36.

### Parks Need Golf

Look at the success leading amusement parks make every season with Holmes Cook giant miniature courses. You give us 15,000 sq. ft. We'll provide a layout, equipment and accessories that are every way superior. Inquire promptly,

HOLMES COOK MINIATURE GOLF CO. Box 1463, New London, Conn.

BOSTON, May 23.—A model beaches in the State and it is

New Approach The proposed access road by-pass the present amusement The Governor's model beach center, and protests were ex-

A \$1,000,000 bond issue was the recreational facilities could "Salisbury is one of the finest pay the charges for interest amortization. Duffy estimated the project could be completed before the summer of 1954.

James P. Smith, president of the Salisbury Beach Chamber of Commerce, enthusiastically endorsed the Governor's message.

Move Praised "Governor Herter will have no regrets about this," Smith said. "Massachusetts is finally showing signs of recognizing the tremendous possibilities in recreation. Fun - seekers coming from the West want to see the ocean. We ought to give them a chance to see it."

Herter told the General Court that the Salisbury project would give the public a chance to see "a simple beach development which interferes to the minimum with the natural beauties of the beach itself.

"It is my opinion that we should make our first development at Salisbury Beach before proceeding with the acquisition of other beaches so we may have

The reservation would be transferred from the Conservation Department to a new Division beach funspots Sunday (17), and of Beaches and Waterways in the Department of Public Works. A deputy chief engineer would be appointed by the commissioner to administer the development, but he would have no jurisdiction over beaches in the District Metropolitan Commission.

### Ranger Joe to Open Park at Berlin, N. J.

PHILADELPHIA, May 23. -Jesse Rogers, known as TV Ranger Joe, and Sally Starr, disk jockey on WJMJ here, have joined with Ole Larson in the operation of Twin Lakes Park, near Berlin, N. J., and will feature hillbilly presentations during the summer.

The park will open on June 7, and in addition to the hill country shows, will also present rodeos and water shows. Swimming and dancing facilities will cated by a number of real estate be provided, as well as rides and a kiddie land.

Talent already signed for the park include Kenny Roberts, Mrs. Audrey (Hank) Williams, and Lonzo and Oscar. WJMJ plans remote pick-ups from the park at various times during the season.

current season which opened of-

In place of the four girlie

shows, eliminated for the first

time in Coney's history due to the

license commissioner objecting to

manner of performance, will

be an assortment of other enter-

ern structure for the manufacture

year Saturday (16).

### **FAME FOCUSES** ON FLINT PHOTO

FLINT, Mich., May 23 .-Dr. L. H. Firestone and his Flint Park this week were basking in reflected glory from honors accorded Bill Galagher, Flint Journal photographer. Galagher was awarded a Pulitzer Prize for a picture, taken at Flint Park, showing Adlai Stevenson, then Democratic nominee for President, wearing a shoe with a hole in the sole.

Shot was made during a Labor Day rally at the park and was widely published. It also won numerous other honors in press photography competitions.

### Rock to Go On **Full-Time Sked**

NEW YORK, May 23.-Rockaways' Playland, Queens amusement park, will go on a full-time schedule of operations beginning today (23), according to A. J. Geist, president of the funspot.

The park will be open from 1 p.m. until midnight during the week, from 1 p.m. until 1 a.m. on Fridays and Saturdays, and will operate from 10:30 a.m. until midnight on Sundays.

The park is currently celebrating its silver anniversary, having opened 25 years ago.

season red one at Massachusetts'

ops who a week before had

chalked up big grosses with the

temperature hitting 82, had a new

It was the test of Massachu-

years, on Sunday, May 17, for

on the Lord's Day keeps open his

shop, warehouse or workhouse, or

does any manner of labor, busi-

mess or work, except works of

necessity and charity, shall be

punished by a fine of not more

started the blue law "rhubarb,"

State open on Sundays has

In a letter to police chiefs from

the Attorney General's office, it

was stated that numerous com-

plaints about auto dealers who

operate on Sundays had been re-

ceived. "We respectfully request

of seeing that no future violations

of the law be allowed within your

jurisdiction," the letter continued.

dealers, but most establishments

closed their doors on Sunday (17),

some for the first time in 20 years.

ment of the Sunday law would be

made. Attorney General George

Fingold pointed out that as chief

law enforcement office of the

State, he has no alternative but

will operate the spot, doing a

and the Baordwalk it started 20

years ago. Shatzkin's Famous

Knishes, as the sign reads, will

vie with Feltman's and Nathan's

hot dogs for the visitors appetites.

Another girlie show spot va-

cated is the one Fred Sindell had

State Police said that enforce-

Defiance of the law was indi-

setts' blue laws, going back 271 study.

problem to think about.

than \$50."

problems.

Coney Island, N. Y.

Many changes and new attrac- | and sale of knishes, a potato mixtions are programed for the ture encased in dough. The firm

ficially with Steeplechase Park good job, in conjunction with

letting down its gates for its 57th their other branch at 30th Street

prises. Where Tirza and Her Wine conducted where his Stable Irish

Bath exhibited the last 10 seasons, House ran for a long time on Surf

Sam Shatzkin, partnered with Avenue. Sindell, instead, has gone

Moe and Joe Hirsch, have taken in for a mammoth freakery he

Blue Law Fracas May

Involve Mass. Funspots

washed out hopes for a pre- does not favor the entire law.

BOSTON, May 23. - Rain to stand behind the law, but he

the first time in this genera- ness were confused and the

tion, providing that: "Whoever muddle continued, as the restric-

It was the used-car dealers that bacco, newspapers and maga-

and now every business in the serts, soda water, candy, gas, oil,

your co-operation in the matter they would close all operating on

Day."

fuel and ice.

# Indian Point Preem Diluted by Weather

9,000 Attend Despite Bad Forecasts; Jungleland Shapes Up as Novel Unit

9,000. About 5,000 visited the over the week-end were some 600 park on Saturday (16) when the Boy Scouts who staged a campo-Hudson River Day Line opened ree on one of the spot's four its regular season. The park will athletic fields. The first charter be in daily operation until Sunday, September 6, when the Westchester County Fair will take over for a seven-day run.

E. D. Kelmans, park president, termed the opening business highly satisfactory in view of the prevailing weather. The weather forecasts for the week-end were bad and many people were discouraged from attending. Bulk of the patronage comes from the metropolitan zone, some 40 miles away, and a sudden clearing of the weather late in the day does little good insofar as attendance is concerned.

Kelmans has yet to catch good weather on an opening weekend. He took over the 168-acre scenic tract on the Hudson River a couple of years ago and expanded it into a full-scale amusement park and recreational center.

College Party Aids

Altho the attendance was light, the per capita spending was re-

Propose Rewriting

In the meantime, a proposal

aimed at the rewriting of the

puritanical Sunday blue laws to

meet modern living conditions

was submitted for legislative

Operators of all Sunday busi-

tions of the original blue laws

apply to practically everything

laws, the following articles may

be legally bought and sold on Sunday: drugs, medicines, to-

zines, fruit and milk, frozen des-

under the original blue laws.

Amusements were forbidden

Several police chiefs have indi-

cated they will look the other

way on violations. Others said

Sunday, or make a complaint for

"keeping open on the Lord's

Sunday closing meant heavy

losses for many firms. While

some real estate dealers ran the

risk of a test case, most antique

wash places and plant and garden

firms closed up shop.

Police Divided

Under existing Massachusetts

done commercially on Sunday.

PEEKSKILL, N. Y., May 23.- ported high. Bolstering the Unfavorable weather held the spending was the Fordham Uniopening week-end attendance at versity senior class, some 900 Indian Point Park here to about strong, including friends. Also in buses were also in over the week-end, several weeks earlier than usual.

Alton V. Freeman's Jungleland, was delayed in opening because of the cold, damp weather. Many of the tropical animals are already lodged in the 10-acre enclosure and others will be added this week. A baby elephant is (Continued on page 76)

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#### lease of the property at Surf Ave- calls Cavalcade Variety Show. nue and W. 15th Street from the List of personnel includes Mary Tilyou family and erected a mod- Cox and Helen Lentini, ticket (Continued on page 75)

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

### King-Cristiani Wins Second Best Week

Owners Pleased With 1st 6 Weeks; Fairmont, W. Va., Gives Top Matinee

Bros. & Cristiani Circus has ter an Armed Forces parade. The scored what Co-Owner Floyd King described as the second best week in the organization's history. He also stated that except for two weeks in West Virginia coal territory, the show's business had equaled expectations rung up Monday (18) at Clarksthis season.

The big week included two near-capacity houses at Johnstown, Pa., Wednesday (13), where the downtown area was jammed for the town's first parade in about 15 years. Date was under fire department auspices.

At Latrobe, Pa., Thursday (14), the show played to twin straws under police auspices. Parade drew good crowds and advance publicity was strong. Morgantown, W. Va., on Friday (15) had two near-capacity houses in clear weather and with Grotto auspices. Parade was said to be the first in 20 years.

Straw in Rain

Fairmont, W. Va., came up with what the King said was the best matinee of the season, a straw scored despite rain. The night show attracted another big crowd, with all seats except one section of blues being filled. Fairmont was played on Armed Forces Day (16), and the circus

# Hit Kelly-Miller; **Evenings Okay**

RUSSELLVILLE, Ky., May 23.

Heavy daytime rains hit Al G. Kelly & Miller Bros.' Circus at Russellville and Owensboro, Ky., but in each case, the weather cleared and the show scored at

Russellville, on Saturday (16), had a half house in the afternoon and near - capacity at night. Heavy morning rain and earlier weather made the lot soft, with two near-capacity houses were several inches of mud in the rings. Weather was humid and during the morning. The Optithreatening at night, but the mist Club promotion there compeople turned out.

Despite daylight rain at Owensboro, the show had close to a three - quarter matinee. Clear weather at night brought a nearcapacity crowd for the second show. Elephants were required to move each piece on the lot.

### Report Progress On Nat'l Circus Week Promotion

LOS ANGELES, May 23.—Many firms and organizations are cooperating in the plugging of National Circus Week, June 1-7, being promoted by the Circus Clown Club of America, according to Raymond Bickford, NCW chairman. George A. Hamid Jr., of the George A. Hamid talent agency, New York, has been named honorary chairman of NCW.

Co-operating in the promotion, said Bickford, are such organizations as the National Association of Gag Writers, Newsweek, Eastman for the matinee and three-Kodak Company, Candy Carnival, quarters at night with cool Station WCAU-TV, Hallmark Card weather. The town had had no Company, Quaker Oats Company, circus for 10 years. Laugh Book magazine, Hobbies magazine, White Tops, Circus Saints and Sinners Club, Circus Historical Society, American magazine, General Motors Friend magazine, Clyde Beatty Circus, Mills Bros.' Circus, Museum of American Comedy, King Bros.' Circus and Christian Science Monitor.

Erskine C. York, Camden, Me., reported that his city will observe the week, and Guy E. Leopold, Vancouver, B. C., is sponsoring the 23.—Karl Strassburger, 56, owner Vineland, N. J. (13), had a full with free admission to fulfill a rade went off as scheduled and

MARIETTA, O., May 23.-King | parade followed immediately afcombined street attractions pulled one of the city's largest towns recently. An exception was crowds and was credited for

> Two more straw houses were burg, W. Va., with track-sitters forcing elimination of the spec each time. Matinee started late because of time required to seat the crowds. Lot was soft from the previous day's rain. The Kiwanis Club auspices reported a \$1,100 share in the gate.

Marietta, O., the Tuesday (19) stand, had a three-quarter mati-Commerce sponsored the stand, weeks,

### Ind. Towners Fill Rogers Top Despite Rain

PRINCETON, Ind., May 23.-Almost continual rain held Rogers Bros.' Circus to half and three-quarter houses in most Tell City, Ind., on Thursday (14), much of the circus attendance. where the show won two nearcapacity houses in wet weather.

Booneville, Ind., on Friday (15), had a one-quarter matinee and three-quarter night with Lions auspices. Bicknell, Ind., the Saturday (16) date, had half and three-quarters under Lions auspices. Soft lot prohibited spotting of the arena truck and the cat act was cut. Rain halted briefly in the afternoon.

In Princeton, another half matinee and three-quarter night nee and near - capacity night house were added on Monday house. Threatening weather in (18). Town had had rain on 14 of the morning probably cut the the previous 18 days and was rematinee business. Parade drew calling a tornado of several years well, but it was delayed by mud ago. The show has had rain on the lot. Junior Chamber of almost daily for more than three

### Beatty Business Holds In Chilly California

WATSONVILLE, Calif., May in town for the annual Fiesta de despite rain and cool weather.

were on the boards at Santa downtown, Barbara on Wednesday (13), with location of the lot keeping some erts on Armed Forces Day (16),

Obispo on Friday (15) was offset by the large number of persons

## Hagen Business Big at Decatur

CHAMPAIGN, Ill., May 23.— Hagen Bros.' Circus played to good business despite weather at two central Illinois cities. This week the show moved toward Chicago suburbs.

At Decatur on Thursday (14), on hand. Bad weather cleared peted with the Horace Heidt show's appearance on Wednesday (13).

Champaign, on Saturday (16), scored a near-capacity matinee, altho it rained all day. Night house drew one-quarter of capacity. Optimist auspices competed Road show lot after being with the Blue Grass Shows and brought here from winter quar-University of Illinois athletic ters in Sarasota, Fla.

### Cole & Walters Cancels Stand

HERMANN, Mo., May 23. -Heavy rain and deep mud forced Cole & Walters' Circus to cancel | capital city of fixed incomes. The both performances here Saturday (16). The loss came during a string of rainy days that plagued

At Warrenton, Mo., Friday (15). Cole & Walters had a half house

Union, Mo., (14) gave a weak matinee and half house at night in cloudy and cold weather. A swing from the Philadelphia Show used VFW auspices in area to Southern New Jersey

### Karl Strassburger **Drowns in Sweden**

week in Canada. Rev. Arthur V. of Holland's largest circus, acci- matinee for Hunt and the night contract. Owensville parade was the matinee drew three-quarters Isenberg, Washington, NCW chap-lain, will offer prayers on the final day of the week.

dentally drowned in the harbor house was half filled. Both given in a downpour. Both Festus while the night house was near towns were under Legion and Owensboro were under Lions capacity. Lions Club cleared a auspices.

23.—Business for Clyde Beatty las Flores, and the show came Circus held up well this week up with three-quarter matinee and near-full night house. Show Half and three-quarter houses equipment and elephants paraded and make money," he pointed out. that by intermission, they are all

Playing the Army's Camp Rob-Cold weather at San Luis two near-capacity houses in overcast and windy weather.

Salinas, Calif., on Sunday (17) had a big matinee and half house for the evening try. Weather was cold. The date was played under Optimist Club sponsorship. In Watsonville, the show had light rain but pulled two three-quarter houses.

### SUN SHINES ON MILLS; PA. TOWN TURNS OUT

ROCHESTER, Pa., May 23.-Warm, clear weather greeted Mills Bros.' Circus here Wednesday (20) to break the stretch of rainy days that marked the season so far. Business was in line with the weather. Matinee was strawed and night house was strong, with too few seats remaining in the top for the evening turnout.

Kiwanis Club auspices at Rochester obtained dismissal of schools in four towns. The sponsor reportedly cleared about

\$1,100, after an advance sale of \$7,000.

Soft lot at Rochester was a reminder of earlier stands where weather was bad. Corry, Pa. (14), filled the matinee but had a scattered night turnout. Kiwanis auspices reported a \$749 gross.

Titusville, Friday (15), gave a near-full matinee and three-quarter night gate, with opposition of the Marciano-Walcott fight. In Warren, Pa., Saturday (16), the Mills matinee was three-quarters and the night house was about half filled.

### FR. SULLIVAN OPINES:

### R-B By-Pass Leaves New Eng. Wide Open

England is wide open for small but there is definitely room for circuses that can offer good fam- others this season, the circus ily entertainment, heavy clown-ing and high-type animal and ever," he said, "there is a crying flying acts, says famed Father need for the real, old-time circus, Edward S. Sullivan, the interna- with lots of clowning, riding acts tionally-known circus priest, who and animal acts. Children get spent the week with the Ringling- more out of these small circuses Barnum show at Boston Garden than the big ones." (12-17).

"There is a wonderful opporthe complete round of New Eng-The Big One is skimming thru tired out, the territory this season, with only one other date in Massachuthe Beatty aggregation scored setts, Springfield, June 16, Father Sullivan said. New Hampshire show for them," he said. "People had only one date with Kingling-Barnum at Manchester, N. H., circus acts." June 17; Connecticut has one date, Bridgeport, June 15; and Maine, three dates, Portland, June June 20.

> King Christiani, Mills Bros. and Hunt Bros. are the three circuses

BOSTON, May 23. - New usually playing New England,

#### Too Much for Kids

He indicated that since Ringtunity for small shows to make ling-Barnum has become a musical extravaganza, much of it is land and stay here all summer over the heads of children and

"Children lose interest in big productions quickly, and there is not enough clown work in the big still like the real circus with real

Father Sullivan pointed out that his statements were by no means a criticism of Ringling-18, Bangor, June 19, Lewiston, Barnum, but that he feels that there is a big need for smaller slower - paced shows that can bring to the children and families of New England villages and hamlets the real "old time" circus.

More and more each season, Ringling - Barnum has gone in for elaborate production numbers and musical extravaganzas that have more appeal to adults than to children, the famed circus priest contended. "It is a stupendous show, and the impact on adults is staggering, but the production numbers are lost on children."

#### Price a Factor

Father Sullivan said that price will be a factor in circuses playing New England. "Money is not too plentiful, but smaller prices will attract many in outlying towns and cities."

Motion pictures, taken by the circus priest last season, were shown by him in the back yard nightly. They were mostly scenes of the back yard and spec. Father Sullivan shot heavy footage at the Garden for his lecture tours. Recently he showed pictures of the circus to civic groups in Concord, N. H.; Hartford, Conn.; opportunity to visit the Cetlin Brattleboro, Vt., and Roxbury,

> He expects to visit Ringling-Chicago and later in Florida.

this and most other circuses.

### Ringling Starts Canvas Trek in Washington

Bailey Circus opened its first under-canvas stand of the season here Tuesday (19) after a 597mile jump from Boston.

The single train, bearing the performers and menagerie, made the trip from Boston without mishap and arrived here to find the

The show, which will play here thru Sunday (24) before its departure for its May 25-30 stand in Philadelphia, is enjoying excellent newspaper publicity despite the important news stories that have emanated from President Eisenhower and other top government officials this week.

Weather Variable Despite threatening weather on several occasions, the show has enjoyed good business in this edge also has not been taken off business possibilities by the visitation of several of the larger carnivals several weeks ago. The

### South Jersey Fair for Hunt

BRIDGETON, N. J., May 23 .gave Hunt Bros.' Circus generally fair business and good lots. But at Bridgeton on Thursday (14), the show had slightly better than one-quarter houses. Weather was threatening and Ringling-

WASHINGTON, May 23.—The James E. Strates Shows and the Ringling Bros. and Barnum & World of Mirth Shows both played the same lot but were hit by constant cold weather and rain, which held attendance to a minimum. The World of Mirth, for instance, had six days of rain during its date here.

The Big One, however, will run face-to-face next week with big top, seat wagons and other at least three carnivals during paraphernalia at the Benning its Philadelphia showing. The Strates Shows will be set up near the circus, as will the Penn Premier and Johnny Marks Shows. It will be the first appearance of the Marks Shows in the Brotherly Love city, but it will mark the fourth week that Strates has played Philadelphia this year. City residents have also had an and Wilson Shows during their Mass. two-week stand which ends today, as well as the Buck Model Barnum on all its New England Shows which played a week dates and will join the show in prior to the C&W arrival.

### Diano Loses Day to Mo. Rain; la. Skies Clear for Crowds

NEVADA, Ia., May 23.-Diano Bros.' Circus took its share of wet weather at recent stands and lost both performances at Owensville, Mo., Saturday (16). Business, however, has been fair to good.

At Festus-Crystal City, Mo., on on Tuesday (19) had half a house Thursday (14), the show won two for the matinee and near-capacity strong houses when rain slack- at night. A truck carrying draft ened after noon. The all-day horses overturned and was damrain, which, together with an up-coming long Sunday run, forced jured. Weather in Ottumwa was cancellation of both shows on clear and warm. Junior Chamber Saturday, let up at night, and of Commerce sponsored the show.

At Kirksville, Mo., Monday (18), the matinee was threequarters and the night house was near full as the show got a break in the weather. American Legion was the auspices. Ottumwa, Ia.,

# Under the Marquee

Diano Bros. advance and is join- Sing Lieu Troupe is booked in ture. He was previously with ing the Kelly-Morris advance: He New York. Jimmy Harrington another Ohio State agency. caught Hunt Bros. at Springfield, is going to Milwaukee, and the Pa., where he visited with Billy Wilsons are returning to New Davenport and Frank Wirth Barton. . . . The Neal Walters fam- Orleans. ily, of Eureka Springs, Ark., caught Capell Bros.' Circus at Marshall, Ark., Tuesday (5) ... Capt. Eddie Mason, who was with Buck Lucas, has left Diano Bros. and now is horse trainer with Capell Bros.

Al Hiltonsmith and Willard Isley, members of Vic Robbins' band on the Beatty circus, take on all comers in bowling ... Recent does 10 with the show. visitors to the Hunt show included Earl Chapin May, Melvin Hildreth, Dr. William Mann, Tom and Claire Fawcett Conley, James Waldo Fawcett, the Rev. Arthur V. Isenberg, Slim Marshall and Ernie Thompson.

Bill Brinley, Meriden, Conn., operator of a miniature circus unit playing stores, sold the old Columbia tableau bandwagon to John M. Kelley of Baraboo, Wis., at Danville, Va., and they also Monday (11). Brinley bought the caught the Cherokee Ranch wagon from Cole Bros. several Rodeo. months ago. Kelley plans to place it in the proposed circus museum at Baraboo.

Archie Hendon, Leon Drury, Joe Webb and Doctor Dicks are with it, say the Beatty circus folks. Steward George Davis says Webb is out in front in the race for the cookhouse flag . . . Mr. and in the season. They caught the Mrs. Earl Linsey, relatives of Ruby Cutshall, visited her on Polack Eastern at Austin, Tex. They were dinner guests of Bobby Harrison and family ... Nate and Harriet Lewis and Mellita and Kurt Wicons, of Polack Eastern, have purchased new trailers.

Mrs. Pete Ivanoff has left of a baby ... Carlos Theron has a ard has received credentials for Mrs. Lou Johnson of Milford, Conn., were guests of clown Jack LaPearl during their visit to Mills Bros.' Circus in Ohio . . Bill Johnson reports that John W. Lower Jr., bass drummer in Joe Rossi's Miller Bros.' band, re- leys are with Bailey Bros. . . . maine Theron celebrated a birthrecently.

Jerome Wilson's Puerto Rican and personnel is readying for park and fair dates. Slivers Johnson opens in Texas. Buddy Watand Babs Graham hop to Saraso-

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Jack Knoll, high act, has been Sunbrock's rodeo and will return to school shows in the fall, handling two units for Rex N. Nngham. . . . The Inghams visited the Eddie Kuhn family with Kelly-Morris circus. Kuhn's animal act is featured and the family

Mr. and Mrs. Jethro Almond, retired circus owners of Albemarle, N. C., now are in the parakeet business. They visited Beers-Barnes Circus at Baden, N. C., recalling days when the Beers and Barnes families were with the Almond rep show. With Rex Ingham they visited the King-Cristiani show as guests of Floyd King and Lucio Cristiani Brobson.

The Arwoods' dog act was held over four weeks at the Tee-Pee Club in Wichita... Bette Leonard, Buster Bernard, Kewpee Russell Aldrich, Red Humble, Mrs. Francis . Anderson . and Shorty Lynn on Wallace & Clark early Gil Gray show at Tulsa and McCook, Neb. . . . Mr. and Mrs. of twins.

Polack Eastern to await the birth | visited the Leonards. Fred Leonnew car and trailer ... Mr. and judging horse shows thruout the nation. . . . The Marion Wallick Shrine date of Polack Eastern Family is playing clubs and May 11-14, Opening show was parks around Cleveland. . . . Joe filled, but others were hit by and Bebe Siegrist are with the weather and the Wednesday (13) Burke carnival in Louisiana, doing their high act. . . . The Hartceived a classy new drum from Jimmy Hamiter left Diano Bros., Leedy E. Ludwig. . . . Ninette The- where he was Side Show manron reports that 4-year-old Ger- ager, and joined the Beatty show. . . . Jimmy Troy will play day on the Polack Eastern show fairs. . . Art and Marie Henry made the Tulsa Shrine date, visited Cole & Walters and will soon go to Canada with their show is winding up its season, dog and pony act, reports Bette Leonard.

John M. Kelley, formerly of kins Chimps go to Tampa. Del Ringling - Barnum, reports the move to set up a circus museum ta. Mell Henry will stay in Puerto | in Baraboo is gaining momentum. Rico for a while. Farrias Duo Plans call for buying the camel, horse, and ring barns at the site of Ringling's Baraboo quarters.

> Milt Herriott, manager of Cole Bros., is recuperating at Michael Reese Hospital, Chicago, following surgery. . . . Austin, Tex., fans hosted Henry Keyes, of Polack Eastern, at the home of CFA Leland Antes.

Stanley W. Wathon, New York booker, was with the Ringling dium Shrine date, will play the circus during its Boston run at the Garden there. Wathon re- 27-28, for Loyd Stoltz, and then turned to New York Friday (15) put in eight weeks with the Tom to continue work on lining up at- Packs show, his third season with tractions for a new arena spec- Packs.

Fred Barker, who had the John Robinson opposition brigade and No. 2 bill car for 20 years, is critically ill at Lee Hospital, Johnston, Pa. He has been running a snipe plant and theater since quitting the road some years ago.

Jack Capell, 7ho has been managing rides at a park in Tulsa, Okla., has returned to Capell Bros.' Circus as transportation boss. He takes the place of his brother, Bill, who is moving to the advance with an enlarged brigade.

Clown Roy Barrett visited in Chicago this week. Having closed a 26-week season with Orrin J. W. Hartigan Jr., reports a big crowd for King-Cristiani at Morgantown, W. Va., despite rain. . . . Malcolm M. Fleming, circus contracting agent, reports he dates, is director of the or anizaexpects to remain in the U.S. Veterans Hospital, Erie, Pa., for some time yet. He entered the hospital April 13. . . . Jack S. Smith, formerly with Cole Bros. | Gardens, Ocean Park, Calif., May

Johnny Fulghum has left the goes to Chicago and the Tien the Ohio Department of Agricul-

Akron, Ia., with the Art B. Thomas Shows, where he will trouping an animal and bird clown, work an act and handle school show. He's with Larry a concession. In Chicago, Barrett visited Earl and Hattie Shipley. In New York earlier, Barrett caught Ringling-Barnum and visited with Pat Valdo, Merle Evans and Slats Beeson.

> Bill Morris, co-owner of Kelly have ordered a new hippo for his show, with delivery scheduled Beatty show include Eddie Dul-Grace and Koko Fairburn, Dick Lewis, Bob Lorraine, Tommy Sales, Henry Bodow, Mingo, Ernie Burch, Richard Arcand, Liz and Larry Bastian, Karl Waddell, Blinky Hoffman and Paddy

Clark Queer, of Mount Pleasant, Pa., formerly associated with Biller Bros., visited King-Cristiani at Somerset, Pa. . . . M. Rosenheim, of the Hagan-Wallace advance, caught King-Cristiani at Latrobe, Pa., where the Seymour and Mrs. Al Bernard visited Dee Dunns, Pittsburgh circus fans, also were visitors.

A. R. Thompson, 75, formerly known as Aerial Robert, aerialist and wire walker, was hospitalvisited there with A. Morton ized Saturday (16) for third-Smith, of Gainesville Community degree burns received in a fire Circus; Faith Ryan and others. . . . at his Mission San Jose, Calif., Jack Harrison is hospitalized at home. His wife, Ellen, extinguished the flames... Robert N. Orazio (Joe) Zoppe are parents Mayer, former trouper, now in Venezuela, reports the Royal Dumbar Circus won good pub-Clarence Shank, Camden, O., licity breaks in the Caracas newspapers.

> Rain ruined the Corpus Christi matinee was lost. Henry F. Barrett handled the promotion.

Si Rubens and Happy Kellems have worked out plans for reope...ing their minstrel show next winter. The new version will play under canvas.

add to Under the Marquee The Wilmington (Del.) Sunday Star's "Do You Remember?" column reprinted from the May 17, 1903 issue the following: "Wil-mington was disappointed yesterday, for the Barnum and Bailey greatest show on earth was here but gave no performance. Many reasons were advanced for this failure to show to the thousands of people who had been anxiously awaiting the circus for weeks, but the most plausible is that James A. Bailey, who is at the head of the big show, has much too large a circus to show

Grover O'Day, comedy cyclist, who closed recently with Cole Bros.' Circus at the Chicago Sta-Springfield, O., Grotto date, May put in eight weeks with the Tom

successfully at one-day stands."

In clown alley on Bailey Bros.' Circus are Buck Leahy, Loretta LaPearl, Vern Colbert and Ted Hodgini.

Bozo the Clown, who recently appeared with Warrent Bros.' Circus in Baltimore and also played the Apple Blossom Festival, Winchester, Va., is planning to take out a midget circus in the fall to play under church and organization sponsorship.

The Clown Club, organized several months ago under sponsorship of the Board of Recreation, Bridgeport, Conn., has been kept busy visiting hospitals and State institutions and entertaining patients. Among places recently visited was the Crippled Children's Home, Newington, and the Southbury Training School. Bozo Kelly, former circus trouper, who now confines himself to private

Karlo the Clown (Karl Waddell) opened a 12-week run at Circus CABLE CO., Headquarters for Electric wire and Cable, 3442 Overland Ave., and Biller Bros.' circuses, has 15. . . . Harry and Ruby Haag, of been named a food inspector for the Royal Dunbar Circus, writes been named a food inspector for the Royal Dunbar Circus, writes

### **Dressing Room** Gossip

#### Siebrand Bros.

Tail-end of the Waco storm struck and had everyone packing and moving trailers to more sheltered spots on the lot. But no real damage was done. Short jump from Roswell to Carlsbad gave everyone a chance to relax and clean up after closing night's dust storm. After everything was loaded for the move, an emergency meeting of the Snakebite Club was held to initiate Charlie Hilderra.

Carlsbad proved to be quite a & Morris Circus, is reported to tourist spot for the personnel, with trips to the famous caverns and picnics at the Pecos River this week... Clowns with the beach. Rehearsals for the new web routine are going well. Bill lum, Duke Law, Gene Warnke, Jones makes a lot of radio broadcasts, and Walter Fleck and Charlie (Curly) Mason get publicity breaks all along the line.

Mr. Pitchell, of the Carlsbad radio station, visited and showed pictures of many of the present Siebrand performers which were taken many years ago. Pitchell was formerly with Billroy's Comedians. - JEO HODGES HODGINI.

#### Kelly-Miller

Lou Walton and Durwood Fisher joined clown alley at Paducah, Ky. Mrs. Hartzell Wells and sons joined for the remainder of the season. Kelly, Dale and Ka-ren Kay Miller caught up with the show in Scottsville.

Tommy Bentley is holding classes between shows for traps and iron jaw. Donny McIntosh is learning the long mount.

In Paducah many of the Rogers Bros. personnel visited. Other visitors included Happy Loder and Eddie and Helene Henricks and f: mily. - BARBARA

from Maracaibo, Venezuela, that their son, Charles, was married April 23 to Ernestine Mena at Barquismeto, Venezuela. bride, a native of Equador, also is with the circus. The Haags plan to return to the States the middle of July.

Don Taylor, who has recovered from serious injuries sustained in an automobile accident last New Year's Day, rejoined the promotional staff of Polack Bros.' Circus at Las Vegas, Nev., recently. . . The Kriel Family recently played the Moose Clubs at Gary and La-Porte, Ind. They have played the Gary spot three times in the last six weeks. . . . Lew Kish, clown, after closing at the Chicago Stadium, joined Tom Bucannon's All-Star Circus and TV Review in Nebraska.

### CONTRACTING AGENTS

for internationally famous attraction. To be booked under auspices. National tour Show has \$20,000 week potential. High class individual only who can furnish references. Also want live-wire Publicity Agent for same show. Write

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Two General Agents capable of getting good towns and auspices. Start work immediately. Wire or write per route in Bill-

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Bass Drummer to join at once. Other good Men, keep in touch. Only capable Circus Musicians need apply.

Mills Bros.' Circus, Cumberland, Md., May 26; Bedford, Pa., 27; Greencastle, 28; Waynesboro, 29; Fairfield, 30; Luther-ville-Timonium, Md., June 1.
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CAN USE

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ARTHUR STURMAK, HAGAN-WALLACE CIRCUS Per Route: May 26, Ann Arbor; 27-28, Royal Oak; 29, Alma; 30, Cadillac; June 1, Sault Ste, Marie; all Michigan.

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### 60 FLORIDA EXECS AT SHORT COURSE

J. S. (Doc) Dorton Addresses Group; Federation Re-Elects Lehmann President

GAINESVILLE, Fla., May 23. Harry Jack, first vice-president; -Over 60 Florida fair executives Gordon Ellis, secon'd vicegathered here over the week-end president; Woodrow Glenn, third to attend the annual meeting of vice - president; B. E. Lawton, the Florida Federation of Fairs fourth vice-president, and Louis and the second annual short Gilbreath, fifth vice - president. course on fair management. The Directors at large are Phil Lucey, meeting was held here in the K. S. McMullen, H. E. Wood, Lloyd Thomas Hotel, Sunday (17), while Rhoden, Harper Kendrick and Joe the short course was held at the Adams. University of Florida, Monday and Tuesday (18-19).

Dr. J. S. Dorton, manager of the 2,746,763. North Carolina State Fair, Raleigh, was one of the key speakers at the management course, discussing the place of fairs in the South. Karl Lehmann, president of the fair association, presided.

Other topics discussed included carnivals and concessions with J. F. Sparks and Johnnie Jack doing the moderating; selling and allotting space, Dr. Tom Chaires and Tom Barns; educational and feature attractions, C. T. Bickford and J. F. Higgins; advertising and publicity, Louis Gilbreath and A. G. Driggers; tickets and admissions, Lloyd Rhoden and George Patton. Other speakers included ing in 1954, following acceptance J. C. Huskisson, W. D. Babington, C. W. Reaves, J. E. Pace, J. S. Moore, W. W. Brown and Al Cox.

Social high point of the short course was the Monday night (18) dinner in the Oak Room of the Florida Union Building.

At the Sunday meeting of the Federation, Lehmann was again named president. Other officers elected included T. L. Barrineau, secretary - treasurer; Crawford T. Bickford, ex - officio member;

#### BAINBRIDGE, INDIANA, STREET FAIR

June 3, 4, 5, 6, 1953 BANDS AND FREE ENTERTAINMENT NIGHTLY, 18,000 Free Kids' Tickets out for Thursday afternoon. Want Concessions of all kinds; flat rate \$15.00 plus \$1.00 cut-in. Wire or write

G. Kilgore-Wayne Marks Jr.

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CAMBRIDGE, NEBRASKA BIG ANNUAL LEGION CELEBRATION August 7-8-9 DON HARPST, Commander

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#### Perry County Fair Association Wishes to contract a small

CARNIVAL

for County, week of Aug. 31-Sept. 5. Call: Telephone 2431, day, or write

MRS. CHAS. ARY, Socy.-Treas. Linden, Tennessee

# Total attendance at Florida's fairs this year was reported as

### CNE to Get New 1,500,000 **Food Building**

TORONTO, May 23.—Canadian National Exhibition here is to get a \$1,500,000 Food Products Buildof plans by the city's Board of

Structure, covering 130,000 square feet, will hold 50 per cent Sets Attractions, more exhibits than the present Food Building. Unique feature Special Events will be waterway front entrances. Two doors on the building will be reached by bridges arching pools, then cascading waterfalls by way of glass tunnels. Water forming the falls will pour down over slanted windows.

To be built on the site of the present building, the new one will be 300 feet long, with 20-foot ceilings. Across the front will be an immense woman's lounge with a view of the exhibition grounds. Inside aisles will be 17 feet wide.

A ventilation system will completely change the air every five minutes. Contracts for the new building are expected to be signed by August, with work to start as soon as the '53 exhibition is over.

### Quitman, Ga., Names Execs

QUITMAN, Ga., May 23. -Roland Dorough, city manager of Quitman, has been named chairman of the 1953 Brooks County Fair. B. F. Romine and B. H. Jones will serve as co-chairmen.

Paul Bennett is in charge of the prizes and premium list. County Agent Charles R. O'Kelley will have charge of the agriculture exhibits, with George C. Currie in charge of the com-mercial exhibits. Joe Austin will serve as financial agent.

### Colo. State Names Talbot

PUBELO, Colo., May 23.-Ray

### **1G IN PRIZES**

### **ESE Skeds** Fire Muster As Feature

SPRINGFIELD, Mass., May 23. -A firemen's muster-with \$1,000 Hotel. to be awarded in cash prizeswill be a brand new feature at this year's Eastern States Exposition, it was announced by Jack Reynolds, general manager.

The firemen's muster will be held on the second Sunday of the 1953 event, September 27, and will open with a parade in front

of the grandstand.

Invitations to participate have gone out to firemen's companies thruout the Northeast, and it is expected there will be heavy participation.

A single-engine platform will be erected for the event, and each engine entered will be allowed a 10-minute period on the platform. With fire-fighters manning the hand pumps, the object will be to throw the longest

# Shelby Mont.,

SHELBY, Mont., May 23. -Marias Fair has completed its program arrangements for this year's fair, including its profes-sional attractions as well as its special events, Clifford D. Coover, secretary-manager, announced.

John Tunnicliff will produce the stock for the rodeo, while Cy Taillon will handle the mike chores. A total of \$5,500 will be offered at the race program, which will have upwards of 200 horses.

thern Exposition Shows will provide the midway attractions for the 9th consecutive year and Thearle-Duffield Fireworks will stage the nightly pyro displays. Harry Roe's sound system has also been contracted.

Plant improvement this year includes the planting of many new trees and much grass. Roads and the midway have been oiled and a new press box has been cation of the \$160,000 Angusinstalled. New race office and a new rodeo office will also be used for the first time this year.

Included among special events is a doll and pet parade, appearance of the Lethbridge, Alta. Scotch Pipers, 4-H dress revue and a 4-H baby beef sale. The 4-H girls will also conduct a tot lot, where parents can leave their babies for an hourly charge.

### Charter Ky. Annual

FRANKFORT, Ky., May 23 .-H. Talbot, this city, has been Secretary of state has issued a named president of the Colorado certificate of incorporation to the State Fair here by the recently Green County Fair Board, of enlarged State Fair Commission. Greensburg. It is a non-profit, Program plans are the first sub- non-stock corporation. Incorpoject on the agenda, according to rators are Sam W. Moore, James Talbot. Dates are September Monson and Billy Shuffett, all of Greensburg.

### INDIANA STATE HIKES PREMIUM TOTAL TO 412G

offer \$412,219 in premiums and not be held this year. prize money, topping last year's total by \$6,000, John Schermerhorn, fair board president, announced. Total offered in '52 was

INDIANAPOLIS, May 23. - \$405,913.86, which included Indiana State Fair this year will \$7,400 for the derby, which will

> Major portion of the money, \$198,000, will be prize money for horse racing. Purses for the night horse show will total \$37,035; beef cattle, \$33,935; dairy cattle, \$20,495; sheep, \$15,523; swine, \$26,507, and agriculture, pomolology, floriculture and apiary, \$17,531.25.

have been made in these provided.

### 23 Events Represented At Mich. Short Course

Michigan fairs turned out for the of fairs and receipts and dis-two-day annual short course on bursements. For the first time, day and Saturday (15-16) by the photographs of their various ac-Michigan Association of Fairs, tivities, which were placed on a Business sessions and the annual bulletin board. In addition, banquet were in the Park Place blueprints of buildings and

The association again used the popular round-table discussion type of session with H. D. Parish, Midland, president of the organ-

sion of Sunday fairs, release of exhibits, entertainment, carnivals for small fairs, uniformity of fair ant, Saginaw, Traverse City and dates, exhibit buildings, sales taxes, tractor-pulling contests, and the exemption of fairs from federal admissions taxes on their grandstands.

#### Chief Speaker

Charles Figy, Michigan's direc-tor of agriculture, was chief speaker at the Friday evening dinner meeting. At the Saturday morning session, Clarence Bolan-der, chief of fairs for Michigan, gave a detailed explanation of the new judging sheets intro-duced by the department and went over the accounting system used for fairs. Uniform rules for tractor pulling were proposed by Paul F. Richter Jr., and W. Beatty, and the uniform code will be made available by the association secretary-treasurer, Harry B. Kelley.

Also discussed were sanitation,

## Dixon, Calif., Draws 16,274

DIXON, Calif., May 23.-The newly named Dixon May Fair, Night grandstand attraction which closed a three-day run will be produced by Williams here Sunday night (17), pulled and Lee Attractions, with acts to an attendance of 16,274 to beat include the Harrison Trio, More- the 1952 mark of 11,614 and set nounced that circus acts, instead nos, Thomas Charles, the Holi- a new record, Bob McClure, of a rodeo, will be used, but no days, Gorden's Pets, and Bennie secretary-manager, said. The contracts have been awarded Victor and Pat King. A 10-gal event, formerly known as the thus far. line will back the show. Nor- Solano District Fair, changed its title to distinguish it from the Solano County Fair, a July exposition held in Vallejo.

The fair opened Friday (15) with an attendance of 2,814 to better its comparable 1952 day of 2,456. Closing day was attended by 4,872, falling behind its last year's turnstile mark of 6,965.

The initial day's program included a morning parade, dedi-Madden Memorial Hall, a horse show and Joie Chitwood's Auto Daredevils at night.

Appearing thruout the fair were the BBB Puppeteers and BeeBee, the Clown; Larry (Bozo the Clown), and Hindra, the granted \$10,000 by the county mechanical man. Local talent commissioners for improvements shows were featured.

### Madisonville, Tenn., Elects Childress; Appoints Directors

MADISONVILLE, Tenn., May 23. — The Monroe County Fair Association has elected H. H. Childress as president for the ensui...g year. Other new officers will be held three days during are Bob Carson, vice-president; the five-day run. Ralph Duncan, secretarytreasurer, and Mrs. Myrtle Frith, executive secretary.

Directors elected were H. M. Adams, Albert Hicks, Bill Cleveland, H. J. Childress and J. M. Godsey, all of Sweetwater area; Mrs. Frank Smith, Philadelphia, Route 1; Kenneth Sutton, Jim Atchley and Noel N. Maddux, all of the Madisonville area, and Bob Carson, of Vonore.

According to Secretary Duncan, the directors have apportioned prize money to the different departments and have begun the compiling of the 1953 fair catalog. Money for prizes this year has ments.

TRAVERSE CITY, Mich., May entry fees on tractor pulling, Representatives from 23 membership tickets, organization fair management held here Fri- a number of the fairs brought grounds were also displayed.

Fair members on hand for the two-day confab included representatives from fairs at Imlay City, Adrian, Allegan, Alpena, Atization, handling the gavel.

First session on Friday afternoon was devoted to the discusCorunna, Hale, Hartford, Hillsdale, Jackson, Kalamazoo, Marne, Marshall, Midland, Mount Pleas-

### Mich. State To Construct Tabernacle

DETROIT, May 23.—Michigan State Fr'r this year will construct a new tabernacle that will be used in October by Evangelist Billy Graham for a series of revival meetings, and during the fair as an agricultural machinery building.

The structure will be 300 feet in diameter and will be ready in time for the opening of the fair. The October appearance of Billy Graham will be sponsored by the Michigan Council of Churches.

The fair also has announced that an agreement had been reached with International Harvester dealers to exhibit at the fair for the first time since 1938.

Details of the grandstand program are taking shape. Fair manager James M. Hare an-

As a special event for Saturday, September 12, the St. Andrews Society will present a Scottish Tattoo, as a part of the coronation celebration. A similar program held at a university stadium some years ago, proved a big drawing card.

### Jefferson, O., Awarded 10G

JEFFERSON, O., May 23.— Ashtabula County Fair has been of its fairground, E. F. Walburn, secr. tary, reports. The grant will be used for construction of new underground water system for fire protection and to improve

Other improvements include the conversion of one building to a cattle barn and painting of the grandstand. As a tie-in with Ohio's sesquicentennial this year, the fair will hold a homecoming and a giant parade. Horse racing

### Ohio Mgrs. Set June 16 Meet

COLUMBUS, O., May 23.-Ohio Fair Managers' Association will hold its summer conference here June 16, it was announced at a meeting of the executive committee here Wednesday (20).

Former Gov. Myers Y. Cooper, honorary president of the organization, spoke, and Russell S. been increased in most depart- Hull, president of the Ohio association, reported on pending Duncan said the buildings and State legislation that affects fairs. grounds are to be improved, and Howard S. Foust, director of Total premium for club work water is to be made available in agriculture and manager of the by youngsters will amount to the livestock department. Rest Ohio State Fair, was on hand, \$31,534.95 and many increases room facilities also are to be and will be one of the speakers at the June confab.

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EAGLE GROVE DISTRICT JUNIOR FAIR

AUGUST 24-25-26-EAGLE GROVE, IOWA

This is strictly a 4-H & FFA Fair with Barnes-Carruthers entertainers; no Carnival. Want Independent Concessions only. Lots of shade and good water.

GERHARD MANSON, Sec.

# In Philly; Predicts Prosperous Season

Bigler Street Lot Pays Off Despite Pre-Dating, Three Weeks of Shows

tho battling weather, a train mis- in attempting to reach them with hap and pre-dating, officials of the its advertising. Some 50 24-sheet Cetlin & Wilson Shows are highly boards were used. pleased with operations in this The good business registered third week of their current season. here last week on the heels of the C&W moved on to the location at Buck showing was termed a pleas-10th and Bigler streets on the heels ant surprise, the show owners said. of the O. C. Buck-Model Shows, While this is the third week that and the assumption had to be that a show has been on the same lot, business would suffer as a result. business continues good and there On the contrary, according to Co- is promise of a big wind-up today. Owners Issy Cetlin and Jack Wil-Owners Issy Cetlin and Jack Wil-son, business has been quite good. doing particularly well here, with Conceivably, it could have been the shows, strangely enough, findeven better if the pre-dating hadn't ing the least favor. It may be that taken place.

among the personnel, it is not yet of the concessions and rides. time for handsprings. William Moore, concession manager, opined that the season should work out all right, as did Cetlin and Wilson.

The date here is a new one for the show. The lot, located in South Philadelphia and close to Municipal Stadium, is on the fringe of a thickly settled residential district. There are literally hundreds of thousands of persons living within easy traveling dis-

#### LION STORY

### Purtle Buys 3 R-B Cubs For Dromes

NEW YORK, May 23. - Earl Purtle, operator of Motordromes at Palisades (N. J.) Amusement Park and on the Cetlin & Wilson Shows, bought three cub lions from the Ringling Bros. Circus while it was showing Madison Square Garden here.

The lions were needed to replace animals lost in recent weeks. One lion, trained to ride a miniature car on the straight wall, failed to regain consciousness after it was given 35 sleeping pills so that its injured tail the neighborhood papers have been could be repaired.

PHILADELPHIA, May 23.—Al-| tance and C&W has done a big job

the proximity of shore spots may While a happy feeling prevails have educated the public in favor

> At Petersburg, Va., its winter home and opening date, the show bucked bad weather. In addition, the soldier population of adjacent Fort Lee was reported less than a year ago and business was only fair. The lengthy rail jump here was costly and another hefty moving bill will have to be met this week when the show jumps 350 miles to Uniontown, Pa. The show will move fast into its Western territory and early fairs.

> Two of the shows' cars were derailed in a switching accident in making the move here. While the Merry-Go-Round was involved, it was in operation here this week.

> The construction of a new marquee is under way under the direction of Charley Sheesley. will measure about 72 feet in length and include six pylons. The show title and slogans are lettered in neon. The superstructure could not be errected here because of overhead power lines.

Moore credited much of the success of the date to Honey and Louis Schlesinger, members of the sponsoring Veterans of Foreign Wars committee. Schlesinger is first district commander and national assistant inspector.

The publicity department is functioning under the direction of Herb Pickard, formerly with the Royal American Shows. Radio and used extensively.

### Cetlin-Wilson Clicks TOURING SHOWS FLOCK TO PHILADELPHIA LOTS

### Major Carnivals, Circus Are Set To Show Ten Full Weeks in City

getting reciprocal treatment from the carnival brethren this year. Managers and agents have demonstrated their love for the metropolis by setting their major units for no less than 10 full weeks of operation on lots within

roaders have day and dated, and next week, when the Ringling Circus moves in, three big units, one a railroader, will set up alongside to turn the South Philly area into a virtual outdoor show convention center.

stand. The show, playing this same lot, 10th and Bigler Streets, week in the Frankfort section, in South Philadelphia. will truck in rides and selling | C&W moved onto its lot on the

Big Concentration

Scheduled for adjacent lots are the Marks Show, operated by Art Lewis, and the Lloyd Serfass' Penn Premier Shows. In addition, judging by past experiences, there is likely to be an influx of Their love is such that rail- will rival the largest of fair layouts.

At the conclusion of the circus date, Strates will have played a total of four weeks here. The O. C. Buck Shows played two weeks, one in the South section and the other in the North, and The James E. Strates Shows the Cetlin & Wilson Shows today have the prize lot for the circus will round out two weeks on the

PHILADELPHIA, May 23. — concessions to make tomorrow's heels of the Buck Show. As a This City of Brotherly Love is opening. road show for three full weeks and the location has taken on the appearance of a permanent amusement park.

In addition to the big traveling units, a large number of area operations are also scheduled for the city. Despite the heavy influx of shows, all units have reported fair business.

### FIRST 3 DAYS AT ST. LOUIS **BIG FOR RAS**

### Record Attendance Follows Drenching At Memphis Opening

ST. LOUIS, May 23. - The Royal American Shows, which had been given a thoro drenching at the Memphis Cotton Carnival, their opening stand, caught good weather the first three days here at Grand and Laclede and pulled e cellent crowds. In fact, Thursday night (21), at the end of the three-day period, the office wagon tape showed the best attendance the RAS has ever registered for the corresponding

Leon Claxton's "Harlem in Havana," always a hot favorite here, scored bang-up business to pace the back-end units. Leon Miller's "Moulin Rouge" was holding down second spot. Closely bunched for third were Bill son's Side Show, and Walter Kann's Strangest Married Couple. Nat Rodger's Life Show, new to the RAS line-up, registered good business in its bow here.

The RAS made the move here Newburgh, N. Y., last week from Memphis in ample time for was good, and Jersey City, N. J., the opening, despite the fact that the week before turned out a sur- it tore down Saturday (17) at prisingly good date, despite the Memphis during a heavy wind

# Luck, Planning Aid Manning Unit Dates

Show Escapes Some of the Bad Weather Prevalent in the East at First-In Stands

earnings, the personnel has not yet had to resort to the crying

Opening in the Carolinas, Manning has journeyed north at a

### Tatham Org Adds Circus Γο Back-End

MONTICELLO, Ill., May 23 .-Tatham Bros.' Shows has added a circus to its back-end as an added attraction, according to K. W. Tatham, show's manager. The new unit will give two shows per day.

Special paper has been ordered to feature the show. Acts will include Coonie Maloon with his dogs, comedy mule, ponies and monkeys. Betty Lunsford will do ladders, web and work in a trampoline number. Paul Zallee will do comedy juggling and produce three clown numbers, and Irene Benner will have a second dog act and the pony drill. For the fair season two wild animal

Top will seat 1,000 and will go for 25 and 50 cents. Edna Earl

POUGHKEEPSIE, N. Y., May fairly rapid pace. The move-23.-A combination of luck, good ments have enabled him to be weather and astute planning has first in at several spots, and good brought the Ross Manning Shows booking is responsible for this. thru the first month of its season A couple of questionable dates in good shape. While there is proved out better than expected, considerable room for improve- with the element of luck responment in terms of crowds and sible. Luck again had a hand in protecting the show from the large number of washouts experienced by most other traveling units in the East.

> The show is well organized and equipped to get money, with newcomers Maxie Sharp, busi- Kemp's Motordrome, Bobbie Hasness manager, and Toby Turbin lodged in the front end. Sharp's department has worked consistently, and the heavy losses confronting the show last year at this time are lacking.

political turmoil of election week. and rain storm. Down yonder, High Point, N. C., was good, giving the show a welcome early boost. Last year Manning started off with a red one, but it worked into a kind of mirage as successive weeks faded and the show had to dig deep for operating money.

Assuming that the show can scurry thru its still dates in fair shape, then it will likely be headed for a banner season. Some 12 fai dates are carded, beginning with Red Lion, Pa., and the promise fair returns, since, from monster guarantees.

ance here, with a new marquee Tuesday (19), moved in here mesmerizing the customers. The Thursday (21) to open a 10-day tribution. His regular visitation will he le banners and candy. mesmerizing the customers. The Thursday (21) to open a 10-day of shows will not begin for Hoppie Gardner is in charge of equipment is fresh and neat look- stand at the far south end of the ing and the lighting good.

# **New Peoria Lot** Gets Break-In By Cavalcade

PEORIA, Ill., May 23.—Carral-Manning says, he has shied away cade of Amusements, which caught considerable rain at The show made a nice appear- Evansville, Ind., where it closed city. Site is new as a show lot.

Amusement Company of America, which earlier had been skedded to show this city, altered its route and as a result will pass up this city.

The Blue Grass Shows were slated to play East Peoria this week but changed plans at the 11th hour, passing the stand up for one in Terre Haute, Ind.

# Mo. Towns Good

MARSHALL, Mo., May 23. this week for their third stand in Missouri and business thus far New units will include Fred has been good. Unionville, Keating's Illusion Show, Eddie Gil- played last week, was a big winlen's Water Show with 10 girls plus ner despite rain one night and features, Snapp Wyatt's Wax cool temperatures several other Show, and Duke Jeanette's Life evenings. Org bowed in Rich-

Club 18; Zeke Shumway's Motor- ahead of a year ago. Given good

Gopyrighted mater

### **BILL MOORE REPORTS:**

### Miami Group Aim Is 2,000 Members, 50G Fund in '53

paid-up membership of at least need for the sinking of pilings. 2,000 was predicted for the Miami | The pilings will cost an additional Showmen's Association before the \$4,500. end of the current outdoor season by William B. Moore, first vicepresident of the Florida show group and concession manager of the Cetlin & Wilson Shows.

Moore also said here this week that the current fund-raising campaign would net the club as much as \$50,000. The money, earmarked for the building fund, will be raised thru ticket books, jamborees and other promotional endeavors. Moore said that the early reports are encouraging, despite the slow start encountered by most shows, indicating that the goal is not far-fetched.

With work already begun on the construction of new home for the Miami group, the enthusiasm among the membership is at its peak, Moore said. The membership is currently around the 1,200 mark and a dozen or more applications are being received each week. The bargain rate, which eliminates the initiation fee, will remain in effect until the Chicago outdoor meetings, after which the full rate, \$25 initiation fee plus \$10 annual dues, will prevail, Moore said.

Moore was visited here by Phil show group. Cook is en route to nees it has ever had. Miami from New York, where he ument at his mother's grave.

PHILADELPHIA, May 23.-A, when test borings indicated the

Cook also attended the World c. Mirth and other shows in his quest f.: new members, dues and acts will be added, Tatham said. funds. He announced that the 1954 cards are now ready for distribution. His regular visitation several weeks.

### Rains Take Toll of WOM Dates; Show Fashions Strong Back End

Bergen Unit Fights Mud at First 3 Dates; Many New Show Features Have Been Added

attended the unveiling of a mon- guess on the future in view of has its fingers crossed as it looks to sence of a year; Dixie Gordon's and thru mid-week business was the inadequate sampling period, tonight's teardown. Cook reported that the building Frank Bergen, general manager, plans had been delayed tempo- and Bernard (Bucky) Allen, con- and talk around this show revolves Carl Lauther's Side Show, George execs looked for a good average rarily and additional cost accrued cession manager, are unperturbed, around its fairs. Beginning next

CHESTER, Pa., May 23. — A Pointing to the opening dates as week, when the show moves in for moist, the untearful, atmosphere is a shakedown period, they wryly its annual Decoration Day stand prevalent on the World of Mirth add that the cruise language is bet- at Plainfield, N. J., major back-end For Evans United Shows. At the three stands played ter suited this year than ever be- attractions will be added. The to date, Washington, Wilmington, fore. At Washington, six of the 10 planned line-up promises to be Del., and here, the decision has scheduled days were lost. At Wil- among the best the show has ever Evans United Shows are here been won by the weather. In be- mington, Old Man Weather claimed had. tween the rain there were indica- four. Much of the damage here tions that each of the dates would was done in advance, with the have been good, and last week at heavy rains turning the lot into a Wilmington the show blew what gluey mass of mud necessitating appeared to be shaping up as one the actual dragging of wagons on Cook, executive secretary of the of the best kiddle Saturday mati- to the lot. This is the same lot that it once took the show 17 hours Show. Others are Hermine's mond to fair takes. While it is difficult to hazard a to get wagons off, and the lot crew Midgets, returning after an ab- Week here started out good

Many New Units

(Continued on page 67) business for the period.

Decatur, III.,

Gives Weather

Break to ACA

DECATUR, Ill., May 23.—The Amusement Company of America

moved into a clear weather area here this week after taking a

drubbing from rain last week at Washington Park, near East St.

The Washington Park engage-

ment was hit almost daily by

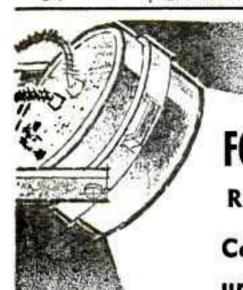
rain, and the show experienced considerable difficulty in moving off the lot, one not used before.

Business the first three days of

this week here was reported as

satisfactory, with show execs

looking for a strong wind-up if



## Here's your shot at the BIGGEST

FOURTH OF JULY CELEBRATION in the nation—sponsored by the WALKER-ROGERS POST #662 V.F.W. and staged on the common at LOWELL, MASS.

Celebration starts at 11 a.m. Friday, July 3, and runs straight thru midnight, Saturday, July 4, and features a mammoth fireworks display.

#### SHOWS

All kinds, but must be high class and in keeping with this traditional New England Event.

RIDES All kinds.

#### CONCESSIONS

All kinds of games, including Hanky Panks and Stock Concessions, All kinds of Eating and Selling Stands.

EFF HARRIS EVERYTHING OPEN-FIRST COME, FIRST SERVED NO SPACE HELD WITHOUT DEPOSITS P. O. BOX 88, Revere, Massachusetts, or

103 Walnut Ave., Revere, Massachusetts Address all inquiries to . . .

Phone REVERE 8-3525

given weather today. Show's route has been shifted. Originally set to go into Peoria,

# high class midway attractions

WATSONTOWN, PA., JUNE 1 TO 6. GALA WEEK-MONSTER CELEBRATION Plenty of factories working full blast. Under strong auspices. Several more to follow.

WANT Shows of merit with own equipment. WANT legitimate Concessions. Ride Help, semi drivers preferred. All replies

MICKEY PERCELL, Gen. Mgr.

900 Main St.

Phone 34010, WMSPT.

Williamsport, Pa.

# SHOW

Concession—Circus—Carnival

AMERICAN TENT & AWNING CORP.

132-4 W. Main St. Norfolk 10, Va.

BILL SANDERS

Concessions—If you have anything I haven't got on the midway in the way of Hanky Panks, I can use you. Limit, two of a kind at all times and mostly one. No racket

Can use small Mechanical or other clean Show that can set on streets, No Girlies. Ride Men-Who are you and what can you do well? No floaters, would be, or winos

Playing Celebrations, Fairs and Centennials in Indiana, Illinois, Iowa, Mississippi and Georgia. Booked solid till November 21st. None pending. Gorgeous "Whiz Bang" George and wife, come on.

Greenwood, Ind. (Race crowds), May 26-31; North Salem, Ind., June 2-6; Eaton, Ind., P.S.: L. H. Hardin wants Agents,

### METROPOLITAN SHOWS AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

On account of usappointment can use Organized Girl Review. Also Posing Show, Want Man to handle Monkeys or will turn Monkey Show over to right party. Have equipment and large Snakes, Want capable person to handle.

J. McCALL wants to hear from Tony Paparello (the welder). JOHN BURNS, COME BACK.

Want ELECRICIAN who can handle Caterpillar. Foremen for Rolloplane and Caterpillar. Also 2nd Men on all rides.

All replies to SHIRLEY LEVY, BRISTOL, VA.

### HARRY BURKE SHOWS

SHOWS with own outfits and transportation on liberal percentage. GLASS HOUSE, FUN HOUSE, ILLUSION SHOW or SNAKE SHOW. (Harry Harris, come on.) Will give

ex. on shows to man with two good Grind Shows.

CONCESSIONS—Coke, Milk Bottle, Cigarette Pitch, Live Duck Pitch, Glass Pitch, Scales and Age, Short Range, Ball Games or Hanky Panks not conflicting. No drunks, flats or gyps. Can use good Ride Help. AMITE, LA., week of May 25th; LAKE ARTHUR, LA., first week in June. FIREMEN'S CELEBRATION in the heart of town in FRANK-LIM. The state of the contracts for Fairs. LIN, June 8th to 14th. First show in twenty-five years. Have eight contracts for Fairs and Celebrations. All replies to EDDIE SCHULTZ, Manager.

#### BEAM'S ATTRACTIONS

CONCESSIONS-Want Novelties, Hi-Striker, Hoop-La, Cigarette Shooting Gallery. SHOWS—Freak to feature in Side Show. HELP—Experienced Help for Spitfire, Little Dipper, Kiddle Rides. ASSISTANT MANAGER for BINGO. Griddle Man. Can always place capable Show People in all departments. Contact STEVE DECKER, SOUTH FORK, PA., this week; Lions Club-V.F.W. Community Week, Hollsoppie, Pa., next week. Parades—Fireworks—Free Acts.

### FLOYD O. KILE SHOWS

LAST CALL—Open Hammond, La., June 6th. One more in Louisiana, then Aurora, Mo., July 4th. All Fairs and Celebrations to November 15th.

Want Foremen and Second Men for Eli, Merry-Go-Round, Chairplane, Kiddie Autos; \$50,00 and bonus. Come in now. Want Custard, Water Games, Coke, Ball Games, Concessions of all kinds. Can place Shows. Opening for Grind Shows. Funhouse, Motordrome, etc., good percentage, long route. Mr. Strickland, you are counted in. All contact FLOYD O. KILE, care Western Union. Baton Rouge, La., Winter Quarters, Open Livingston, La.

### RIDE HELP WANTED

Especially need Merry-Go-Round Foreman. Beautiful ride and best transportation. Also want good Second Men on all Rides. Only experienced, sober, industrious help who appreciate working on the very best rides and driving good transportation equipment need apply. Regular pay day, plus bonus at end of season.

HARRY LOTTRIDGE, Manager, Unit #7, Gooding Amusement Co., Inc.

This week, E. 59th and Woodland; next week, E. 31st and Superior, Cleveland, Ohio.

### KLENKE AMUSEMENTS

Hats, Fish and Duck Pond, Balloon Dart, etc. Want Fun House, Glass House or Mechanical Show and Shows of all kinds. Ride Help. Foremen and Second Men on all rides. Top salary and bonus. No drunks or chasers, Agents for office owned Concessions. Sol Rosenfeld needs Concession Agents. Want to buy Grab on trailer. Wellston, Ohio, May 25-30; So. Point, Ohio, June 1-6.

P.S.: Concessions, contact Ken Klawitter,

#### SUNSET AMUSEMENTS CO.

FAIRS AND CELEBRATIONS START WEEK JUNE 22

Exclusive Short Range, Derby and Hats open. Want dependable and competent Octopus Foreman. Can place Animal Show, Mechanical, Monkey and Fun House. Harry Harrison,

Burling, Iowa, this week; Fort Dodge next.

## HOWARD

Want Shows and Concessions for All Firemen's Celebrations and County Fair Dates

All good dates, with Charleroi, Pa., veterans' week July 4, a real one. Legitimate Concessions of all kind. Want to book Octopus and Rolloplane for entire season. New Salem, Pa., May 25-30; New Kensington, Pa., June 1-6.

### PLAYLAND SHOWS

CONCORD, N. C., MAY 25 TO 30

Right Downtown WANT HANKY PANKS of all kind. Popcorn and Cookhouse sold. Only one of a kind. Can use limited number. Can use RIDE HELP who can drive Semis. BILL EHLIRT, come on; Ricky is here. Celebrations start around Washington, D. C., middle of June. Can use small

#### SWINGER AGENTS WANTED

C Riley can place two Swinger Agents for excellent route of Celebrations and Fairs in Kansas, Nebraska and Oklahoma. Boozers, don't bother me. Wire or Phone

A. C. RILEY, ROCKWELL SHOWS Kingman, Kans., May 25-30; Juniata, Nebr., June 1-3; McCook, Nebr., 4-6.

#### FOR SALE

Beautiful ultra-modern Restaurant, Bar, Night Club. 2-story and basement build-ing, 100x125 ft., 5 years old. Air condi-tioned, gas heated. Dining room seats 300. Prominent corner East St. Louis, Illinois. Five minutes from downtown St. Louis. Being sold to settle estate. Write BOX 530, c/o Billboard, 390 Arcade Bldg., St. Louis, Mo.

### Strange Animal Shows

Walk Thru on 22-ft, Fruehauf Trailer: '47 Chev Tractor, new motor, new front; 5 healthy animals. Monkey Motor Drome with or without transportation. Cheap

JAMES KELLAR, GOODING'S SHOWS 59th and Woodland, Cleveland, O.,

### CARNIVAL WANTED

For Fourth Annual Fat Steer Show Avon, Illinois, Avon, Illinois, August 13-14-15.

> CONTACT: Nick Vacca Town Tavern, Avon, III.

#### FOR SALE

Complete Dramatic End Tent Show Equipment, 60 with a 30-foot middle and 44-foot end. Heavy canvas, used only 20 weeks; 10-foot wall, 400 chairs, 6 lengths 8-high blues, stage, lights, etc.; 34-foot Gramm van: 1952 Chev. tractor, 1200 miles; '51 Chev., 16-foot straight job; 12-foot straight job Chev. Everything ready to set up and open. Will sell without trucks or complete.

ROLLARENA CORP.

1107 W. Illinois St. Evansville, Ind.

### the show is passing up that city.

Louis, Ill.

WEEK AT WEBSTER, PA., AND 8 DAYS AT BEAVER COUNTY EXPOSITION AT AMBRIDGE, PA. JUNE 6 THRU JUNE 13.

TWO BIG ONES

Want Hanky Panks and Legitimate Concessions-Popcorn, Floss, Apples, Waffles, Age, Scales, Photo and Jewelry, Kiddie Rides, Wild Life, Mechanical, Monkey and Side Shows.

Want Foremen for Wheel and Merry-Go-Round. Charlie Hodges, contact me. No Mitt Camps or Flat. Contact

JOHN R. LEWIS

Ph.: Zelienople 461-R-11 or at the lot at Webster, Pa., May 25 thru May 30.

### 100% LOCATION

Alongside Ringling Bros.' Circus June 4-5-6

Day and Date with Ringling Bros.' Circus-69th and Marshall Road, Upper Darby, Philadelphia, Pa.

WANT Rides and Shows not conflicting. Few good locations left. Act at once! Contact

#### HARRIS NOVELTY CO

Phone: Walnut 2-6970 or Market 7-9848

### Cumberland Valley Shows

Opening in South Pittsburgh, Tenn., June 15th

All legitimate Concessions open except Cookhouse, Bingo, Photo, Popcorn and Custard. Want Shows: Motordrome, Glass House, Fat Show, Midget Show, Monkey Circus or any other Show with own outfit except Girl Show. Ride Men on all Rides. Earl Coffman, Victor Pinkerton, answer. Independent Free Act (Aerial), answer. This show is booked solid from June 15th until October 10th. Show moves on lot June 1st. Address all mail to

LAVOY WINTON, South Pittsburg, Tenn.

### WANT OUTSTANDING FREAK

TO FEATURE

Salary no object if you have drawing power.

**BOB HASSON** 

c/o ROYAL AMERICAN SHOWS

St. Louis, Mo., until May 30.

#### VETERANS' UNITED SHOWS WANT

For long season in North Dakota, Minnesota and Nebraska. Concessions—Photo, Hoop-La, Custard, Glass Pitch, Cork Gallery, Long and Short Range, Fish Pond, Hats, Coke Bottles and any other Hanky Pank that does not conflict. SHOWS—Mechanical, Girl. Athletic, Illusion or any Show of merit. Ride Help—Need Second Men on all Rides. Men who have worked for R. L. Sinderson, come on. Dick Millard wants Agents for Ball Games, Buckets, Milk Cans and other Hanky Panks. All replies as per route.

#### TENNESSEE VALLEY AMUSEMENTS Portland Strawborry Festival, Week of May 25th. Tennessee's Biggest.

Hanky Panks, Long and Short Range, Coke Bottles, String Game, Mitt Camp, Nickel Roll Down, Darts, Bumper, Cork Gallery, 6 Cats, Buckets, Country Store. Good opening for Grind Stores. Lee Hos, contact, have opening you want. Agents for Hanky Panks, come on. Book Shows with own equipment, Girl, Snake, Geek, Animal or what have you. Low percentage. Book, buy or lease Merry-Go-Round or any ride not conflicting. Help on Rides, Second Man on Wheel. Over and Under and Pea Pool open, Book or Agents; Don Prentiss and Bill Kreiger, contact. Wire, write, phone or come on, will place you. THEODORE MEADOWS, Mgr. Portland, Tenn., week May 25; LaFayette, Tenn., week June 2.

#### WANTED

Ride Help on all Rides, must drive semis. (Red and Curly, come on in.) Also want Hanky Panks, Milk Bottles, Punk Rack, Photos, Scales and Age.

BIG FOUR AMUSEMENTS Berwyn, Ill., until May 31; Berkeley, Ill., June 1-7.

FRAMES GREATER SHOWS Want Hanky Panks of all kinds, Octopus, Roll-o-Plane, Chairplane. Ride Help who drive. Shows with own equipment except Girl or Posing. Jack Wilcox, come on; also Red Kangaroo Man.

Chicora, Pa., May 25-30; Wampum, June 1-6.

### Midway Confab

son of Mr. and Mrs. David Di-Certe, of Page Bros.' Shows, celebrated his birthday recently with a big party. A buffet lunch was served by the ladies. Those on hand for the festivities included Phylis Setliff, Mary Ann Setliff, Katherine Bellows, James Brewer, Louie, Sonia, Peter, Walter, Mary, Elizabeth, Ann, Diana, Mena and Sara Johns, Mr. and Mrs. W. E. Page, Mr. and Mrs. James Shrout, Mr. and Mrs. A. E. Setliff, William Turner Jr., Vernice Miller, Mr. and Mrs. Dick Palmer, Shirley Hoffman, Mr. and Mrs. Eli Johns, Mr. and Mrs. Johnny Johns, Mr. and Mrs. Peter Johns, Stephen Johns, Mr. and Mrs. George Christensen, Mr. and Mrs. Kenyon, Frank Kenyon, Mr. and Mrs. James Brewer, Mr. and Mrs. Alan Bellows, Mr. and Mrs. James Grant, Mrs. Cora Kirbyson and G. W. Setliff.

Edwin Smith left Page Bros.' Shows to join Johnny Denton's Gold Medal Shows. Dick Palmer has added another show to the Page back-end. Mrs. George Christensen is agent for the Di Certe balloon darts.

Andy Markham, back at Riverview Park, Chicago, for the 40th year, has 13 concessions in operation. His son, Jack, continues as his aid, with Mabel Wright as secretary. Included among concessions working under the Markham banner are Whitey Runge, Charlie Fisher, Bobbie Sugar, Bill Yohan, Irving Seiff, Louis Stone, Tom Zolon, George De Gionno, Irving Zaitshik, Leo Sennett, Barney Colt, Mr. and Mrs. Don Coulston, Anston Ackley, Sol Wasserman, Whitey Woods, Jimmie Clair and Bo Diddle.

Frank J. Lewis, last year with Bob's Modern Shows and formerly with the Gold Medal Shows, sho 7 for dates, including the Badger State Shows and Ellman Orange County Fair in Santa Shows, is confined to a hospital in Fort Worth... Ross Sinderson is now with the Veterans' United Shows. He has booked his set of rides with Rocco & Sons at Bird Island Amusement Park, St. Paul. The rides are managed by Bob and Evelyn Hill.

N. J. John Vivona acted as host,

Thomas Di Certe, 2-year-old Bill Thompson provided popcorn and floss, Floyd Matter supplied the orangeade, and Mrs. Catherine Vivona amply provided the or-phans with custard. Jimmy Padgett, wheel foreman, also purchased boxes of candy for the children, which his daughter, Lida, presented to the youthful guests. . . . Vic Palmer, billposter on the Vivona Bros.' Shows, has returned to his duties after a short vacation.

> Following the close of the Los Banos (Calif.) May Day Festival and Merced County Spring Fair and Livestock Show, where he served as co-ordinator, Art Craner went to Sacramento again to look after the amusement industry's interest in the State Legislature. Craner said the lawmaking bodies have 175 bills dealing with many phases of the fair and festival business under consideration.

> At the close of the legislative term, about June 1, Craner will take up his duties as general manager of the Tracy, Calif., Diamond Jubilee that will be held for five days, starting September 3. He expects to spend the late fall and winter in Los Angeles where he will look after his proposed motion picture production, "It's May Day in Los Banos." Scripts, he said, had been submitted to two major sti los. He expects the project to jell before January.

Frank W. Babcock, owner of the Frank W. Babcock United She 7s, who is in Acapulco, Mex., on a fishing trip, writes that the angling is not too good there. While enjoying his vacation, Babcock took time out to see the Muchacho do his dive and also visit what the showowner said was the most picturesque night club he had ever seen. He expects to return to his home in I os Angeles soon to ready his

Harry (Polish) Fisher left San Francisco for Portland to join the Cavalcade of the West Shows as legal adjuster.

Frances and Harry Seber, and Mel Smith are working in Oak-Vivona Bros.' Shows were hosts land with the Catholic Youth to 60 children from the Immacu- Organization on the UPC tickets late Conception Orphanage May for the Clyde Beatty Circus, due 13 while the show played Lodi, to play four days in the city. (Continued on page 66)



SAULT SAINTE MARIE, MICH., June 1 to 6 NEW LOT, FIRST IN! PLENTY FREE PARKING SPACE.

CAN PLACE now and for an unprecendented tour of this excellent show territory in the heart of the Copper and Iron Mines, where money reigns supreme! Followed by a top-notch Railroad Show Fair Route. Have openings for Hanky Panks of all kinds. Can also use a few out-and-out sales privileges.

Fine opportunity for Caterpillar and Flying Scooter, RIDE HELP: Can still use two or three good reliable Men, for long season, who are able to drive semis. SHOWMEN NOTICE! Contact us now to get booked with an excellent State Fair and Railroad Show route.

Must be of high caliber and capable of getting substantial grosses. Charles H. Hodges can use Girls and outstanding feature names for two big Girl Revues. Also working act for Side Shows,

WRITE OR WIRE NOW!

W. G. WADE SHOWS, Battle Creek, Mich.

# SHOWS JOHNNY T. America's Most Modern Midway

"AMERICA'S MOST MODERN MIDWAY" GREENSBORO, N. C. THIS WEEK-3 BLOCKS OF MAIN STREET

MANY MORE DOWNTOWN LOCATIONS TO FOLLOW WILL PLACE FLASHY WALK IN BINGO

Also Basket Ball, Ball Games, Fish Pond, Balloon Darts, Long and Short Range Galleries, Hoop-Las, String Game. Good route for all Hanky Panks.

WILL BOOK FLASHY GRIND SHOWS-

GEORGE WHITESIDE and BILLY BREECE, CALL ME

YES! WE HAVE A 4TH JULY SPOT

### ROSS MANNING SHOWS KINGSTON, NEW YORK

CONCESSIONS: Ball Game, High Striker, Novelty, Photo, Age and Scale or any Hanky Pank. Toby Turbin can place Agents for Count Store and Peek Store. Will give head of newly framed Bowling Alley to capable man with crew. This show works every week. Write or wire Kirkland Hotel.

RIDES: Will book Tilt or buy same, or any Flat Ride. Can place Sky Fighter.

SHOWS: Monkey Show, Crime Show. Have complete set up for Colored Show. Must have own transportation.

Have four top weeks in July-Ridgewood, N. J., July 4th week; Livingston Manor, N. Y.; followed by Hammonton, N. J. (Feast), July 13th, and Red Lion Fair, July 20th.

MAX SHARP, Bus. Mgr. ROSS MANNING



JACKSON, MICHIGAN, all this week; ALBION, BATTLE CREEK, MICHIGAN, and ANGOLA, INDIANA, to follow.

WE HAVE AN OUTSTANDING JULY 4th CELEBRATION

Can use well framed and cleanly operated Hanky Panks and Shows.

Have for sale seven car Tilt. Can be seen in operation on the Show. Also two 25-kw. Generators mounted on a semi; cheap.

#### IMMEDIATE DELIVERY-NO WAITING for These EVANS' Quality LONG RANGE GALLERIES

GALLERY "L"—8 ft. high, 10 ft. wide. One of the best small units. Good assortment bull's-eyes, moving and stationary targets, spinners. With or without motor and belt. GALLERY "E"—10 ft. high, 12 ft wide. One of the most popular medium sizes, with plenty of targets of every kind for real

appeal! With or without motor and belt!

### ATTENTION— SHOOTING GALLERY **OPERATORS!**

IF YOU NEED GALLERIES ACT NOW!

Due to unsettled conditions and present controls we cannot guarantee availability on Evans' Galleries later this year! This is the time to get set for the long haul. Do as many successful operators do . . assure your future with Evans-the Gallery built to last.

> Complete details in our FREE CATALOG

Parts and Targets also available

Write Today

H. C. EVANS & CO.

1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS





## RANEY UNITED SHOWS

Minnesota's Finest Midway

WANT FOR 22 FAIRS AND CELEBRATIONS

SHOWS: Snake, Fun House, Hillbilly, Mechanical or any other well-framed attraction that meets our

ATTENTION: Want Motordrome Riders or Manager with crew. Have complete drome and cycles. Loads

on one semi. Everything in A-1 condition. CONCESSIONS: Hanky Panks of all kinds, Live Ducks, Glass Pitch, Hi-Striker, Derby, Custard, Bowling Alley, Milk Bottles, Cork Gun Gallery, or any other

not conflicting.

RIDE HELP for 15 rides, drivers preferred. Foremen for Dipper and Octopus, Second Men on other rides. Spitfire man with crew to operate ride on fifty-fifty

This show plays nothing but a tried and proven route. Get with it!

ALL ANSWERS TO

ROY RANEY, 3650 Humboldt Ave., No., Minneapolis 12, Minnesota

#### COMING JUNE 27 . . .

in The Billboard 43rd Annual SUMMER SPECIAL

A Salute to the Showman's League

of America

and many other valuable, exclusive features!

### WANTED

For Celebrations in Illinois and Indiana, Merry-Go-Round Foreman, Octopus Foreman and other Ride Foremen. Must drive semi and stay sober. Good wages and treatment. Can place a few more Hanky Panks.

Cherry Valley, Ill., June 4-6; Leaf River, III., 12-14. Dynamite not with me any

#### SAM MENCHIN

11 W. Division St. Chicago, Illinois Phone: SUperior 7-7243

#### LATE MODEL FOR SALE ALLAN-HERSCHELL Baby Merry-Go-Round

20 cast aluminum horses, two chariots, looks brand new - and physically

CONCESSIONS-COMPLETE Tops, Frames and Plush Backgrounds. 18x10 ft.; also complete Corn Game with amplifier and two speakers, top frame and stools, for \$400.00 cash. Also Concession Stock at give-away prices. Contact

JOE S. SCHOLIBO Shreveport, La.

#### FOR SALE **MERRY-GO-ROUND**

Warner, 2 years old, in A-1 condition. 30 ft. New paint, Available around June 1. Reason for selling: Replacing with large 3-Abreast, as was too small for park operation. Also have for sale: 1947 Federal 2-Ton Tractor and 20-Ft Fruehauf Van Trailer, with 3-20 Kw Transformer. All in good condition.

SPOT MASON

c/o STAR LITE PARK 4000 Fourth Ave. Moline, III.

### WANT

Small, clean Carnival with 4 or 5 Rides for week of July 4 for Horse Show at Tazewell, Virginia. Contact

H. S. KINSER Horse Show Association Tazewell, Virginia

### V.F.W. CELEBRATION, JUNE 1 TO 6 GROVE CITY, PA.

Want Custard, French Fries, Photos, Age-Weight and Palmistry, will give X; also Hanky Panks. Can use any show except Girls. Write or wire GEO. LOCKHART, Lowellville, Ohio

#### A GOOD SPOT OPEN 4TH OF JULY OR ENTIRE WEEK GEORGETOWN, ILL.

CLENN PATTERSON, Mayor PARKS & SPANG, Comm.

### WANTED

Legitimate Concessions and Agents, No gypsies. Ride Foreman and Second Man for Wheel, Chairplane and Kiddy Rides. Galena, Maryland, May 28th; Elkton, June 8th; Goldsboro, June 15th.

D. VAN BILLIARD Oaks, Penn., Phone: Valley Forge 9-4561

### WANTED

Foreman for Eli Wheel, Allan Herschell Merry-Go-Round and Smith & Smith Chairplane. Beach location, no up or downs, good salary and treatment.

K. F. (Brownie) Smith 2312 Gillispie St. Fayetteville, N. C.

#### HAROLD J. LUCAS WANTS

Foreman and Second Man for Screw Ball Ride, also help on Rock-o-Plane.

Semi drivers prefered. LINCOLN PARK, Mich.
Vicinity Detroit until June 7th, then
Happyland Shows,

### WANTED

for Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl and Rock-o-Plane, TOP SALARY - MUST BE SOBER AND

RELIABLE. DELGARIAN AMUSEMENT CO. 2303 N. Melvina Chicago 39, III.

### Royal American Personnel

Lohmar, general agent; Walter De Voyne, secretary-treasurer; Guy Gardner, Vernon Korhn, assistants to D Voyne; Sam Gordon, concession manager; J. J. Thomas, assistant concession manager; Frank Morrissey, publicity director: William A. (Tex) Mooneyman, mailman and The Billboard agent; Vera Pollitt, tax box; Wallace Cobb, train-master; Tony Williams, office wagon watchman.

Electrical Department - Tom Adams, superintendent; Norm Hollifield, assistant superintendent; Albert Miller; Diesels, Charles Hughs, Homer Lewis; John Kelly, Dick Carlson, Jack Bratton, Wilfred Bratton, Joe Cromier, Virgil Dickerson; neon lights-John Reynolds; trucks and tractors-Edward (Pop) Dailey, superintendent; Irvin Painter, Harry Kleim, John Forest, William Patterson, James Buehel, James Grocutt, Hughle Volssoin, Bill Hughes, Herman Bomling.

Train crew-Wally Cobb, trainmaster; Robert A. Garner. assistant trainmaster; Robert Wilson, Robert Runyon, Ed Monohan, Ed Mode, Earl Dickson, Dan Piper, Del Dawson, Hoe McCaffery, Henry Humphrey, William Ramsey, William Walker, Alex Witychyn, James Barnum; porter — Willis Tolliver, superintendent; Tommy Tumpkins, Willis Brown, Calvin Pitts, Harold Medlock, Ralph Brown, Giant Baccus, Clarence Bell, Milton Anderson, Tommy Archer, Leroy Taylor, Tim Hathaway, Jimmy Pinkney, George Brown Jr., Lee Andrew Pitts Jr.: Isabelle Tolliver, Como Tompkins, maids; pie car-Joe Pontico, manager; Paul Summerall, G. G. Cochran, Oliver De Foor. Ike Johnson; carpenter shop-Ivan Curvan, superintendent; machine shop-L. A. (Pop) Whitman, superintendent: L. D. Zimmerman, welder; scene department-Bobby Wicks, super-intendent; sound man, Roy Fulton, SHOWS

Moulin Rouge-Leon Miller, producer-manager; Duke Wilson, Paul Wonder, talkers; James Orchard. Dutch Noruschat, tickets; Carl Goss, boss canvasman-stage superintendent; Oakley Bramlett, assistant to Goss; Charles Hart, stage manager; Joseph Valdez, stage electrician: Marion Graves, spotlight operator; Donald Sharpless, stage props; John Forrest, sound superintendent; Robert Runyon, Don Kingsley, ushers; Harry Jackson, Bob McCoy, Harold Crane, crew - watchmen; Bob Blackie Wells, Bill McGee, front construction crew; talent—Five Highlights, singing group: De Milo and Venus, dancers; Six Wallabys, acrobats; Sylvia Pearson, toe dancer; Gay Deceivers (Danny Hauf, Chuck Bartholomew), comics: Jacqueline Frazier, Barbara Boyles, Ginger Shelton, Jean Wonder, Dorothy Goss, Carol Moore, Watson, Sheila Bush, Beryl Clark, Sheila McMahon, Margaret Eyre, chorus girls; Buddy Roy, Organist; Jean Eastwood, drummer; Jeanette Wanamaker, Bertie Johnson, Lola Smith, wardrobe department.

"Harlem in Havana" - Leon Claxton. producer-manager: Kenny Revling, front manager: Johnny Till, second talker: Jack Bell, tickets; Whitey Hercha, tickets and foreman; acts-Kit Kats, dance team; Gerri Mitchum, singer: Baby Seals, comedian Little Bee, comic singer; Prince Donell, specialty dancer; Princess Carolotta, specialty dancer; chorus girls-Verna Mac Smith, Malvin Doudy, Emily Johnson, Lorrianna Williams, Dorothy Daniels, Lucille McKisseck, Anna Jean Aldrich, Edna Evans, with Gwen Claxton in charge; band-Jinx Simon, band leadertrombone; Bill Martin, Jimmy McLeary, Clarence (Schoolboy) Baker, trumpet; Willie (Silly Willie: Baker, trombone; George Fisher Jr., alto sax; John White and Raul Alston, tenor sax; Calvin (Eagle Eye: Shields, drums: Nobel Samuels, bass; Norman Davis, piano; Clark McCarrell,

### **Baddley Bows** To Top Biz

PRINCE GEORGE, B. C., May 23. - Baddley Bros.' Shows Jess Wilhart, cigarette gallery; James moved here after opening the Moeller, Milton Culpepper, string sec on in Victoria last week under auspices of the Junior Chamber of Commerce and in conjunction with the B. C. Products Show in Memorial Arena. Org was set up on a lot adjoining the arena and did big business all week.

Ride line-up includes a Ferris and a Merry-Go-Round. Pat hand as were also 17 concessions owned by Harry Wong. Bob Parsons had the cookhouse and Mr. and Mrs. Fred Christmas candy floss and popcorn. Show will continue playing towns in the northern section of British Columbia.

### Vivona No. 2 At Verona, N.J.

VERONA, N. J., May 23.-Morris and Babe Vivona preemed their No. 2 bazaar unit here Wednesday (13) for a 10-day stand. The unit carries 6 rides and 15 concessions.

The unit will play New Jersey and Metropolitan New York until fair time, when it will rejoin the No. 1 unit to give the combined units a strength of 9 shows and 18 rides.

TABER, Alta., May 23.-Gay-

ST. LOUIS, May 23.—Personnel congo drums; George Hughes, banjo; top crew — Jack Jackson, foreman; Gortell Mickles, Fred Duncan Jr., Arthur Russell, Royal American Shows, which currently is showing here, follows:

STAFF

Carl J. Sedlmayr, general manager; C. J. Sedlmayr Jr., assistant manager; Robert L. Lebmar, general agent; Walter De Voyne, special policy of the sedling of th

magician-lecturer; talent—Dottle O'Con-nor, Dorothy Kearns, Connie Wright, Polly Brundell, and Spidora; Lemee Salisburg, wardrobe mistress.

Midget Show-Mrs. Ike Rose, manager; Lew Hamilton, talker; Johnny Mercer, canvasman; V. S. Autry, Louis S. Rudish, Joe Mossey, Charles Vanarsdale, tickets; Walter H. Pollitt, pianist; Estrelita Howard. The Pick Sisters, Gussie and Alice; Adilla Novak, Tony Vendola, Sonja Jall, Louise Hamilton, Anna Hamilton, midgets; Strangest Married Couple-Walter Kann, manager; Princess Lola and Prince Arthur; Charles Ellison, tickets; George Smith, Sam Salvadore, canvasmen,

Side Show-Bob Hasson, owner-manager; Rita Cortes, inside manager; Charles Zerm, O. F. Friend, talkers; Ben Gillman, Clyde Cannedy, tickets; Don James, glass blower; Maurice Jouron, inside lecturer; Joseph Henry, magician; William Par-nell, alligator boy; Shackles, escape artist; Ted Warner, human art gallery; Bond Morse, comedy contortionist; Larry O'Dell, man who grows; Leo Bommerscheim, big mouth boy; Frozo, mechanical man; Miss Laura, indestructible girl; James Beach, boss canvasman; Rod McLaughlin, Charles Pettry, Charles Delancey, canvasmen. Snake show—Charles Pogle, manager;

Cyrus Hobson, pit man; Clarence Peter-son, Roger Williams; Glass House, Clover Fogle, manager; Tommy Estes, Johnny Simon; Fun House—H. A. (Hal) Hall, manager; Snow White-Mrs. Bob Edwards, manager; Chris Bruce; Torture Show-Bob Edwards, manager; Robert Craig; Whale Show—Harry Thompson, manager; Mr. and Mrs. Walter Merchant, Thomas Cross; War Show-Nat D. Rodgers, owner; Jack Boyer, foreman; Kenny Woodman, canvas; Gene Cook, props; Life Show— Nat D. Rodgers, owner; Raymond Purdy, foreman; Betty Rodgers, manager; Otis Wright, canvasman; Margaret Purdy. assistant manager.

Kemp's Motordrome-Bill Kemp, manager; Lolita Kemp, assistant manager; Tommie Thompson, talker; Melvin Hill, Bobbie Duckwith, tickets; Willie Simms, Alfred Marquette, props; Vonnie Carter, Henry Dixon, Joe Cupid, Chuck Raler, riders; Monkey Speedway-Glen Porter, manager; Margie Porter, assistant manager; Buster Littlefinger, talker; Michael O'Connor, tickets; Pat Fraser and Tommy Rathburn, inside talkers; Luther Jett,

#### RIDES

Tilt-a-Whirl, Tex Darlington, foreman; D. Tyrone; Roller Coaster, Frank Sulberfield, foreman; Herbert Light, J. D. White: Octopus-Daniel Sowards, foreman; Walter Bieland, John O'Brien; Rocky Road Toni Murray, Barbara Storr. Sylvia Pear- to Dublin-Evald Erickson, foreman; Fun son, Maureen Lloyd, Heather Campbell, In Dark, Fred Waite, foreman; Midget Shirley Watson, Sheila Bush, Beryl Clark, Horses-E. (Swede) Erickson, manager; Merry-Go-Round-Troy Scruggs, foreman; Red Wixon, Chuck Kelly; Screw Ball-James Wallace, foreman; Roll-o-Plane, Dick Dickerson, foreman; Bill Carlyle, Floyd Gardner; Skooter-Tom Iles. foreman: Tony Noriega, Frank H. Fortener, Roy Lawrence, Frederick Foy, Perris Wheels-Harold Brocies, foreman;

Ralph Cuester, Earl Seay, Jack Zimmerman, William Thomas; Caterpillar-Jack Stutes, foreman; Roy De Foor, Frank Donahue, W. R. Swinford: Looper-Mel Hickman, foreman; George Krueger, assistant; Rocky Jones; Rocket - Archie Feathers, foreman; J. H. Barwick, assistant, Daniel Smith; Fly-o-Plane-John La Johnson, foreman; Lawrence Clepper, Benny Fossman; Pony Ride-Bob Hasson owner; Bill Johnson, operator; Lowell Davis, groom; Elmo Ballard, veternarian; Margaret Forrest, tickets: Baby Ferris Wheel and Kiddie Boat-Bob Hasson and Darrell Danielson, operators; Darrell Danielson, manager: Rosalie Danielson, Daniel King, Roy Coffee; Midget Auto-Charles Cohen, trainmaster, Peter Le Vun: Other Kiddie Rides-Ernest Morgan, foreman; Edward Isler, Train: Prank Smart, Jeeps; C. M. Morton, Sky Pighter; George Clinton,

#### CONCESSIONS

Sam Gordon, manager; J. C. Thomas, assistant manager; Robert Brown, secretary: L. B. (Hot Shot) De May, stock manager; James Cook, assistant stock manager; Lou Solmon, night watchman; Blanche Sullivan Ziemar, Bee Miller Jimmie George, Meyer Cohen, Joseph Mandrick, Joseph Weslocki, clothes pin; George Ritch, Maryan Orystanski, Rollo; Reed McDonald, Fred Murray, cane rack, Eddie Hunter, Isidore Brodsky, toy wheel; J. C. Thomas, Evic Below, Bill Selley, pea pool; Frances Deemer, Ruth Winters, Jean Davis, mitt camp; George Cunningham, Tolly Glover, Harry Clark, scales and age; Mrs. Sam Gordon, Harry Rose, Rose Hunter, W. Tom Gough, bear hoop-is: Sam Aldrich, Ervin Skie, Don Wheel, Austin Autos, Torpedo Walters, Carl Brown, Gilbert Alvarez, Clyde Reed, bowling alley; Evelyn Clain, Kate McDonald, Ann Skie, ball game; Mr. Mahoney's Snake Show was on and Mrs. Bobby Wicks, photos: Mr. and Mrs, Russell Thompson, fun photo: Hazel Maddox, Gene Wilcox, Charles Warren, Curtis Hall, balloon darts. Tony Waddel, Tony Burke, Earl Maddox, Morris Blumberg, J. C. Russell, Wallace Taylor, six cats; Mr. and Mrs. Jesse

Norwood, lead gallery: Ann Tara, Mrs, Pat Richardson, Irene Morin, Bobby Norton, ball game; Al Rossman, George Price, John Helen, Hyman Neitlich, pan game; William O. Perrot, Charles Miles, William D. Smith, Bill Thompson, John G. Politza, roll down; Fred Howery, Whitey Tara, Mickey Davis, Robert Davis, George Kleider, blower,

Mr. and Mrs. Tommy Arger, Jimmy Harrison, Jimmy Richard, Roscoe Rickey, bingo; Don McGimpsey, cookhouse; Joe Pontico, dining car; Mr. and Mrs. Charles McDougall, Floyd Guthrie, Marshal Tudor, custard; Vera Hancock, Louis Santalone, percentage; Bill Clain, Emery Ball, Walter Arthur, Andrew Monroe, mouse game; Benny Fields, Helen Fields, Bill Bell, Lloyd Smith, glass pitch; Mr. and Mrs. Harry B. Julius, Cohey Clarton, William Heaven Jr., John T. Lonley, T. A. Hendrickson, sportsland; Sam Delaney, Mary Delaney, Maria Fulton, O. T. Bratton, Charles Brock, popcorn-candy apple.

Johnnie Johnson, Elsie Johnson, Fred Burd, Louise Pontico, J. D. Davis, Dorothy Davison, ice cream; Joy Brown, Ossie Ball, Don Zimmerman, fish pond; Joy Brown, Mike Callahan, Dottie Zimmerman, spindle; Matt Herman, William Melton, Tom Gilt, Henry Herman, Marasa Herman, derby racer; grab stand-No. 1, William Oren, manager; Lula Oren, as-TABER, Alta., May 23.—Gay-land Shows have been signed for the annual Taber rodeo, June 2-3. Brahma bulls will make their first appearance on the rodeo program.

sistant manager: Dorie Carter, cashier: Model Shows of Canada, celebrate the Carter of Carter, cashier: Model Shows of Canada, celebrate the program of Carter, cashier: Model Shows of Canada, celebrate the night of May 14, reports N. Henderson, Tony Braish, waters; Clyde Hudson, wagon, No. 2, Joe McCarter, manager: Of Sims Jr. Show personnel presented him with a robe and a pair of slippers. Carter, cashier

### Midway Confab

Continued from page 65

Seber reports that the sale is going good and that over 20,000 kid tickets should be out by the time the circus arrives ... Harry Golub, Beatty general agent, visited the Sebers in San Francisco and Oakland. Golub was en route to Portland and Seattle.

C. B. (Slim) Foutz, veteran midway operator of frozen custard, infos he's deserting the road this year, having booked his concession at Parker's Free Bathing Beach at Norfolk ... Henry Busby, Freddy Vino and the Lux family, have joined concession row on Lagasse Amusement Company's No. 1 unit.

Louis Scott's minstrel unit joined Blue Grass Shows at Urbana, Ill. The Evans Motordrome is also in the Groscurth line-up....A. S. Kemp was a visitor to American Eagle Shows at Savannah, Tenn., where he worked one day on banners.... After 25 years as a diver, Capt. Duncan Fairlie has joined Continental Shows as a concessionaire.

Noah and Peggy Kennedy and their young son have their five concessions on Thunderbird Amusements, after making the long trek from their Rifle, Colo., home to Talihina, Okla.

Mr. and Mrs. Louis G. Mahs, of Amusement Company of America Shows were grieved by the recent death of their 2-yearold son, Carl (Butch) Mahs, who died after an attack of pneumonia. Mahs is talker on the Crouch Motordrome.

Ted Williams is managing George Reinhardt's cook house on the World of Mirth Shows. Williams ran his own units for a number of seasons, including one with the World of Mirth. Visitors to the show while it was playing Wilmington, Del., included Mel Geller, co-owner of the Brandywine Drive-In and Wilmington Speedway and a WOM alumnus; Fred Keating, who will soon join with an illusion show; Dolly McCormick, whose husband is concession manager of the New Jersey State Fair, and Henry L. Sholly, The Billboard correspondent in the Wilmington

Carl Burkhart, owner of the shows bearing his name, recently presented his wife, Agnes, with a new house trailer ... Mrs. Pat Bales and her daughter, Beverly, were recent visitors to Great Sutton Shows, They will join the org following the dismissal of a school with their fish pond and dalmatian dogs.

Richard Davis, 19, concession agent on Prell Broadway Shows, was drowned at Charlottesville, Va., when he went into the Rivanna River for a swim.

Boyd (Slim) Kennedy, former electrician and mechanic on Beam's Attractions and other shows and a concessionaire with Grant's Amusements in 1951, is in Oak Ridge Sanitarium, Green Springs, O., and would like to hear from friends. While he's laid up, his wife, Dottie, who lives in Colebrook, O., is operating a popcorn concession at the local speedway. . . . Jack (Tex) Hamilton and his wife, Lois, visited the United Exposition Shows when the org played Sterling, Ill., recently. The Hamiltons are getting ready several shows for fair dates.

Bill Ruesskamp, who worked the Perryville (Mo.) Legion Picnic with Dutch Schrader's Rose City Rides, May 17-18, reports that a rain and hail storm hit the lot at 4 p.m. the second day and ended business. The Merry-Go-Round top and a concession tent were damaged. Ruesskamp worked the Jinny and Wes Tuschoff had charge of kiddle rides. Visitors included Schrader's parents, Mr. and Mrs. F. W. Schrader, and a party of friends.

Mrs. Sam George, wife of the concessionaire on the Big State Shows, is recuperating at her home in Beaumont, Tex., after undergoing an operation in St. Therese Hospital, Beaumont. She expects to rejoin her husband in a few weeks.

Frank Rome, co-owner of the Model Shows of Canada, cele-

### RIDE HELP and CONCESSION AGENTS

Top salary and season bonus. No tear downs until September. You must be neat, clean, sober and able to stand prosperity and good treatment. All

### JOHN B. DAVIS, Mgr. Southern States Shows

Long Beach Resort, Panama City, Fla., until Labor Day; then in South for the

### FIREWORKS AND PARADE ITALIAN STREET FIESTA

Want Shows, Concessions, also Mitt Camp, Rides that don't conflict. Followed by Saint Anthony Celebration, June 10-11-12-13, Cliffwood, New

SAM VENDOLA 335 Copeland Avenue Lyndhurst, N. J.

#### **WOLF GREATER SHOWS** CAN PLACE

Ride Help for Pretzel, also other Rides, must drive trucks. Can place Diggers, also Hanky Panks of all kinds. Good proposition for Penny Arcade, High Striker, Novelties, Gold Fish, Pitch-Till-You-Win, Glass Pitch, Straight Sale lewelry. Also have opening for Cook-

All Answer, Ottumwa, Iowa, this week.

### POP CORN

28 years in business. Giant Yellow Hybrid — White Hulless — Seasoning — Salt—Bags. Mixed White and Yellow ... \$ 8.50 Excel Electric Poppers ... 69.50 Write—Wire—Phone INDIANA POP CORN CO.



Strange and Weird Attractions Shrunken Heads, Ape Boy, Wolf Boy, Devil Child Many others. Your ideas made up Write for Folder, Free, Tate's Curiosity

3858 E. Van Buren St., Phoenix, Ariz

### 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.

### **NEW COLOR TROUGH**

Strictly a game of skill. Can be played anywhere. Looks so easy everybody wants to play it. For full details write

Shriner's Woodworking 168 N.W. Lloyd Street Beaverton, Ore.

### 1953 BUICK

All models, extra good deals, immediate delivery. We can finance you. Phone-Wire-Write.

CANOLE BUICK Monessen, Pa. Phone 2500

### SAM SOLOF WANTS

SIX CATS AND BUCKET AGENTS c/o Wade Shows, Battle Creek, Mich.

#### **#5 FERRIS WHEEL** FOR SALE

Equipped with Eli power unit V-belts. White seats, red upholstery, Newly painted, A-1 condition, First \$4,000,00 takes it. Can be seen in operation.

DOMENICK FANTASIA 109 Seymour St. Bristol, Conn.

### FOR SALE

Travelhome Vendor Trailer, 4-wheeler, 18' long, equipped with wet popcorn popper, peanut roaster, carmel corn kettle, etc. Orig. cost \$3150.00 — will sacrifice \$1200.00.

819 S. Harlem Ave., Forest Park, III. Forest 6-3785

### S. K. CRADEN WANTS

Bucket Store and Six Cat Agents. Princeton, Ky., this week; then big Soldier's pay day, Morganfield, Ky. Wire c/o PAGE BROS, SHOWS Princeton, Ky.

nodel with beautiful 30 foot front lighted entrance and exit sign-with International motor. Ride good as new, price \$1000,

MAX GRUBERG 201 East Broadway Long Beach, L. I., N. Y.

### Rains Take Toll of WOM

Continued from page 63

Show, Eddie Dyer's Monkey Show and dark ride.

No Posing Show unit will be carried this season. Club 18 and the Water Show, which will also have a beyy of girl performers, will be sufficient, Bergen said. Other special features will be added for fairs, including a California-type tising to WOM. kiddie zoo, Bergen said.

The show's work program has been curtailed because of the inclement weather but there remains ample time for its completion before fairs. The building policy of the show is to do all but the biggest jobs while it is playing still dates.

Wilmington Washed Out

the shows a rough time of it Sat- macaw. Cox also planted an illusurday (16) with an afternoon trated story on show kids in the shower and an evening cloudburst. The lot at Price's Corner was muddy when the Strates Shows Marciano-Walcott fight were left it recently. Rain nearly every strategically located all over the night during the WOM stand did midway. not improve its condition.

Sponsored by the Tall Cedars of Lebanon, the show was backed by a heavy promotion campaign highlighting radio and local store tieups. Richmond Cox, publicity director, set a deal with Hearn Bros. five super food markets, which

### WANT CONCESSIONS

**JULY 27-AUGUST 1** KNOX CO. FAIR—MT. VERNON, O.

Cames only - no Confections. Lead Calleries, Photos, Eats, Drinks. Must be approved Ohio games. Very limited

-ALSO-

JULY 28-29—COLUMBUS, O. BIG ANNUAL BEAN DINNER AND CELE-BRATION. NEED ALL GAMES, CONFECTIONS. NO EATS OR DRINKS NEEDED.

Contact

Concession Dept. GOODING

### AMUSEMENT CO., INC.

1300 Norton Ave., Columbus 8, O. **UNiversity 1193** 

#### WANT WANT **AGENTS**

For the following Concessions-Razzles, Pin Store, Roll Down, Slum Bowling Alley, Bear Pitch, Little Baskets, Pitch Till You Win and Slum Stores, Also General Concession Help.

FOR SALE

4 Skillos, one Coke Store, one Bird Cage, one Hand Binger. Liberal reward will be paid for information whereabouts Robert E. Brooks and Charlie Ridings.

SAM WEINTROUB Care Grand American Show Newton, Iowa, May 25th to 30th.

### Hufft's Greater Shows

Want Man to operate Chairplane. Also Rides not conflicting. Shows and Concessions, burr \$12.50. Elwood, Kansas, week of May 25; other

spots to follow as per route. ROY HUFFT, Mgr.

Rides and Concessions for 4th and 5th of July POTOMAC AMVETS Potomac, III.

PAUL BORROUGHS Concession Mgr.

#### WANTED

FERRIS WHEEL OR MERRY-GO-ROUND FOR TEN SOLID SPOTS.
DD PROPOSITION, WIRE OR
PHONE COLLECT.

> J. E. KENYON WASHINGTON MILLS, N. Y.

### BILL CHALKIAS

WANTS

Inside Man, good proposition; Novelty Acts, Freaks. Red Friend, Bill Sullivan, Chattanooga, Tenn., this week.

WANTED

A-1 Ferris Wheel Man, top wages, must be sober. Also can book several Concessions that don't conflict, and Grind Show. All week-end celebrations and some 2 a week of June 1st, Mercer, Wisc. GEORGE GREASER

C/O GREASER'S AMUSEMENT CO.

Dorchester, Wis.

Marshall's Snake Show and Fat gave away ducats for two bicycles awarded Saturday afternoon, with and Charlie Holliday's Laffland the drawing conducted by WILM deejay, Leslie (The Great) Scott. Coupons included a free ride on the Silver Streak. Hearns and B. D. Jester, Inc., distributor for Dulaney's frozen food products, turned over a good proportion of their newspaper and radio adver-

> Cox appeared on three half-hour WDEL radio programs with radio station staffers Byron I. Millenson, commercial manager, and Tom Greer, deejay, who interviewed Al Golden, Club 18 emsee; Siska, and the show's talker, Lou Stratton.

The Wilmington News-Journal newspapers co-operated, using mats of midway scenes and a At Wilmington, the weather gave three-column shot of Siska and her Sunday Star.

Television sets showing the

### Carnival Routes

Continued from page 58

Holly Am. Co.: Brookhaven, Ga. Hottle, Buff: Ottawa, Ill. Howard Bros.: New Salem, Pa.; New Kensington June 1-6. Ideal Rides: Greenwood, Ind.; North Salem June 2-6, Imperial: Dowagiac, Mich.; Buchanan, June 1-6.

Interstate: Providence, Ky. Johnny's United: (First & Spring Sts.) Nashville, Tenn. Kenystone Attrs.: Clarence, Pa.; Rebersburg. June 1-6. Key City: Harvey, Ill.; Wilmington June

Klenke Am. Co.: Wellston, O.; South Point June 1-6. Lagasse Am. Co. No. 1: Drocut, Mass. Lagasse Am. Co., No. 2: Ludlow, Mass. Lagasse Am. Co., No. 3: Amesbury, Mass. Lane, Leo: Savannah Beach, Ga.

Les United: White Pigeon, Mich.; Grand Ledge June 1-6. Manning, Ross: Kingston, N. Y. Marks, John H.: (Pattison & 10th) Philadelphia; Camden, N. J., June 1-6. Merriam's Midway: Denison, Ia., 27-30; Albia, June 1-3; Colfax, 4-6. erry Midway: Sharon, Metropolitan: Bristol, Va. Midway of Mirth: Auburn, Ill.

Mighty Hammontree Midway: Livingston, Tenn.; Albany, Ky., June 1-6, Mighty Hoosier State: Muncie, Ind. Milliken Bros .: Cobbtown, Ga. Moore's Modern: Okmulgee, Okla.; Mc-Alester June 1-6. Mosher Amuse,: Algonac, Mich.; Auburn

Heights 2-6. Motor State: Imlay City, Mich. Mullens Royal Pine: Saco, Me, Nolan: Nelsonville, O.; Obetz June 1-6. Oklahoma Expo.: Eufaula, Okla, Page Am. Co.: Newton, N. C.

Page Bros.: Princeton, Ky.; Morganfield June 1-6. Parada: Cushing, Okla.; (Brookside) Tulsa June 1-6. Park Am, Co.: Collinsville, Okla.

Paul's Am. Co.: Stigler, Okla, Penn Premier: Philadelphia, Pa. Pioneer: Williamsport, Pa.; Watsontown June 1-6.

Playland: Concord. N. C. Playtime: Stoughton, Mass.; Norwood June 1-6. Powelson Greater: Tuscarawas, O. Prell's Broadway: Winchester, Va.; Read-

ing, Pa., June 1-6. Rainier: Raymond, Wash, Redwood Empire: Kennewick, Wash, Reid. King: Calais, Me. Rockwell Mike: Kingman, Kan.; Juniata,

Neb., June 1-3; McCook 4. Rogers Bros: Jamestown, N. D.; New Rockford June 1-3: New Salem 5-6. Rose City Rides: Ellington, Mo., 27-30; Iberia, June 3-6. Royal American: (Grand & LaClede) St. Louis: Davenport, Ia., June 3-14,

Royal Crown: Shelbyville, Tenn. Royal Midwest: North Vernon, Ind. Royal United: Osceola, Ia., 25-27; Cres-ton 28-30; Clarinda, June 1-6, Schafer's Just for Fun: Vandalia, Ill. Shan Bros.; Waverly, O. Siebrand Bros.; Las Vegas, N. M.

Skerbeck: Stephenson, Mich. Smith, George Clyde: Lonaconing, Md.; Meyersdale, Pa., June 1-6. Snapp Greater: Pittsburg, Kan. Southern Valley: Monroe, La.; Bastrop June 1-6.

Standard: Edgerton, Wyo. Stephens: Centerville, Ia.; Eddyville, June Stephens, C. A.: Ellijay, Ga. Sterling Crown: Etowah, Tenn.

Strates, James E.: Philadelphia, Sunset Amuse, Co.: Burlington, Ia.; Fort Dodge June 1-6. Superior: Red Bluff, Calif. Tall American: Kingfisher, Okla.; Hennessey June 1-6.

Tatham Bros.: Newman, Ill.; Georgetown June 1-6. Tenn. Valley Amuse.: Portland, Tenn. Thomas Joyland: Clarksburg, W. Va. Thunderbird Am.: Thermopolis, Wyo, Tidwell, T. J.: Delta, Colo, Tinsley, Johnny T.: Greensboro, N. C. 20th Century: Lyons, Ill. United Expo.: Rockford, Ill., 25-27; S. Beloit, Ill., 29-June 6.

United States; Bradshaw, W. Va. Veterans United: Watertown, S. D.; Canby, Minn., June 1-3; Odessa 4-6. Virginia Greater: Dover, N. J. Vivona Bros.: Pringle, Pa. Wade, W. G.: Battle Creek, Mich.

Wallace Bros.: Terre Haute, Ind. Wallace Bros. of Can.: Winnipeg, Can. (St. James) 24-30, Winnipeg; (West Kildonan) 31-June 6. Wallace, I. K.: Amelia, Va, West Coast: Willits, Calif.; Eureka, June

West Coast Expo.: Auburn. Calif., 25-31. Western: Bremerton, Silverdale, Wash. Wilcox. Dick; Pittsfield, Me. Williams, Ray: Salem, O. Wilson Famous: Silvis, Ill.; Rock Falls, June 1-6. Wilson Greater: Oraibi, Ariz. Wolf Greater: Ottumwa, Ia.; Blue Earth, Minn., 5-7.

Wolfe Am.: Gordonsville, Va.; Shenandoah June 1-6. World of Pleasure: Jackson, Mich. World of Today: Topeka, Kan.; Leavenworth June 1-6.

WEEK JUNE 1, ERIE, PA.

FAIRS START WEEK AUGUST 3d AND END MIDDLE OF NOVEMBER, AS FOLLOWS:

IONIA FREE FAIR, IONIA, MICH. MISSOURI STATE FAIR, SEDALIA, MO. INDIANA STATE FAIR, INDIANAPOLIS, IND. GREAT READING FAIR, READING, PA. VIRGINIA STATE FAIR, RICHMOND, VA.

PIEDMONT INTERSTATE FAIR, SPARTANBURG, S. C. GEORGIA STATE FAIR, MACON, GA. EASTERN CAROLINA FAIR, FLORENCE, S. C. SUMTER COUNTY FAIR, SUMTER, S. C. WINTER QUARTERS, PETERSBURG, VA.

ANDERSON FAIR, ANDERSON, S. C. CAN PLACE-Spitfire, Rock-o-Plane, Little Dipper, Fly-o-Plane. Will furnish wagons. WANT: Large Circus Side Show with own equipment. Will furnish wagons for same. CAN PLACE ALL LEGITIMATE MERCHAN-DISE CONCESSIONS AND HANKY PANKS.

All address this week, Uniontown, Pa.

0 0 0 0 0 0 0 0 0 0

WANT FOR COLORADO SPRINGS, COLORADO—CAMP CARSON, SOLDIERS' PAY DAY. ALSO AIR BASE PAY DAY—JUNE 1-6. CONCESSIONS: Will book Lead Gallery, Scales and Age, Fish Pond, Balloon Darts, Coke Bottles, Ball Games, Custard, High Striker or any legitim ate Concessions. No exclusives. SHOWS: Will book Side Show with or without banner line or top. Also want Motordrome, Snake Show, Fun House, Wild Life or any Show of merit. Hedy Joe Starr wants Girls for two Girl Shows. Salary no object if you can produce. HELP: Mrs. Ruth Dunn wants Cookhouse Help (Roy Ray or Andy, come on). RIDES: Will book Boat Ride, Octopus, Rock-o-Plane, Spitfire and Coaster.

THIS SHOW HOLDS CONTRACTS FOR 15 FAIRS AND CELEBR ATIONS, WITH LANDER, WYO., JULY 4, ON THE STREETS. ALSO NORTHEAST NEW MEXICO STATE FAIR, ROSWELL, N. M.

> ALL WIRES OR CALLS TO H. P. HILL, Mgr. Walsenburg, Colo., this week; then Colorado Springs, Colo.



YORK, PA., JUNE 1-6-FIRST IN DOWNTOWN

RIDES-Any flat Ride not conflicting. Will book one more Ferris Wheel for Cahill Field Fair Philadelphia: Spring Mills Fair and a strong route of Pennsylvania Fairs to follow, including Kutztown, Indiana; Ebensburg and Ephrata. Al Camin, Speedy Sayres, Dick Dillon and other firstclass showmen, wire me. SHOWS-Want Girl Show with own equipment, Arcade, Drome, Mechanical and Funhouse. Independent show owners, we have the Pennsylvania route you want. Lew Alter's Side Show has never had a spring like this. CONCESSIONS—Want Wheel and Grind Store, Six Cats. Will book Pill Pool and other percentage with Hankies. Scales, Age, Glass Pitch, Photos, Jewelry, Ball Games and all Hanky Panks. HELP-First-class Ride Men who drive, come on; will place you. Capable Bingo Help in all departments. Now selling space for Lebanon County Firemen's Convention and Cahill Field Fair, Philadelphia. Both in June.

All replies by wire to MORRIS HANNUM, Tamaqua, Pa., this week. Concessions telephone BEN HERMAN, Necho-Allen Hotel, Pottsville, Pa. Then York, Pa., next week, Yorktown Hotel, June 1-6.

Ride Foreman, Merry-Go-Round, Ferris Wheel, Octopus, Must drive semi and have license. If you cannot handle these rides do not answer. Top wages,

C. S. PECK

Key City Shows Harvey, III., this week; Wilmington, III., June 1st-6th.

### Moore's Modern Shows

Want Fourth of July spot in Missouri, Arkansas, or Illinois.

This is a ten ride show. Okmulgee, Okla., this week; or per route.

STOCKTON, ILLINOIS ANNUAL STREET CELEBRATION Want Concessions and Platform Acts,

July 16-17-18, Sponsored by Stockton Lions Club. 20 miles west of Freeford on Route 20. Frank C. Niemeyer, Sec'y Stockton, III.

BIG HOME COMINGS IN OHIO Waco, June 16-20; E. Canton, July 8-11; N. Industry, July 21-25. Want two Educational Shows, Photos, Cork Gallery, Jewelry, Scales, Salt Water Taffy, Novelties and Cames for Mer-

GEORGE MARLOW 911 Payne Ct., N.E. Canton 5, Ohio

### Lew "Blinky" Bernstein

Contact me immediately, c/o Billboard, Cincinnati 22, O. Place you, manage Concessions, Patch. Eighteen Fairs and Celebrations as explained in Chicago recently. Unable to contact you.

JERRY GOLDSMITH

CIVE TO THE RUNYON CANCER FUND

### STANDARD SHOWS

12 Rides, 3 Shows, playing Montana, Wyoming and Idaho. 12 Fairs, and Celebrations, starting June 1. The biggest Northwest 4th of July Celebration at Glendive, Montana.

Want legitimate Concessions, Short Range, Long Range Galleries, Duck Ponds, Bumpers, String Game, Coke Bottles, Bingo. Agents for Six Cat, Pin Store and Skillo and Shows that do not conflict. Cheere, get in touch. Have all the rides we can use. Can use Ride Help on all rides. Raymond Johnson, Red Cunning, contact Lloyd Lea. Concessioners, contact Charles Thompson; all others contact V. C. Johns, Edgerton, Wyoming, May 25-30.



TULSA, OKLAHOMA-TWO CELEBRATIONS

Right Downtown, 38th and Peoria, Fred Jones Used Car Lots, June 1 to 6. East Queen and Sheridan Road, July 8-13. We played them last year and they are big. Then to the Strawberry Festival in Missouri, Buffalo Homecoming; then to our Big 4th of July Celebration. Want Concessions that work for stock. Second Men on all Rides. Agents for

P.S.: Committee Men, sorry but we are all booked this season. H. C. SWISHER Cushing, Okla., this week.

Mouse Game, Ball Games, Stock Concessions. Can place two small Shows.



All this week Gordonsville, Va.; Shenandoah to follow Can place the following Concessions—Fish Pond, Ball Games, Glass Pitch, Mitt Camps, Short Range Gallery, Candy Floss, Photos and all Hanky Panks at reasonable prices. This show has 9 Fairs in North Carolina and four Celebrations in Pennsylvania, Will book Snake Show or will finance reliable party. Want Free Act starting Labor Day week for 9 weeks. Must have photos and matts on signing contract, CAN PLACE GIRL SHOW OPERATOR for 2 Girl Shows, Must be sober and reliable, You must have wardrobe and sound systems we have the rest

wardrobe and sound systems, we have the rest.

All wires and mail to BEN WOLFE, Gordonsville, Va., all this week.

## From the Lots

#### Page Bros.

LA CENTER, Ky., May 23 .-Show moved here this week as the Benton, Ky., celebration was called off due to heavy rains.

The new Merry-Go-Round top arrived from the American Tent & Awning Company, Dick Palmer was elected president of the Page Bros.' showman's club. Shortie Baker is sporting new tops on his two concessions. Tommy DeCordie, 2-year-old son of the concessions manager, was guest of honor at a birthday party.

Mr. and Mrs. Earl Carpenter came on recently with age and scales. Mrs. Carpenter is assisting on the pitch-till-you-win. Mrs. James Shrout, wife of the chief electrician, has her penny pitch operating with Mrs. Johnny Howard as agent.

Mr. and Mrs. Dick Palmer have strengthened their Girl Show by the addition of Shirley Hoffman, exotic, who joined after playing Chicago spots.

#### American Eagle

ALAMO, Tenn., May 23.-Org trucked here this week after the Strawberry Festival in Humboldt, Tenn., lsat week proved to be anything but a winner. Rain ruined many of the strawberries and also slugged business. Total business this year is behind the same period last year.

Mr. and Mrs. Eddy Tubbs joined to run the jewelry store for Glen Hackett and Mrs. Danny Arnett. Mrs. Arnett will soon open her new bingo. Hackett recently added two new concessions.

Mr. and Mrs. Louie Cutler visited the show in Humboldt.

#### **Hellman United**

MORGANZA, La., May 23.— After playing New Orleans' lots for over a year, Owner Maurice Hellman now has the shows on the road, playing celebrations and fair dates in Louisiana only.

Shows consist of 5 rides, 3 shows and 20 concessions. Concession owners and operators are Bob Shelton, James Russell, Allen and Jim Watts, Mr. and Mrs. Chester Erickson, Dan Daniel, Phil Syrax, C. A. Williams and Sherman Norton. Naren Mullanix has the Snake and Animal shows; Paul Russell, Five and One; George King, Ferris Wheel foreman; Frank Webber, Mix-Up; Charles Olden, Merry-Go-Round; Walter Reed, Rolloplane; Dutch Gress, Kiddie Ride; Mrs. Murrell Hellman, secretary-treasurer; E. H. Adams, gen-eral agent; Ivy West, publicity and The Billboard sales agent; Bill Coleman, cookhouse.—IVY WEST.

#### Ray Williams

SPRINGFIELD, O., May 23 .-Despite bad weather, the shows' opening stand at Detroit produced good business for the rides and other attractions. In the lead was the Ferris Wheel, followed by the "Cat," Merry-Go-Round and Swings. Concessions also had a satisfactory week. Cliff Patton's Girl Show led the back end, and other shows also did okay business.

Shows' executive roster includes Buck Denby, legal adjuster; Paul Greeley, secretary; J. C. Admire, publicity and promotions; Joe Crognale, lot superintendent, and Ray Higgins, superintendent of

In the concessions line-up are J. Duffy, six; Red Burton, six; Earl Kenny, six; Jack Reed, bingo; R. Saunders, jewelry; W. Pickett, three; M. Peters; J. Dillam, three; Mrs. Glen Hackett is handling S. Miller, mitt camp; Mr. and Mrs. mail and is agent for The Bill- Sam Nein, cookhouse; and Joe

#### Drago No. 1

PLYMOUTH, Ind., May 23.-Grosses at Kokomo, Ind., our opening spot, were far above those of last year.

Personnel: Paul Drago, ownermanager; Mac McCarty, advance; Kenneth Ritchie, ride superintendent and lot man; Elmer Martin, electrician; Nora Ritchie, The Billboard and mail, and Capt. Eugene Christy, whose lion act is the free attraction.

Rides: B. Ross, foreman, and Frank Wills, Merry-Go-Round; D. Name, foreman, and R. Spangler, Ferris Wheel; E. Mofield, foreman, and B. Dague, R. Dye and P. Fowler, Tilt-a-Whirl; I. Mofield, foreman, and Bill Matthews, Octopus; Mr. and Mrs. Bill Pratt, kiddie rides; Al Blue, boats and hot-rod cars; Mr. and Mrs. Cliff Barr and R. Beavers, ponies, and Jess Shodowens, Chairplane. Billie Harvell has the Girl Show, Walter Johnson the Funhouse, and Al Blue the two-headed baby.

Margie Root, bingo; Pat Harvell, basketball, balloon dart; Mr. and Mrs. Courtney, live ducks, age and Ann Whitehead, Clarice Dunn, weight; Bing Randolph, six cats, buckets, basketball and bang joint; Pappy Reese; Nora Ritchie, photos; Mrs. Betty Johnson, balloon dart; Wilson. Others who attended were Wayne Eades, popcorn; Esther Trent, ball games; Mrs. I. Mofield, cookhouse and snow cones; Mrs. Reese, fish pond and high striker; Leo Zeko, mitt camp; W. S. Lites, coke and cork; Mr. and Mrs. Fryou, Derby; Mrs. E. Martin, cotton candy; Don Wright, lead gallery, and Whitey Name, fish pitch.— NORA RITCHIE.

JONESBORO, Ind., May 23. -The No. 2 unit opened on the streets here Monday (11) under auspices of the Veterans of Foreign Wars. Altho the first three nights board. Dad Wright has the cook- Grognale, lead gallery. — PAUL were cool, attendance, neverthe-house.—CHINA WRIGHT. GREELEY. less, was good. Chet Pierce is less, was good. Chet Pierce is electrician and Lowell Fullhart is billposter.

### MIGHTY HAMMONTREE MIDWAY

Want legitimate Concessions of all kinds. Good proposition for flashy Bingo, High Striker and Lead Gallery. Will place Grind Shows with own equipment not conflicting. Want Foreman and Second Man on Chairplane, Second Men on all Rides. Lewy Duchene wants Girls for Girl Show. Mack Hoge wants Blackie Krim to contact. Sam Housner wants Agents for Count Stores and Griddle Man. Henry Wilson and Whitey Jordan want Agents and Help for Skillo and Count Store. Tom Coleman, Rudy Johnson, Gene Jones, all others we know, contact; we need you. Jeff Kaiser and Deep Sea Red, contact. All wires and replies to

WILLIAM O. HAMMONTREE, General Manager; BOBBY SICKELS, Assistant Manager; HENRY J. WILSON, Business Manager.

Livingston, Tenn., this week; Albany, Ky., next week.

### GEM CITY SHOWS

Those joining now will be given preference at our Fairs

SHOWS:

Complete Side Show or Side Show Operator, Glass House, Fun House, Wild Life or any worth-while Animal Show. PAY COMMITTEE MONEY ONLY.

RIDES:

Live Pony Ride or any Major Ride not conflicting. Would consider leasing or buying Eli No. 5 Wheel. Will sell exclusive on Long or Short Range Gallery.

CONCESSIONS:

Hanky Panks of all types. Second Men who can drive, with license, on all rides

HELP: and other useful Help who are with it. All-replies to TOM HICKEY or DON CRECO, Hotel Owensboro, Owensboro, Ky.

### **GOLD BOND SHOWS**

WANT

CENTENNIAL, OSHKOSH, WIS., EIGHT BIG DAYS, JUNE 27 THRU JULY 4. CONCESSIONS—Hanky Panks of all kinds only. Want Jewelry, Spindle, Custard, Fish Bowl, Fish Pond. Duck Pond, Bumpers, Cigarette Pitch, Add-Em-Up Darts, Novelties, Ball Games, Slum Blower, Bowling Alley, Hoop-La and Pitch-Till-U-Win. SHOWS—Monkey, Mechanical, Illusion, Snake. Want Side Show Help. Ride Help on all Rides, must drive semis. All replies by wire only to

MICKEY STARK, Mgr. Camanche, Iowa, May 25-31; Rockford, III., June 2-6.

#### CARL D. FERRIS SHOWS

WANT FOR DUNKIRK, N. Y., ON FAIRGROUNDS, JUNE 1-6, AND FOLLOWED BY A ROUTE OF CENTENNIALS, OLD HOME WEEKS AND FAIRS. PARADES. FIREWORKS AND GIVEAWAYS EACH WEEK.

Concessions of all kinds, Duck Pond, Fish Pond, Balloon Darts, Cigarette Gallery, Pitch-Till-U-Win, Ball Games, Short Range, Photo Gallery, Jewelry, Novelties and Hi-Striker. SHOWS-Wild Life, Unborn, Penny Arcade, Monkey Circus, Side Show, Mechanical City or any Grind Show. Willie Lewis wants Agents.

CALL WESTERN UNION, WARREN, PA., THIS WEEK.

### TATHAM BROS. SHOWS

TWO BIG TOWNS A WEEK

Want Concessions-Hanky Panks only. Ride Help, who are semi drivers, on all rides, Foremen, \$80.00; Second Men, \$50.00 and we pay every Thursday. J. D. Jack Davis, come on. Can place one Ride, Rolloplane or Spitfire, Can place Shows with own outfits. Get with a show that plays two spots a week and you make money! All replies to BILL TATHAM, Newman, III., this week; Georgetown, III., June 1-3.

### Shafer's Just for Fun

EAST ST. LOUIS, Ill., May 23. -Show opened here May 15 after moving in from Madison, Ill. Business was fair considering the rainy weather. Recent visitors included Noble Fairly, Jesse Wrigley, Art Signor and M. Marschano.

Jimmie Archer, who has been in Veterans' Hospital, Shreveport, of J. V. (Whitey) and Evelyn Archer. Joining the show recently were Mr. and Mrs. R. J. Stalcup, balloon darts, and El Burto, coke bottles and milk cans.

Mr. and Mrs. Rex Harrison, knife throwing; Betty Barnes; Mrs. Billie Richards; Jeanie Ross, smallest girl; Philipino Jimmie, magic; Sam Marlowe, strong man, and Buddy Leroy, torture boy.— LENA PANTHER.

#### Model of Canada

BELLEVILLE, Ont., May 23.-Show's opening date was April 28-29 in Collingwood, Ont., wintermoney because of cold weather. Guelph, Ont., May 4-9, produced Barney Wilson and Hank Zimmer-Belleville stand, May 11-16, gave early indications of fine takes, as to get back pay.

Personnel line-up incudes F. W. Rome and J. C. Harris, owners; Charles Billington, secretary, and

ski; cookhouse, Frank Solata; In the back end are a 10-in-1, F. hoops, D. Berman and F. Hayes; Robbins, manager; Shorty Clark, Arcade, D. Berman and Leonard talker, and Albert Albertine, fea-Mayor; dart blocks, D. Berman; ture. Evening in Paris is managed grab joint, Louis Rivard; age and by Frances Miller, and a Fat Show scales, J. Wilson; coke bottles, features Jolly Jenny Brooks. Mike Mahony; rolldown, B. Mul- Rides and their foremen: Merry-

### **Club Activities**

#### Miami Showmen's Association 3170 S.W. Eighth St., Miami

Ladies' Auxiliary

A fund-raising card party and supper was held recently by Ann Whitehead and Elsa Bryant at the Bryant home: They were assisted by Bea Truesdale and Freda Wilson. Prizes were won by Judith Solomon, Jeanne Katz, Freda Wilson, Ethel Weer and Florence Badanes.

Others attending the affair were Elsie Keeler, Hilda Roman, Clara Dunn, Doris Kimmerer, Dora Pierson, Judith Brooks, Lucille Leonardson, Sarah Peddrick, Alberta Mack, Myrtle Finn, Jeanne Lampell, Rebecca Castle and Eva Daniels. The cake donated by Caesara Buzzella was raffled and won by

Jeanne Katz.

Another similar party was given by Judith Solomon and Dora Pierson at the Solomon home. Gifts were donated by Ann Whitehead, Rose Bennett and Germaine Cai-Concessionaires include Bill and burri, and a cake was donated by Caesara Buzzella. Prizes were won by Louise Endy, Hilda Roman, Millie Finn, Sarah McCafferty, Caesara Buzzella, Jeanne Lam-Mrs. Leonard Finn, Mrs. Woody, Bessie Katz, Ethel Weer, Myrtle Brooks, Kay LaCardo, Gay Mackell, Shirley Lyons, Sadie Goodman, Gussie Lieb, Doris Kimmerer, May Nelson, Frances Williams, Letha Fleeman, Elsie Keeler, Lucille Leonardson, Sarah Pianck, Lola Alma, Mae Levine, Jeanne Moore, Eva Daniels, Rose Lang and Bea Truesdale. Next party will be given by Gay Markell and witz, Wards Island, New York. Shirley Lyons.

#### Showmen's League of America

CHICAGO, May 23.-Morris A. Haft, League counsel, turned over a \$1,000 check to the club, the life insurance of the late Arthur R. Hopper, who named the League the beneficiary. Late reports are that Robert MacDowell is in Ward 75 cf the men's section of the County Hospital here.

Sam J. Levy, general chairman of the 1953 Banquet and Ball, has ordered letterheads and program contracts. Jack Kaplan will soon start work on the program. First release on the ways and means committee's Miss Outdoor Show La., is back with us. He is the son World contest will be out in the near future.

Bob Sugar, Chester Taylor and Tom Zolun are here to work at Riverview Park. Mel Harris is back from Memphis. Charlie Le-In the Side Show line-up of vine is working local lots. Callers Lola Conklin, bearded lady, are at the rooms included Dwight Pep-Faye Bennett, smoke pictures; ple, Arthur Hockwald, Charles Ze-Angus Oofus, fire manipulator; mater Sr., Chick Bohdan, Henry Polk, Sam J. Solomon, Dave Goldfen, George B. Flint, Harry Duncan

#### and Jack Hawthorne. Ladies' Auxiliary

Mrs. Mae G. Taylor, president, was in the chair at the final meeting of the season. Other officers present included Mrs. Lucille Hirsch, first vice-presi-dent; Mrs. Viola Moore, second vice-president; Mrs. M. Richard Horan, treasurer, and Mrs. Robert

A. Principe; big six, Leo Alberts quarters city, and no one got much Sr.; balloon darts, Roy Coveney; money because of cold weather. glass pitch, Leo Alberts Jr. and Fine weather at the next stand, Joe Hobbs; corn, cream and chips, business good enough to get most man; short range gallery, Jerry of the spring stock bills paid. The Caron; panda doll wheel, darts and coke bottles, Boots Marbella; cigarette dice, Jockey Monroe; big railroad workers were expecting six, Joe Hobbs; bingo, Baby Thor; mouse game, Paul Moran; ciga-rette gallery, Therise Lake; mitt camp, Maria Montez; swings, Sam Snare, Alex Lazarus and Patsy Robert Armstrong, advance.

Concessions: Cats, Margaret
Gorean; milk bottles, Joe MedynBernie Trone.

Infelise; country store, Mrs. Sam
Snare; photos, Mr. and Mrs.
Bernie Trone.

lins, Joe Sobal, Johnny Roscoe Go-Round, John Manko; Ferris and Al Krintz; razzle, Mike Sobal, Wheel, Ken Elliot; Tilt-a-Whirl, George Lake, Johnny Ford and Frenchy Bello; blowers, F. Kurin, W. Sobal, Skippy Skippinski, Red Morgan and Leo Alberts Sr.; Offen is chief electrician and mecandy floss, taffy apples and The Billboard agent, Nick Sims Jr.; novelties, Joyce Clark; duck pond, kinson.—NICK SIMS JR.

H. Miller, secretary. Mrs. Lucille Hirsch, chaplain pro-tem, delivered the invocation.

Three awards are set for the summer fund drive which is under the chairmanship of Secretary Miller and is for the benefit of the Cancer Fund. To be given away were a woman's and man's wrist watch and a deep fryer.

Following the business session, the 35th anniversary of the club was celebrated with a party. President Taylor was presented with a gift from the ladies. Sandwiches, cake and coffee were then served. Dorothy Dodge attended her first meeting.

Edith Streibich is at her Delavan Lake, Wis., summer home. Ann Sleyster is in Florida. During the summer period all communications are to be addressed to Mrs. Elsie Miller, 3852 West Irving Park Road, Chicago 18.

#### National Showmen's Association

1564 Broadway, New York

NEW YORK, May 23. - Approved by the eligibility committee for membership are Tom S. Slater, sponsored by Vice-President Gerald Snellens, and Percy Drilpelle, Alberta Mack and Freda lick, sponsored by Abe Steinberg. A membership application has been received from Paul J. Goldfarb, sponsored by Aaron Hymes, and will be acted upon at the next eligibility committee session.

Julius Roth is on the sick list and is currently in Midtown Hospital, 309 East 49th Street. Others still on the list are George D. Hensley, Edgewood Division of Pilgrim Katz, Florence Badanes, Irene Hospital, West Brentwood, L. I.; Jack Rose, Veterans Hospital, Coral Gables, Fla., and Irving Udo-

Our sympathy is extended to Saul Wahnish, whose mother died May 15. As is the usual custom, all the graves in the National Showmen's Association plot at Ferncliff Cemetery, Hartsdale, managing the unit. W. Martin is 54 West Randolph Street, Chicago N. Y., will be decorated on Memorial Day (30). No services will be held there that day due to members being on the road, but the memorial services will be held, as usual, the Sunday before our banquet in November. Word has been received of

Tommy Pell's recent marriage. Recent clubroom visitors included Harry Schwartz, Frank Capell, Frank Schlizzi, Harry Weinraub, Martin Ranno, Sam Weisser, David Solomon, Dan Thaler, Harry Levine, Emanuel Silver, Arthur E. Campfield, Stanley W. Wathon, Louis Light, Leonard Traube, Frank Meyer, Edward McKeon, J. J. Kline, Frank Ross and Phil Cook from Miami.

Delinquent members will be reinstated for \$10, for which they will receive a paid-up card to July 15, 1954. Kindly send in your address if it is not already in our files, as mail is being held for many members.

#### WANTED

Agents for Six Cats, Pitch-Till-You-Win and Buckets. Curley Smallwood, contact.

R. T. DUFFY c/o Ray Williams Shows

### OCTOPUS FOREMAN

Must know the Ride and be licensed semi driver; \$50.00 per week, every week. LOUIS CUTLER c/o American Eagle Shows Huntingdon, Tenn., this week

#### AGENTS WANTED For Six Cats, Buckets, Swinger and Coke

Bottles. 15 Fairs starting in June. Address:

JOHN DELAPORTE

c/o SCHAFER'S SHOWS Vandalia, III., May 26-31; then per route.

### COOKHOUSE HELP

Good Griddle Man, one who can drive semi. Two Waiters and a Dish Washer, SAMMY CALDWELL c/o GREAT SUTTON SHOWS

#### FOR SALE Super ROLL-O-PLANE

With transportation, \$2,500.00 cash. Want First and Second Men on Tilt and Octopus. Want Shows and Hanky Panks
of all kinds. Address:
C. A. GOREE
Rocky Ford, Colo., now; then four big
weeks in downtown Denver.

For Rapid City, S. D., June 1-6 Then 8 big days at Spearfish, South Dakota Need Concessions of all kinds. Need capable Girl Show Operator with talent or any worthwhile Shows.

### **Del-Flore Amusements**

WANT FOR YOUNGSTOWN, OHIO, ARCO CLUB SPRING FESTIVAL, JUNE 1-7

Will book Concessions of all kinds. Want Ride Help on all Rides.

RAVENNA, OHIO, this week.

### Royal Midwest Shows

Can place for balance of season Bingo and Stock Concessions. Wire

ROXIE HARRIS General Delivery North Vernon, Ind.

### WANT

Count Store Agents, Skillo Agents.

**BILL HARRIS** 

Royal Midwest Shows General Delivery North Vernon, Ind.

Charlotte, N. C., choice locations five more weeks. Want legitimate Concessions of all kinds. Shows that can get money. Ride Help in all departments. Top salary. This week, Mint St. lot. Address: J. I. PALMER.

#### COOXHOUSE FOR SALE

Complete, ready to work. 1949 Interna-tional Truck KB-5, long wheel base, 21 ft. van body with tandem wheels, in per-fect condition. Cookhouse and Truck, complete, ready to go, \$2,500.00. Contact MRS. WHITIE BUTLER c/o Dyer Greater Shows Cantwell, Mo., this week

Wagon. Must be sober and dependable. Good proposition for Man and Wife. Address:

AL WAGNER CAVALCADE OF AMUSEMENTS Peoria, III., this week

#### BOB YOUNG, Mgr. PARKERS BEACH, NORFOLK, VA.

Wants Foremen for Ferris Wheel, Merry-Go-Round, Chairplane, Ridee-O, Tilt; Second Men on all Rides. You don't have to tear down and put up every week. Good pay, good treatment for good, sober men. All replies: BOB YOUNG, Western Union, Norfolk, Va.

### County Fair Shows I. T. Grosses Continue 15% Ahead of '52

NEW YORK, May 23. - Business continues about 15 per cent ahead of 1952 for the I. T. Shows, despite considerable adverse weather, Phil Isser, general manager, reported here this week.

The show is routed thru Long Island where large crowds and brisk spending have been the rule. With several large fairs added to its route, including Mid-town, N. Y., and Danbury, Conn., Isser said that present indications are that the season will be a banner one.

Expansion plans are being carried out. Tony Marino is ready with two new shows, an illusion unit and a Mickey Mouse. They will be housed in new canvas purchased from Arthur E. Campfield, Inc.

#### New Wax Show

Marino will also manage a new wax show purchased recently from the World of Mirth Shows. The unit will be picked up next showing Plainfield, N. J.

Isser said that a new tank ride will soon be picked up at the Allan Herschell factory in North Tonawanda, N. Y. A new kiddie train purchased from Max Gruber will also be added.

### Cavalcade of West Opens Big at Cele

NANAIMO, B. C., May 23.— Cavalcade of the West Shows had a strong opener here Monday (18) due to the big holiday celebration. Large crowds came into town and rides, shows and concessions got more than their proposal that Republican and bemocratic parties in New Jersey here after its first Canadian stand last week in Victoria, B. C.

### American Midway Inks Charro Days

FORT WORTH, May 23.-American Midway Shows have again closed to provide midway attractions at the 1954 Charro Days Fiesta, Brownsville, Tex., Don M. Brashear, manager, an-nounced. Org will play the event for the seventh straight year. Dates are February 20-28.

### AMERICAN BEAUTY SHOWS

Foremen for Ferris Wheel, Merry-Go-Round and Spitfire. Will book Arcade. Have opening for a few more Stock Concessions. All replies to

JOE SHART

MOBERLY, MO., THIS WEEK: THEN PER ROUTE.

### Maple Williams Wants Agents

Need Agents for Coke Bottles, Fish Pond, Bear Pin Concession and Glass Pitch. Also want Man and Wife for nicely framed Grab. Agents who have been with us, get in touch. Long season of best Fairs in Texas and the West. Opening June 1 at Enid, Okla., Airbase. Contact Portland, Texas (Phone 3476), until May 29. P.S.—Have one Chatillion Scale for sale; cheap.

### BARNEY TASSELL SHOWS

Want Concessions of all kinds, including Popcorn, Candy Apples, French Fries, Snowcones and Floss, for all season's work on proven spots. Small jumps. Can place Ferris Wheel, Tilt-a-Whirl, Roll-o-Plane, Spitfire and Merry-Go-Round Foremen and Second Men. Top salaries if you can deliver. Wire

BARNEY TASSELL SHOWS, Quantico, Va., this week,

#### FOR SALE-No. 5 ELI

In wonderful shape, or will trade for Late Model Tilt and pay the difference. No junk wanted.

Box D37, c/o Billboard Cincinnati 22, Ohio

### KEN-PENN AMUSEMENT CO.

WANTS AGENTS for office-owned Concessions, good opportunity for husband and wife. Need Agent for Stock Wheel. Best of treatment; if you drink, don't apply as drunks are not tolerated. Can use Second Men on Rides. Foreman to handle four Kid-Rides, Ferris Wheel Man that can handle Twin Wheels. Kittanning, Pa., this week; Verona, Pa., June 1-6.

RALPH D. SANDERS, Manager NEW KENSINGTON, PA.

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

### A BIG ONE

### **Jeff Harris** Awarded 4th Cele at Lowell

LOWELL, Mass., May 23.—Jeff Harris, Eastern promoter and co. essionaire, this week announced that he had been awarded exclusive booking privileges for the annual Fourth of July Celebration on the Common here. The event, over 100 years old, has long been credited with being one of the biggest celebrations of its kind in the nati\_n.

Harris returned to full activity in the outdoor field with the securing of the contract for the local cele. He had been only partially active for the past three years as the result of injuries received in an automobile accident,

Harris said that the event would go into full action at 11 a.m., Friday morning, July 3, and continue thru midnight, Saturday, July 4, without interruption. Independent shows, rides and week when the World of Mirth is concessions will be booked in. Harris said that the space available is limited because much of the ground has to remain free to accommodate the huge crowds. No gate admission is charged.

### Dem and GOP Support Asked For NJ Bingo

TRENTON, N. J., May 23.-A become joint sponsors of legislation permitting a bingo referendum this year was made this week by Robert B. Meyner, Democratic nominee for Governor. He said he wanted a bill legalizing bingo, if the public approved, introduced by representatives of both parties in the State Legis-

I further recommended that a special session be called, if time did not permit enactment of the bill in the regular session, so an adequate legislation would be ready for the November election. He said that careful consideration of a measure by the entire Legislature should produce legislation containing proper safeguards against commercial exploitation and limiting legal operation of the game, which now is illegal in the State, to bona fide religious, fraternal and charitable organizations.

Meyner asserted that State Republican leaders had refused to let the people decide on legalizatio.. of bingo for six years.

### Northern Spots Pay Off Good For Manning

POUGHKEEPSIE, N. Y., May 23.—Ross Manning Shows, first of the Southern-based organizations to invade New York State this season, are racking up fair business here this week. The weather has been warm and mostly clear, giving the Manning organization a weather break that the Continental Shows failed to get when they showed here a couple of weeks ago.

Manning bagged some pretty fair business in Jersey City, N. J., a spot he has had on his route for several years. While many shows have cut their Jersey bookings, Manning held on to Jersey City and it paid off. The weather again aided in part with the first seasonal warmth arriving to provide balmy nights and get people outdoors.

Manning opened in South Carolina, where he moved his winter quarters several years ago, and worked his way north slowly. While the early dates were said to be fair, the weather took its toll at most stands.

HELP: Want Ride Men who drive semis. Also want Agents for Count and Peek Stores, office owned. Ted Snyder wants Drome Riders, Lady and Man; good salary. SHOWS: Can place Fat, Illusion, Animal, Side Show, Unborn, and Arcade, CONCESSIONS: Want Long Range, Short Range, Custard, French Fries and Hanky Panks of all kinds.

WANT TO BUY UNBORN SPECIMAN

All wires L. I. THOMAS, Mgr.

### RAKER | INITED CHOWS. "A CLEAN MODERN MIDWAY"

Clarksburg, W. Va.

Want Photos, Ball Cames, Bumpers, String Cames, Jewelry, American Palmistry, Short Range, Cork Gallery, Hi-Striker, Scales and Age or any Merchandise Store not conflicting. Can place one Major Ride for season. SHOWS-Need clean Shows for good route. Want Cirl Show week of June 22, Spencer, Ind., and week of July 6, Franklin Fair. All replies to

#### ERNIE ALLEN

Wabash, Ind.; then as per route, or Tom L. Baker, 2257 Madison Ave., Indianapolis, Ind. Phone: CArfield 4584.

### RIDE HELP

Can use Foremen for Roll-o-Plane, Tilt-a-Whirl, Merry-Go-Round, Big Eli Wheel; also expert Fun House Operator who drives semi. Otherwise have sufficient Foremen. Have opportunity for a few more good employees who are not foremen but are anxious to advance to this capacity, semi-drivers preferred. Must be sober, reliable and industrious. Wages good and sure pay, best of treatment, finest equipment in

Opportunity to get set with an old reliable concern, season runs until November and we have year-round employment if you have ability to work in winter quarters. If you drink or drift from one show to another, please by-pass this ad. Armand Millette, still expecting you. Come at once.

Address inquiries to

#### GOODING AMUSEMENT COMPANY

1300 NORTON AVE., COLUMBUS 8, OHIO

Telephone: UNiversity 1193

Business is good. Can place a few Hanky Panks. Waverly, Ohio, the atomic city, this week; Wellston, next week.

Shan Bros.' Shows

### AGENTS—WANTED—AGENTS

Will open season officially June 8 with John Robinson Shows, Muscatine, Iowa. Have 14 Fairs in Iowa, Missouri and Oklahoma. Out until November 1. Agents who have contacted me before, call me again. Can use three more Grind Store Agents. Only three Grind Stores on the Midway. Also want Hanky Pank Agents and Workingmen.

DAVE PICARD

Lincoln Hotel

Phone MOhawk 4-3040

Chicago, Ill.

### WILLIE LEWIS and JACK PERRY WANTS FOR CARL D. FERRIS SHOWS

Heads of stores for Six Cats, Buckets and Razzle. Also Agents for same. Will book Swinger, Nail Game and Hanky Panks of all kinds. Can use Ten-in-One or Five-in-One and Wildlife Show. Warren, Pa., this week.

### THE JOLLY SHOWS

Will book 2-Abreast Merry-Co-Round, Octopus or any Flat Ride. This is a bazaar-type show playing the best dates in and around Washington. Week of June 1 thru 6, Sacred Heart Church in Reisterstown, Ind.; followed by the strongest route of celebrations and church dates in this vicinity. If you want money, here it is. Write, wire or call

BILL ENFANTE, THE JOLLY SHOWS WASHINGTON 11, D. C. 47 CRITTENDEN ST., N.E. TUckerman 2-4942 P.S.: Have Sunshine Choo-Choo for sale.

### WANTED FOR MID-SOUTH FAIR

MEMPHIS, TENN., SEPT. 24 TO OCT. 3 INCLUSIVE

Neat appearing African Dip, to operate on percentage basis. Can also place 3 or 4 outstanding Stores that work for stock.

CHARLES (CHUCK) MOSS, 5210 Longview, Dallas, Texas

# A.M.P. SHOWS

Want Concessions—Devil's Bowling Alley, String Game, Dart Store, Pitch-Till-U-Win, Hi-Striker, Lead Gallery, others not conflicting, Agents for Pin Store and Razzle, SHOWS—Girls Show, Side Show, Snake, Monkey, Animal and other Grind Shows, Help—Tilt and Rolloplane Foreman who drive semi. Also want Ferris Wheel, Chairplane and Kiddie Ride Foreman for No. 2 Unit. Ed Durham, contact. All replies to A. M. PODSOBINSKI-A.M.P. SHOWS, ELKINS, W. VA.

#### WANTED FOR C. A. STEPHENS SHOWS

FOR LOWDEN, TENN.

Concessions—Lead Gallery, Photos, String Game, Ponds, Ball Games, Novelties, Age and Scales, High Striker, Custard. Shows—Side Show, Monkey Show, Grind Shows, Rides—Place Live Pony Ride, Kiddie Auto, ELLIJAY, GEORGIA, THIS WEEK.

### BLUE RIBBON SHOWS

WANTS WANTS One More Clean Show

> CAN USE

Several Hanky Panks **Concession Agents** Several Ride Foremen Other Ride Help

Top Wages . . . best of treatment. OCONTO FALLS, WIS. This Week; JANESVILLE, WIS. June 2-7

# WALLACE BROS. SHO

#### WANT

#### WANT

HELP-Foremen for Tilt, Merry-Go-Round and Little Dipper. Second Men for Tilt, Little Dipper and Dodgem.

SHOWS-Can place Fat Show, Wild Life, Drome, Mechanical (Adam

CONCESSIONS-Can place Cookhouse, Custard, Grab, Bingo and all Hanky Panks.

> All replies E. E. FARROW, Mgr. West Terre Haute, Ind., this week.

### I. T. SHOWS

Merry-Go-Round Foreman, Caterpillar Foreman, Octopus Foreman. Second Man on Ferris Wheel. No drunks or chasers need apply.

Long season on Long Island-First Fair August 10. Middletown,

N. Y. Season closes end of October. Elmont, L. I., N. Y., this week; Glen Cove, L. I., next week.

Wire or Call Phil Isser, Gen. Mgr. 1539 East 29th St., Brooklyn, N. Y. Phone: NAvarre 8-8960

#### "CONCESSIONAIRES, THIS IS IT" 24 DAYS-JUNE 12TH THRU JULY 5TH-24 DAYS

### 150 Years OHIO SESQUICENTENNIAL CELEBRATION 150 Years

Held in Toledo's Largest Recreation and Picnic Park. Backed by all civic organizations and city officials. Free Acts three times daily. Army show daily, exhibits, etc. This is bigger than a fair. Exhibits change every day.

Special parking grounds built, with bus service to and from grounds. 20 Rides Booked—still can use Cat, Tilt or Moon Rocket. Concessions Wanted—A few Stock Stores to grind 25 and 50 only. You must throw stock—no beef or you're closed for good. Hanky Pank heaven. Ball Games, Fish Pond, Duck Pond, Coke Bottles, Cig. Callery, Dart Games all kinds, Huckly Buck, Milk Cans, Clothes Pin Pitch, Hoop-La, Cat Rack, Basket Ball, Bumper, Slum Spindle, Jewelry Spindle, Jewelry, Hat and Pennant Novelties, Age, Scale, Tattoo, French Fries, Eats, Drinks, Custard, Ice Cream, Any light Hanky. Privilege is for 24 days, including 4 Fridays, 4 Saturdays and 4 Sundays, or weekly. Every school in near-by counties is sending busses of children galore. Reserve space—call or wire

CONCESSION MANAGER, 810 BROADWAY, TOLEDO. AD 7512.



"HONESTY IS OUR POLICY" PLAYING TELL CITY, IND., WEEK OF JUNE 1-6; THEN MADISON, IND., FOLLOWING. HODPESTON, ILL., FOURTH OF JULY.

CONCESSIONS—Want Custard, Ice Cream, Dip. French Fries, African Dip. Short Range, Basketball, Bumper, Clothes Pin Pitch, Balloon Darts and Cork Gallery, SHOWS—Want Funhouse, Snake, Monkey, Mechanical and Drome (Flash White, contact). Side Show Help wanted (Hoppy wants Tex and Frances Lee, bearded lady, to wire collect, good proposition). Joe Saladino wants Griddle Man who can drive. Also Six Cat Agents. All replies to John Portemont

First and Spring Sts., Nashville, Tenn., this week

### WANTED—WANTED

CONCESSIONS—Can place all kinds of legitimate Concessions, also some P.C. if you have Hanky Panks.

HELP-Want to join immediately Help for Tilt, Octopus and Kiddie Rides; must drive semis. Will pay top salary if you can handle job. No drunks. Slim Gillespie, come on home and take Foreman's job.

SHOWS—Can place Man with three or more girls to handle Girl Show. Must have sound equipment. Address all phone calls and wires to

#### LLOYD D. SERFASS, PENN PREMIER SHOWS

Sylvania Hotel, Philadelphia, Pa., this week; Wilkes-Barre, Pa., downtown,

### CAVALCADE OF AMUSEMENTS

Can place capable Operator for Drome; we have complete Drome with cycles. Good proposition for right party. (Travis Ward, contact me.) Want Operator for Snake Show, we have complete outfit except banners. Also want Union Billposter, we furnish truck. Union scale.

> Address AL WAGNER, Mgr. Peoria, III., this week; Rockford, III., to follow,

### WANTED-HANKY PANKS OF ALL KINDS-WANTED

FOR BONA FIDE CELEBRATIONS STARTING MAY 30, CHAFFEE, MO.

Then into Illinois-Parades-Bands-Free Acts. All live-wire committees. Have plenty of Ride Help; thanks, boys. Concessions, come on to Chaffee, Mo.

F. & M. AMUSEMENT CO.

3210 ST. LOUIS AVE.

(Phone: Jefferson 7095)

ST. LOUIS, MO.

STOCK TICKETS
One Roll \$ 1.50
Five Rolls 4.50
Ten Rolls 6.50
100 Rolls 40.00
ROLLS 2,000 EACH Double Coupons Double Prices
No C.O.D. Orders

# We Manufacture

of every description Wheel tickets carried in stock for immediate ship-

THE TOLEDO TICKET CO. Toledo 12, Ohio

or Machine	2,000	
4	4,000	7.80 9
ī	6,000	8.70 岩
	8,000	
5	10,000	10.50
	38,000	
	50,000	20.50 5
•	100,000	133.00 3
	500,000	
	1,000,000	250.00 g

### Parks See Big Potential

Continued from page 55

a self-staged picnic and found the unusually small. cost was about 10 times as much.

Gately said picnics may be paid for by the company or the fund may be raised thru selling tickets to employees or thru other employee events. Several members speaking from the floor said their employee association funds were augmented by profits from vending machines in the plants. Humphrey pointed out that one way to make company picnic budgets go further was to distribute to employees the number of tickets the fund could handle and allow employees to pay cash for additional tickets at the park.

Huedepohl On Hand

The industry representatives showed interest in park picnic contracts, including clauses pertaining to liability insurance.
Paul H. Huedepohl, secretary of
NAAPPB, stated that parks would add riders to their insurance policies to specifically cover company picnic patrons for the day, if such riders were requested.

Other points brought out in the discussions included:

Most firms have a single picnic arin, Quebec. for both hourly and salaried employees, but some stage separate events. Often the latter set up is encouraged by unions.

About half of all company picnics have some form of financial aid from the company, ranging from full backing to underwriting of any loss. Employee recreation clubs usually handle plans and

In more than half of the cases, no charge is made to those who attend a company picnic. Either the company or the association pays the full cost.

Departmental Outings

Some firms put on separate outings for supervisors as well as a main event for all employees, and some stage departmental

park for the day, excluding the day (25). general public. One-fourth of the firms issue some type of tickets to employees, while 75 per cent open the gates to all comers.

Those issuing tickets face complicated problems in issuing the ducats and determining who is to be included in a worker's immediate family for ticket purposes. Almost all companies have beer at their picnics, but only a few

### Outlook Good

Continued from page 55

a bus for the first time.

tion by groups who are chartering

All charter bus firms have been miffed by the recent edict that prevents charter buses from stopping at New Jersey Turnpike rest stop facilities from Friday noon thru Monday noon of each week. This ruling, which runs into September, is already in effect. The bus firms are endeavoring to seek a solution to the problem, and may combine their efforts to obtain relief.

Some charter buses, on the New York-Atlantic City run, for instance, do not remain on the Turnpike long enough to make a rest stop necessary. Other charters, however, which bring passengers from the Camden, N. J., Trenton, N. J. and Philadelphia areas to New York amusement parks, and vice versa, make the majority of their run on the Turnpike, and a rest stop becomes necessary. The alternative, should rest stop regulations not be relaxed, would be for the buses to leave the Turnpike at one of its many exits, make a rest stop, and then return to the pike for the completion of the journey. Another alternative would be for the buses to run a predetermined distance on the Turnpike and then leave it to continue the trip on non-toll highways.

The reason given for the nostopping rule for the charters is the over-taxing of present rest room and refreshment facilities that would result in buses discharging their 40-50 passenger loads on the week-ends when the highway is subjected to its heaviest traffic. The bus firms, however, are hoping that the ban will be relaxed and a solution obtained so that they will be able traction line-up are two kiddle to utilize freely the Turnpike's rides, Jeep and Rodeo. Dick Best I facilities during the summer.

companies with picnics for a min- distribute it without charge. The imum of effort and dollars. In consensus was that it's best to 1950, he said, his firm substituted make some charge, even if it is

### Talent Topics

Continued from page 56

ritory. . . . After closing with Orrin Davenport Circus winter dates in Canada May 23, Josephine Berosini opens May 31 at Pontchartrain Beach Park, New Orleans, with dates in Dallas, to follow. Papa Berosini is recovering from a heart ailment at his Miami home.

Eric Erickson, high performer, has been signed to play the Huntington, Ind., street fair, July 27-August 1, and the Lema, Ill., Lion's club cele, September 10-12. Los Aeros, high act, also will play the former with bookings handled by Tommy Sacco, Chicago.

Pedro and Durand are set for two weeks in Canada, May 18-24 at the Gayety Theater, Montreal, and May 25-30 at the Ball Tab-

Bill Silbert will broadcast his WMGM radio show every Saturday from the Palisades (N. J.) Park ampitheather. The show will feature Joel Herron and his orchestra plus top show business

Sol Solomon, high diver, is the subject of a story appearing in the June issue of Real magazine.

The Cepler Family, high-wire act, spent a few weeks fishing at Lake of the Ozarks after playing the St. Louis Police Circus. They resume work May 27-28 for Ben Truex at the Anthony, Kan.,

Billy Outten and the Diving Sensations will be the high diving One-third of the companies free act at Palisades (N. J.) Park putting on picnics buy out the for two weeks, beginning Mon-

### Seek Clear Skies

Continued from page 55

of Howell's broad experience as a rain maker, but that his precipitation - decreasing activities are still in an experimental stage, therefore they are interested in clearing the way for an actual test performance in the greater New York area a few days prior to I emorial Day. If the test benefits the outdoor amusement industry in this area, Hamid said that "we would negotiate with Dr. Howell and his organization to shoo away rain thruout the country, wherever the American public would be apt to seek outdoor amusement and recreation."

If the experiment is carried out and produces favorable results, it is logical to assume that the costly methods of providing fair weather could be shared am\_ng varied interests, such as amusement parks, circuses, carnivals, baseball clubs, drive-in theaters, and fairs. Thus the individual cost would be low, were several interests in the same area to purchase Howell's service.

### Park's 50th Year

Continued from page 55

time was made, Bill Schmidt explained, because, besides listeners at hor:e, the program would catch many automobile radio listeners.

#### Uses 50,000 Watter

Use of a 50,000-watter is in line with the park's policy of recent years to make an intensive play for patronage beyond Chicago's city limits. The fun spot in late years has been getting an increasingly larger percentage of its patronage from suburban and rural areas and use of potent WGN is expected to further increase that percentage.

In the pre-opening publicity build-up, George Schmidt, the park's president and founder, who is now 69, was given featured profiles by Chicago dailies and also was interviewed over

Besides the atomic exhibit. other additions to the park's atagain has the Side Show.

### NOW BOOKING FOR Redmen's Pow Pow GLOUCESTER, MASS., JUNE 15-20 Fireworks, etc. Biggest June Event in East. Also Big 4th of July Week OPENS JUNE 29 BRISTOL, R.I. Firemen's Muster, Parades, Fireworks. No grift, gypsies, Cirl Write-Wire ED BURR BOX 206, QUINCY, MASS.



Laydowns Ask for 1953 Catalogue CARDINAL MFG. CORP.

### **BIG STATE SHOWS**

430 Keap Street Brooklyn, N. Y. EVergreen 7-5027

DE QUEEN, ARK.

WANTS—ANNA MOORE—WANTS

Will book Bingo, Popcorn, Snow, Cotton Candy or any kind of Hanky Pank, Will book Monkey Show and Girl Show with or without equipment. Want Agents for Six Cats. Hawkshaw needs Agents for Count and Skillo. The following people contact or come on-limmie White, Gene Burleson, Eddie Clark, Buster Ellis, Tom Fleming, Harry White or any capable sober Agents. Will frame Hanky Panks for responsible people. Will buy two Skillos, no junk.

### WANT CONCESSIONS

No Exclusive. Want Bingo especially, Man and Wife for complete Cookhouse, fully equipped with Butane gas. Want Legal Adjuster who can handle concesions and knows the Northwest. Owing to disappointment from factory will book or buy two abreast 32 foot Merry-Go-Round with or without transportation.
Can use Foreman on Eli Wheel. This show is going into wheat belt Dakotas and Colorado for wheat harvest. This week Kingfisher, Oklahome; Hennessey, and Woodward to follow. All uptown on the street.

GEORGE HALL
TALL AMERICAN SHOWS

THANK YOU JOE PANKIN Life Show Owner for your Chevrolet Tractor purchase. JOHNNY CANOLE CANOLE BUICK Monessen, Pa. Phone 2500. Altoona, Pa. Phone 9347

For Six Cats and Buckets. Bill Boswell,

LUKE BOLENBARKER c/o Parada Shows, Cushing, Okla., this week; then two weeks in Tulsa.

RIDES. SHOWS AND CONCESSIONS FOR SPECIAL EVENTS

W. B. J. SHOWS

Swanton, Ohio, opens for season 1953, May 23-30, winter quarters; Sidney, O.,

### CARNIVAL WANTED PLAY WAYNE COUNTY FAIR

One of first three weeks in September, Write or call H. S. Cassell, Manager, Waynesboro, Mississippi

### MAY 30, 1953 BEAUTIFUL CROSS the salest flat array his belief par MIRACLE CROSS When you place the center to your eye you can see LORD'S PRAYER clearly and dis-RETAILS UP TO \$6.95 EACH OUR PRICES TALK!!! 2999-N. Set with 12 brilliant cut stones, Chain and Cross in beautiful white finish, soldered links. \$4.25

#999-G. Same as above, heavier chain in beautiful gold finish. 566.00

Sensational Profits !! EVERY DAY!!





No. 877—Heavy mounting. Sparkling. It's a beauty. Gold finish,



Full Fire Bril-Hancy

Gold finish. White brilliant center Red sides.



doz. \$51.00 gr.

Set with 3 all-white brilliant cut rhinestones or white center, red sides. Gold finish,

Deposit with all C.O.D. orders, Please state your business, Rated wholesalers, write for samples.

### PROVIDENCE RING CO.

49 Westminster St., Providence, R. I.

# PHOTOS

Clear and sharp. No harsh shadows. All art poses. Gorgeous models.

4x5 GLOSSY BLACK & WHITES

SLIDES ..... \$45 thousand KODACHROME

\$50 per thousand assorted STEREO SLIDES... SAMPLE ASSORTMENT .... \$ (Cash With Order)

Shipped by R. R. Express 50% Deposit on C.O.D. ORDERS

> F.O.B. St. Louis IMMEDIATE DELIVERY

DEMUN PRODUCTS CO.

1010 DeMun St. Louis, Mo.

YOUR BAR NEW! NEW! NEW!

Brussels Boy Fountain comes to "Automatic" Life!

MYSTERIOUS - MAGIC - ACTION No gears, no pump, no charged water. Works in regular faucet water for 10 to 30 minutes.

Confuse Your Friends with a phoney Action Hi-ball. Greatest Bar Gadget ever

Send \$1 for sample 10 day Money Back Guarantee



### DISPLAY-CLASSIFIED SECTION

A MARKET PLACE FOR BUYERS AND SELLERS

DISPLAY-CLASSIFIED ADS . . .

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display, First line regular 5 pt. caps, RATE: 15c a word - Minimum \$3 CASH

THE BILLBOARD

WITH COPY. Containing larger type and white space are charged for by the agate

line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line-

Minimum \$6.

FORMS CLOSE

#### THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week

#### ACTS, SONGS & PARODIES

ACTION COMEDY PARODIES, INTRODUC-tions, song titles, MC patter, gimmick gags, stories, single gags; \$1 complete. Sebastian, 10934 Hamlin, North Hollywood, Calif

A PERFECT LOVE SONG! "A MOST PERfect Night." Publishers, bands, singers, copy free. John Mohler, Middleport, Ohio. ASTOUNDING GAG COLLECTION—PARO-dies, Adlibs, Hecklers, intros, etc. Limited offer, \$2. George Schindler, 1613 E. 29th St., Brooklyn 29, N. Y. jn6

EMCEE" MAGAZINE — CONTAINING Band Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues. Emcee-B. P.O., Box 983, Chicago 90. my30

PIANO VOCALS — LEAD SHEETS, OR-chestrations and band scores arranged. Val's Arranging Studio, P. O. Box 1906. SONGS FOR SALE—AVIS RODRIGUEZ, Raceland, La.

#### AGENTS & DISTRIBUTORS

AGENTS-GOOD PROFITS: LOW PRICED Ball Point Pens; short line of fast sellers; samples on approval; free list, Crescent Sales Co., 150-B Broadway, N.Y.C.

AGENTS, DISTRIBUTORS - MAKE BIG profits; sell our quality colognes and per-fumes. Limited quantities below factory cost. Send \$5 for 15 original samples post-paid. Lido Products, 126 Bleecker St., New York 12, N. Y.

ASSORTED WHITE SUMMER EARRINGS-Gross, \$15; 3 dozen assorted samples, \$5 postpaid. Cash with order; direct from manufacturer. Jacobi, 1715 E. Mercer, Seattle 2. Wash

ATTENTION, HOSIERY—LOW PRICES FOR jobbers, pitchmen and salesmen; complete line Ladies', Men's, Children's Hosiery. Nylons, \$1 dozen up; sample order one dozen slightly imperfect Nylons, packed beautiful cello bag, \$3; prompt shipments and satisfaction guaranteed or money re-funded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market, Chattanooga, Tenn. np

ATTENTION SALESMEN, WAGON JOBbers, demonstrators, organizations, adver-tising jobbers. Free catalog. Select Shaker, 16147 Segundo, San Lorenzo, Calif. jy25 BARGAINS - TERRIFIC SAVINGS: JOB

lots, closeouts; also save up to 50% on try goods, clothing, hosiery, notions, drugs, tolletries, gifts, jewelry, television, etc. 2000 items. Send 25¢ for wholesale bargain catalog with special "get acquainted" offer which includes free \$1 merchandise certifiate. Reliable Jobbers, 311 H-36 North Desplains, Chicago 6. olains, Chicago 6.

BASKET EARRINGS — TINY WOVEN
Straw Baskets, Hat-Baskets, Crystal-Glass
Baskets, colorful Shell Baskets, Earrings,
Necklaces, Bracelets, \$6 doz. Special closeput: \$2 Moonstone Necklaces, \$48 gross; \$1 Moonstone Earrings, \$36 gross. Try 4 doz. Necklaces, 4 doz. matched Earrings, \$30. J. J. Lastufka Dist., Box 10248. Tampa, Fla.

BEAUTIFUL CHENILLE BEDSPREADS with one and two peacock designs; just 'lt'' for bingo and premium stands. Styleraft, Dept. B, Cartersville, Ga. BEAUTIFUL PINS AND EARRINGS CLOSE-

outs. Many styles in tailored and stoned earrings, \$1.25 and \$1,50 per assorted dozen respectively. Also attractive tailored and stoned pins at \$1.25 and \$1.50, respectively, per assorted dozen; men's gold-plated 3stone rings, \$3 per dozen; men's and ladies' aluminum idents, \$12 per gross. Sample dozen regular price. 25% deposit, balance c.o.d. No catalogs. New England Jewelry, 9 Empire St., Providence, R. I.

BE INDEPENDENT! BE IN A BUSINESS OF your own! Sell our beautiful ladies and men's heavy rayon suitings at the low price of \$3.50 per 5 yd. length, 45 in. width. Our customers carn an excellent livelihood by selling to the consumer or to direct selling specialists. Why not try a sample order of a dozen pieces in assorted colors? Money back guarantee if not fully satisfied. Send 1/3 deposit on order, balance c.o.d. to I. Teitelbaum, 487 Broadway, N. Y. C.

BIG SELLER-5 IN 1 SCREW DRIVER KITS with chuck handle, American make; price \$6.20 doz., samples \$1 postpaid. Money back guarantee. Gameiser, 23 Frankfort St.,

BILLFOLDERS—PRISON HAND TOOLED, genuine leather, divider, secret pocket, in-serts, any designs; \$5 value, sample \$2 postpaid. Quantities cheaper. Write S. W. Hobbs, Box 23A, Rt. 3, Ahoskie, N. C.

COLONEL STRING BOWS, PURE SILK Bows, \$6 per dozen; samples, 3 for \$1.75. Delmar Ties, 267 W. Federal, Youngstown,

DISTRIBUTORS-PITCHMEN! RED HOT item; best since screen joint; big PC47; million potential buyers; good profit; samples, full information. How Corp., 1521 Boren, Scattle, Wash.

EARRINGS FROM \$2 DOZ.; PIERCED, \$3 doz.; Chalk White Earrings, \$3 doz.; ass't 3 doz., \$8.50 prepaid. S & E Sales Co., 2007 S. K St., Tacoma 3, Wash. jn6

to pkge.; 3600 1½ inch Chinese Flash Fire-crackers, extra loud, \$9.95 cash with order. Danielson Fireworks Co., Danielson, Con.

#### For advertising that SELLS and SELLS and SELLS Try Billboard classified ad

see first page this section

FULL FASHIONED NYLON HOSIERY-Thirds, \$1.25 doz., minimum order 10 doz.; Cotton Pillow Cases, \$3.50 doz.; Chenille Bedspreads, \$36 doz. 20% deposit on c.o.d.'s. Premier Sales, Box 8177, Chattanooga, Tenn. GENUINE WOODEN NICKELS-WONDERful souvenir, novelty store and advertising novelty. Samples, wholesale prices, 25e; 100 for \$2.25. Woodnic, Box 9001, San Antonio,

HULA-HULA SHADOW DANCER—FAST-selling vest-pocket Fun Novelty for men, 50 for \$1 postpaid. Cosmo Service, 370 Deach St., West Haven 16, Conn., Dept. BB-12.

same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. in6 Akron 14, Ohio.

JOKESTER'S PRINTED NOVELTIES wholesale; fifty samples, \$1; refunded first order. Sebastian, 10934-B Hamlin, N. Hollywood, Calif. jn13 Hollywood, Calif.

MAKE \$5 PER HOUR SELLING ULTRA-Blue 7"x11" Signs; comedy, general, re-ligious; 50¢ sellers; 15 samples \$1. Lowy, 812 Broadway, Dept. 738, New York 3. np MEXICAN PALM SHOPPING BAGS— Beautiful colors, \$12 doz.; Mexican Black Spiders, wiggly wire long legs, \$8 gross; Mexican Children's Chairs, beautiful colors, \$12 doz.; Aztec Walking Cane, curved end. \$15 doz.; Mexican Saddles curios, \$4 doz.; Mexican Snake Belts, \$30 doz. General Mer-cantile Co., Box 617, Laredo, Tex.

MEXICAN RESURRECTION PLANTS— Special for making money; \$20 thousand, \$3 hundred, 15 samples \$1. General Mer-cantile Co., Box 617, Laredo, Tex.

NEW SILVER FOR OLD! DEMONSTRA-NEW SILVER FOR OLD! DEMONSTRA-tors' dream, positively amazes you! Sure fire money-maker, \$50 day and more! Everybody buys. New sensational product refinishes and replates with pure sterling silver! Retails 49e; 250% profit! Free in-formation; enclose 50e if sample desired. Write Resilver, 7797 W. Outer Drive, De-troit 35, Mich.

PARTNERS, AGENTS WANTED — PAT-ented and patent pending useful home appliances, second to none. Dr. Roberts, 111 N. Stevens St., Valdosta, Ga. my30

PITCHMEN, SALESMEN, DISTRIBUTORS— Red hot seller on 15 seconds demonstra-tion. Amazing mysterious acrobatic dolls, Work in lucite covered stage. Terrific seller, nothing else like it! Hundreds of dollars weekly. Retail \$1.50, cost 60¢, samples \$1. Nica, Inc., Box 6681, Dallas 19, Tex. jn13

PITCHMEN! I HAVE ONE THAT REALLY moves. Long profit. Write for free in-formation. J. R. Jewell, 905 S. 16 St., Lincoln, Neb.

RED HOT AND SENSIBLE 7x11" ILLUS-trated color blended light reflecting signs; 2000 varieties. Sell everyone. Trial offer, \$1; 15, \$6; 100 best or free sample and catalog prepaid. Koehler, 335 Goetz. St. Louis 23, Mo. my30

WAGON JOEBERS—WE MANUFACTURE
7 ass't styles in genuine leather. Key
containers in low price field, carded goods,
all samples \$1 postpaid. We have jobbers in
Texas. Ohio. Wisconsin. Gameiser Mfg. Co.,
23 Frankfort St., N.Y.C. 38. WALLET-SIZE COMIC CARDS - WONDER-

ful novelty advertising gift for discerning businesmen. Complete set is 15 cards; 3 different sets, #1, #2, #3 Hathaway Specialties Associates, 145 S. College Co. cialties Associates, 145 S. College St., Ak-ron 4, Ohio.

YOUR OWN BUSINESS — SUITS, \$1.50; Overcoats, 65e; Mackinaws, 35e; Shoes, 12½e; Ladies' Coats, 30e; Dresses, 15e. Enormous profits, Catalog free, Moro, 558-AF Roosevelt, Chicago 7.

#### ANIMALS, BIRDS, PETS

A BLACK ANGUS MIDGET BULL-WELL formed and gentle; for rent or for sale. Waldo Post, Clayton, Ill.

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Continued on page 72



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Continued from page 72

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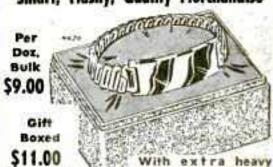
Joseph Bros. S. Wabash Av. "The Watch and Diamond House"



IDENTIFICATION BRACELETS Men's Bracelet, Polished ... Gr. \$9.00 Ladies' Bracelet, Polished .. Gr. 12.00 Ladies' Double Heart, Gold Plated Gr. 18.00
Men's Expansion Bracelet Dz. 3.00
Signet Ring, Adjustable Gr. 5.50
Anklet, Double Heart Gr. 27.00 Burgess Vibro Engraver ... Ea. 6.50 25% deposit with order, bal. C.O.D. Send for FREE C-53 Carnival Catalog.

SINCE 1909 300 W. NINTH ST., KANSAS CITY 6, MO

Men's IDENT. BRACELET Smart, Flashy, Quality Merchandise



spring bar pins. Write for New '53 Ident. Catalog! Heath Distributing Co. Manufacturers and Distributors 3252 Vineville Ave. Macon, Macon, Ga.

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#### INSTRUCTIONS BOOKS & CARTOONS

LEARN VENTRILOQUISM IN ONE LES-son; big demand, including comedy act; \$2, no stamps. Ward, 624 Clinton St., Brook-lyn 31, N. Y.

YOU CAN ENTERTAIN FOR ALL OC-casions with our Trick Drawings and Rag Pictures. Catalog 10¢. Balda Art Service, Oshkosh, Wis. my30

#### MAGICAL APPARATUS

A BRAND NEW #23 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog Buyer's Guide, both 50¢ wholesale. Nelson Enterprises, 336-B, S. High, Co-lumbus, Ohio. in 20

DOLL HOUSE ILLUSION—GOOD CONDI-tion, easily packed, \$60 f.o.b. Syracuse. Rodney Swift, 616 Velasko Road, Syracuse 4, N. Y.

MINIATURE RADIOPHONE FOR Mentalists; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 S. High, Columbus, Ohlo. jn20

#### MISCELLANEOUS

MINIATURE STEAM TRAIN, LIKE NEW for transportation or amusement; fea-tured January Popular Science. For particulars write Mary Martin, 166 So Lemon, Orange, Calif.

PERSONALIZED PHOTO STAMPS—REAL photographs in stamp form. Paste them on your stationery, cards, belongings, luggage, etc. Send your photo or negative with order; 100 for \$2, 50 for \$1. Mersal Co., 5713 Euclid, Cleveland 3, Ohio. jn6

YOUR NAME IN HEADLINES ON STANDard newspaper page; make up your own headline; 3 different, \$1; not over 36 let-ters each; headline blanks, \$30 per thou-stand. Andrew Quirk, Box 1351, Dept. 14. Hartford 1, Conn. jn6

#### MUSICAL INSTRUMENTS. ACCESSORIES

ANYONE INTERESTED IN BUYING HAM-mond Organs, B 40 Speakers or Leslie Vibratone Speaker, check my ad on the Rink Skaters page. Don McElhinney, Box 207, Marion, Iowa. my30

#### PARTNERS WANTED

GIRL 19 WISHES MALE PARTNER AND catcher for trapeze aerial team. Box 859, The Billboard, 1564 Broadway, N.Y.C., N.Y.

#### PERSONALS

PAUL LEMERY (HAS ANIMAL ACT), write me at my home. Bill Green, Orford, N. H.

WEST 56TH STREET, N. Y. C. (NEAR 5th Ave.), ideal location; 2½ room apart-ment, semi-furnished, suitable for business women or couple. Call Digby 4-1057, 9 to 5.

#### PHOTO SUPPLIES DEVELOPING-PRINTING

AT LAST IT'S HERE! THE NEW VICTOR portable direct positive Camera. Com-pact, light in weight and amazingly simple to operate. Write for details. Benson Cam-era Co., 166 Bowery, New York 12, N. Y.

CARNIVAL PHOTOGRAPHERS — PIED-mont Direct Positive Cameras and largest stock Eastman D. P. Paper, chemicals, sup-plies. Write for catalog. Memphis Photo Supply 123 S. Court. Memphis. Tenn my30 COMIC FOREGROUNDS & BACKGROUNDS. Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin, St. Louis 6, Mo. Danville, Ill.

DIRECT POSITIVE PHOTOGRAPHERS-We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill.

EASTMAN DIRECT POSITIVE PAPER, cameras, lenses and accessories. Marks & Fuller, Inc., 70 Scio St., Rochester 4, New

PHOTO BOOTH OUTFITS CHEAP—ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. tf.

SHOW PEOPLE BUY PIEDMONT D.P. Camera for dependable service; ground glass for precision focusing. Our cameras are also sold by Memphis Photo Supply Company, Memphis, Tenn. Piedmont Camera Mfg. Co., 425 S. Worth St., Burlington, N. C. Phone 6-2701, day or night. jn20

#### PRINTING

ALWAYS SPEEDY, RELIABLE SERVICE, lowest prices, 14x22 three-color window eards for all indoor and outdoor amusement purposes, \$8 hundred; larger 17x26 size. \$12.50 hundred. Bumper cards. Tribune Press, Dept. BB-M2, Earl Park, Ind. jn6

#### ATTENTION! If you want to INCREASE RESULTS use this eye-catching DISPLAY-CLASSIFIED

style of ad see first page this section

PROCESS EMBOSSED BUSINESS CARDS Black or blue ink, \$3.95 1000 postpaid. Fast service. Standard Specialties Co., Box 4382-B, San Francisco, Calif.

SUPER EMBOSSED BUSINESS CARDS with calendar on back, \$8.95 per 1000, P.P. or ½ with order, balance c.o.d. Dick-erson Printing Co., P.O. Box 133, Marion.

WINDOW CARDS—14x22 AND 11x14. THE Bell Press, Winton, Pa. jn27 1000 BUSINESS CARDS, \$2.95 PREPAID; simulated engraved, \$3.50, seven lines. Sample free. Normandie Business Service, 406 S. Spring, Los Angeles 13.

#### SALESMEN WANTED

ANYONE CAN SELL HOOVER DuPONT Nylon Uniforms for beauty shops, wait-resses, doctors, nurses, others. In white and colors. Exclusive styles. Top quality Low priced Exceptional income. Real fu-ture. Equipment free. Write fully Hoover, Dept. M-109, New York 11, N. Y. jy25 SALESMEN REPORT BIG MONEY SELLING our home-size, fire-resistant Insurance and Abstract security vaults. Hamilton Safe Co... Beloit, Wis. jn6

#### TATTOOING SUPPLIES

A-1 TATTOOING MACHINES - DESIGNS. colors, needles, outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83rd St., Los Angeles 3. jy4

BEST LOCATION IN SOUTHWEST FOR good elderly tattooer. No letters please; come on if sober Playmart, Illi Main St. Fort Worth, Tex.

LEARN TATTOOING-15 BASIC LESSON course, \$25. Illustrated brochures of course and tattooing supplies, 25c. Zeis Studio, 728 Lesley, Rockford, Ill. PROF. TATTOOING OUTFIT FOR SALE-Act quick, G. S. Matthews, 3131 Inman, Ferndale, Mich.

#### WANTED TO BUY

ARTISTIC ITEMS FOR LAWN AND HOME; specialties for mail order. A. K. Schmid, 331 Rider Ave., Lancaster, Pa.

CONCESSION TENTS, CARNIVAL Wheels, Hobby Horses, Kiddle Rides, Candy Floss Machines. What have you? Write details. Well's Curiosity Shop, 20 South Second St., Philadelphia 6, Pa. tf USED TRAMPOLINE FOR USE BY BOYS' club Write information on size, condi-tion, price. Jefferson Athletic Club for Boys, 35th and Lincoln Sts., Savannah, Ga.

WAX FIGURES FOR CRIME SHOW— Dillinger, Hauptman, Jesse James, Dalton Boys, etc. No junk. State full description and lowest cash price. Globe Sales, Box 279,

### HELP WANTED DISPLAY-CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word-Minimum \$3. CASH WITH COPY.

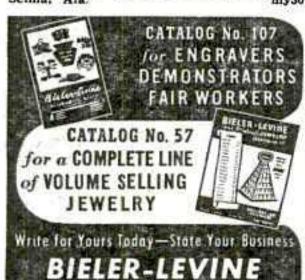
DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line-Minimum \$6.

Forms Close Thursday for the Following Week's Issue

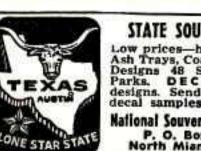
ANN KAHLE WANTS MAN TO WORK Dark Room in Mug Joint, also Agent for Short Range, Midway of Mirth Shows, Au-

DRUMMER — IMMEDIATE OPENING ON territory band. Guaranteed salary. Send full information in first letter. Cliff Kyes Orchestra, Box 611, Mankato, Minn. my30 COMBO, TRIO, DANCING—SUMMER Re-sort July, August, Trade vacation for room, meals and half of gate. Inn Hotel, Okoboil, Iowa my30

GIRL OR MALE DRUMMER IMMEDIATELY,
Steady location, 6 nights; good salary; no
shows. Write Corrinne. General Delivery,
Selma, Ala. my30



5 N. Wabash Ave., Chicago 2, Ill.



STATE SOUVENIRS ow prices-high profit.

Ash Trays, Coasters, etc. Designs 48 States and Parks. DECALS, 600 designs. Send 50s for 12 decal samples. National Souvenir Mtg. Co. P. O. Box 286 North Miami, Fla.

GOOD MUSICAL TRIOS WANTED—ALL types of combinations. Send 8x10 photos with references to Phillip Bernard Agency, 2306 Westfall Rd., Rochester, N. Y. my30

ORGANIST (WITHOUT ORGAN) FOR grandstand show at fairs. Williams and Lee, 464 Holly Ave., St. Paul, Minn.

ORCHESTRAS, COMBOS, TRIOS, SINGLES: wanting engagements Florida Gulf Coast; send full particulars, photos. Gulf Attrac-tions, Rt. 2, Box 502, Pensacola, Fla.

#### TELEPHONE SALESMEN

Experienced on Radio Promotions. Former NRP and ARP men preferred. Good commission and year 'round work,

RADIO & VIDEO PRODUCTIONS 111 West Washington St. Greensboro, N. C.

TENOR MAN, TRUMPET MAN FOR MID-west territory orchestra. Guaranteed weekly salary. Contact Jess Gayer, 2023 N. Huston, Grand Island, Neb.

TRUMPET PLAYER FOR SOCIETY COM-bination. Must read as well as know "standard" tunes; play good rhumbas; pre-fer some vocal or entertaining. This is steady location work for a sober, reliable man. Lushes, please lay off! Write Box C-337, Billboard, Cincinnati 22, Ohlo. my30

WANT-FIRE EATER, GUITAR PLAYER, Sword Swallower, Pin Cushion, others, Salary P.C. C. Miller, Continental Shows, Oswego, N. Y.

WANTED—STEEL GUITARIST; EXPERI-enced, for Western band; good salary, steady work; start June 1 or 15. Write Box C-338, c/o Billboard, Cincinnati 22, Ohio.

WANTED-ALTO OR TENOR SAX, DOU-bling clarinet; also a first Trumpet Man for old-time half modern band; \$85 and up per week; year 'round job; on location in winter; home every night. Write or call in forenoon. Johnny Haider's Orchestra, Box 113, Mandan, North Dakota. Tel. 2434.



DON'T WAIT, DON'T DELAY -PLACE YOUR ORDERS TODAY!

\$5.00 doz.—minimum order 2 doz. In gross lots-\$57 gross. Terms: 25% with order -balance C.O.D. F.O.B. Long Island City

Bona fide jobber inquiries invited.

★ To be featured on the Howdy Doody TV show for four months starting May 15th.

★ Millions of Howdy Doody fans will want these hats-stock 'em, show 'em and you'll sell 'em!

\* Ready made sales for you by America's supersalesman—Howdy Doody

★ Sturdy white drill sailor with eye-catching red trim and red pompom. Howdy Doody and Name stenciled in blue on brim.

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Compact! Light! Simple to Operate!

(weighs 7 lbs.) No photographic experience needed. Follow the simple, illustrated instruc-tions and produce sharp and brilliant pictures, both indoors and outdoors with-in 2 or 3 minutes. Your customers are everywhere TREMENDOUS PROFITS on a small investment . . Finished photo, including frame, costs you 2c . . Write for free circular . . Don't hesitate . . Orders are coming in fast.

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A Riot at Parties

\$6.50 Doz. Postage Paid. Send \$1 for Sample and Catalog. HOLLYWOOD HOUSE Mig 2262 Norwic Place Altadena, Calif



Attention, Promoters!

The New Retractable BALL Only

Sample

Dozen

Gross.

Guaranteed

Not to Leak Not to Smudge PRESS BUTTON-IT WRITES

New

MIRACLI

PRESS CLIP-POINT DISAPPEARS Immediate Delivery-Any Quantity 25% Dep., Bal. C.O.D.-2 Samples, \$1.00

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Terrific value, asst. colors. 1 doz. \$20.00 dz. 20" RAYON PLUSH BEAR, doz. to ctn. \$11.50 dz.

10"x8" PLUSH SCOTTY DOG. asst. colors, \$6.00 Dz. In Gross Lots .. \$5.75 dz.

F. O. B. N. Y. C. 36" CHUBBY CLOWN, MULTI-25% Deposit color, silk taffeta, plastic with order, mask face, 11/2 \$17.50 dz.

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Distributors Wholesalers Sub-Mfrs. ONLY Idents-Aluminum and Brass Plaques for Ladies' and Men's Stretch Bands Raw Brass or Polished and Plated, With or without Push Pins Souvenirs, Novelty Jewelry. Sun Mfg. Co. 509 Nicholson, N.W. Washington, D. C.

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MINIATURE CHARM KNIVES

Single blade, highly polished. Length closed 1\2 in. No. B10C6. Per Gross ......\$10,50

MINIATURE HUNTING KNIFE WITH LEATHER SHEATH 4 in, overall. Pearl effect handle. No. B10C104. Per Gross ......\$24.00

TINSEL HEAD INSIDE HUMMER FLYING BIRDS

No. B38N27. Per Gross ...... \$ 7,20 CELLULOID FEATHER DRESSED DOLLS With High Hats, Earrings and Canes.
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With High Hat No. B38N81. 71/2" ...... \$ 7.20 Gr. No. B38N18. 12" ...... 27.00 Gr. 

HAWAIIAN LEIS

No. B46N27, 11/16" (imp.) ....\$ 1.75 Gr. PARASOLS No. B26N26. 18" Paper Parasols \$ 9.00 Gr. No. B26N7. 23" Paper Parasols 16.50 Gr. No. B26N11. 24" Rayon Parasols 3.75 Dz.

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No. B26N9. 32" Rayon Parasols 6.00 Dz.

CARNIVAL SUPPLIES No. B38N9. Lizards with 20" No. B38N10 Frogs with 20" tube 16.50 Gr.

No. B38N20, Rubber Ring Tail

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Full of Carnival Novelties, Premium Merchandise, Costume Jewelry, etc. Please State Business. (Catalogs not sent to individuals.)

N. SHURE CO. 200 W. ADAMS STREET

14K GOLD PLATED

Famous Geneva DeLuxe very thin, wafer model, brand new, 7J fancy dial, streamline case.

Write for free catalog

Special price banded One year factory guarantee

25% with order, bal. C.O.D. 222 Calumet Bldg Miami 32, Florida Phone 82-6473



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Consists of 12 dozen pieces. At least 12 different items in every deal. Some items formerly 25-cent retailers. Cleaning out odds and ends in our inventory. All sales final and NO C.O.D ORDERS, PLEASE. About 500 deals available. No more when gone. Shipped by Express only.

FP144—PER DEAL.....\$9.00

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Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plastar Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise. Catalog Now Ready—Write for Copy Today IMPORTANT: To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.





Engagement Ring, \$3.00 Dox. Wedding Ring, \$1.63. JUST OFF THE PRESS—NEW CATALOG No. 55 for Engravers, Demonstrators, Fair Workers. Also No. 70 for Jewelry and Ring Demonstrators. Division of Mahren Ring Company. Showing Over 750 Ring Styles.

discount. Consult catalog. MeBRIDE JEWELRY CO. 1261 Broadway at 31st St. N. Y. 1, N. Y. 

# PARK—CIRCUS—CARNIVA



RUBBER LAPEL MONKEY

S1.75 Doz.

ATLANTIC CITY

TWILL CREW

\$4.50 Doz.

CHECKER BE BOP CAPS \$45.00 Gr. 66.00 Gr. JUMBO BANANA CAP ........ 5.75 Dz. 7.50 Gr. #26 JUMBO MOTTLE PADDLE BALLOON. LARGE PAINTED RUBBER HORSE ..... 5.50 Dr. MEDIUM PAINTED RUBBER HORSE .... 3.25 Dr. 63.00 Gr. 36.00 Gr. INFLATED RUBBER MONKEY ...... 3.25 Dz. 36.00 Gr. INFLATED RUBBER ELEPHANT ..... 3.50 Dz. 40.00 Gr. WEE WEE HUNTER KNIFE & SHEATH .. 2.00 Dz. 21.00 Gr. DANGLING PAINTED CLOWN ...... 2.25 Dr. 24.00 Gr. 14.40 Gr. 7" TINSEL FEATHER DOLL ...... 1.30 Dz. 36.00 Gr. 12" TINSEL FEATHER DOLL ...... 3.25 Dz. LARCE RUBBER SWORD ...... 2.00 Dz. 22.50 Gr. POP GUNS ...... 1.50 Dx. 16.50 Gr. 18.00 Gr. SNAKE BOW TIES ..... 1.75 Dz.

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912 ARCH ST., PHILA. 7, PA. MARKET 7-1225 OR **MARKET 7-2283** 

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Newest novelty with plenty of mirth-provoking action! Doz. \$2.25. Gr. \$23.00 INCH CRUCIFIX — PEARLIZED. Gold-plated Corpus. Packed in gift box. 1 dox, asstd, per box. Up to \$1.50 re-box, \$2,00. Gr. \$23,00 tailers! Special job price .... Dox, \$3,00 6-INCH CRUCIFIX - PEARLIZED. Gold-

NOVELTY LAPEL RUBBER MONKEY. LOVING CUP SALT & PEPPER SETS.
Newest novelty with plenty of mirth- Chrome finish shaker set in window display giff box ...... Doz. Sets \$4.00

1/3 deposit with order, balance C.O.D. Include postage on all prepaid orders. Giant 132-page catalog to be ready in 2-3 weeks. Reserve your copy now, stating your business.

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Money cheerfully refunded if not completely satisfied, MYRLO CO. CLEVELAND 13, OHIO 2168 W. 25TH STREET

CARNIVAL & BINGO SUPPLIES CATALOGS BEING MAILED OUT NOW BE SURE AND MENTION YOUR LINE OF BUSINESS MIDWEST MERCHANDISE CO. HANSAS CITY, HO.



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WRITE FOR YOUR COPY OF CATALOG NO. 152 Listing-

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- SPORT PENDANTS
   ANKLETS
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   RINGS
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FREE VIBRO-GRAVER

WITH EACH ORDER AMOUNTING TO \$100.00 OR MORE.

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Crush proof, jumbo size, asst. colors. Something different in Leis. 1 Gr., \$7.20; 5 Gr., \$30.00; 20 Samples, \$1.00 postpaid. Also Jap Leis, Carnival Supplies.

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In Two-Toned Bronze or Gold Finish With popular electric movement

\$5.60 Ea. in tots of 6 Sample, \$6.25. With 40-hour wind movement.

\$5.00 Ea. in tots of 6 Sample, \$5.50.

NEW LOW PRICE ON BRONZE HORSES Send for free 1953 catalog. 25% deposit, balance C. O. D., F. O. B. Brooklyn, N. Y. Open account to rated concerns only. If not for resale, dd federal tax.

HOUSE OF BRONZE 1497 Myrtle Ave. Brooklyn 37, N. Y GLenmore 6-1840

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New Government -Home Unit \$5.95

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Say good-bye to FLIES—MOSQUITOES—MOTHS—ANTS—
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WALKO PRODUCTS for
HOME and INDUSTRIAL insect control. HOME CONTROL opens a brand-new field
of 60,000,000 prospects never
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Specialty Opportunity of the Specialty Opportunity of the year — Don't Miss this one. Both machines manufactured

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Write today for free information—or for quick action—send for Salesman's samples.
HOME UNIT \$3.00 — INDUSTRIAL UNIT \$6.00. Samples are shipped prepaid.

WALKO INDUSTRIES, Dept. J-53 Box 652, Highland Park, Illinois

ATTENTION, JOBBERS There Are Big Profits in Decals when you deal direct with manufacturer! COMIC DECALS, GIRLIE DECALS, TWO-SIDED DECALS, TOURIST DECALS, SOUVENIR DECALS, GAG DECALS, DECAL SIGNS. Send 25¢ today DECALS, DECAL SIGNS. for generous assortment of samples. IMPRINT ART PRODUCTS, Inc. 611 Manhattan Ave., Brooklyn 22, N. Y.

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Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

#### BANDS & ORCHESTRAS

CHARLIE WALTERS-FOUR MOODS—
"That Big Little Dance Band," desires steady week-end location thruout summer season within New York and New Jersey. Last location 2 years; union; versatile. Write 119 Audubon Ave., New York City 32

CIRCUS STYLE BAND—UNIFORMED, EX-perienced. Fairs, celebrations, shows. For prices, open dates, write Bandleader, Box 197, Lebanon, Tenn.

ORCHESTRA — MODERN, VERSATILE, well organized, experienced; union; doubles, vocals; 4 or 5 pieces, wants engagement after June 13. Phone or write Milo Hall, leader, 3401 33d Ave., W., Seattle,

TRIO-PIANO, DRUMS, DOUBLING VO-cals; tenor sax, doubling alto and clari-net. Commercial minded, versatile; union; sober, dependable; location only; go any place; two weeks' notice necessary on pres-ent job. Will also take agent. Frank Bruno, 212 N. Ninth, Herrin, III. Phone 28501. my30 TRIO-TWO GIRLS AND A GUY. VARIETY dance music, fine vocals; cater to re-quests. For publicity, 3754 Sydney, Fort Worth, Tex.

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CARNIVAL ELECTRICIAN — DIESEL OR transformers, A-1 with plenty rall and truck show experience; married, dependable, drive, strictly sober; never missed an opening; best of reference. Require top wages. Join on wire anywhere. A. R. McGuire, 32 Main St., Garden City, Savannah, Ga. (Phone: 9661 days.)

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ACCORDIONIST — STROLLER FOR BAR, hillbilly band, Western act, or? Consider all everywhere. P.O. Box 1324, Washington 13, D. C.

ALTO, SAX, CLARINET, DOUBLE FLUTE— Age 29; single; will travel; union; draft exempt; don't drink, co-operative and ex-perienced. Eddie "Del" Gludice, 136 Oak St., Lambert 3-0491, Paterson, N. J.

AT LIBERTY-PIANIST; UNION; PLENTY experience shows, read well; good com-mercial style; references. Pianist, Box 824, Neptune Beach, Fla.

AVAILABLE IMMEDIATELY - DRUMMER-AVAILABLE IMMEDIATELY — DRUMMERvocalist; solid beat; trumpetman, doubling
valve trombone; pianist, doubling vibes,
accordion. Will travel if job is legit. Shows,
Latin cut in stride, all essentials necessary.
Name, semi-name experience. All replies
acknowledged. "Bill," 212 Green, Morgantown, W. Va. Phone 9669.

BASS MAN-READ, FAKE, BOW; DANCE and symphony experience; available immediately. Joe Roberts, 887 Cascade Ave. S.W., Atlanta, Ga.

CIRCUS CALLIOPIST—EXCELLENT MUSI cian, great faker, double other instru-ments. Air Mail, Jake Kisler, Craig, Colo.

DRUMMER-AVAILABLE AFTER JUNE 10th. Fully experienced, small combo; union; cut shows. Phone 9550, Freddie Clarke, Daytona Trailer Park. Daytona Beach, Fig. 105 HAVE YOU SEEN



### COMBS

American made heavy full 5-inch black pocket comb.

> **51.00** per gross

Postage prepaid. Cash with order.

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Write for Catalog The GALENTINE CO., Dept. B South Bend 24, Indiana

DRUMMER — UNION; MODERN STYLE; experienced; specializing in small combos. Available for summer engagement. Musi-cian, 102 Rauber St., Rochester, N. Y. jn6 ORGANIST—HAMMOND AND PIANIST; experienced. Write M. Ekedahl, 11 Lib-erty St., Jamestown, N. Y. Telephone 83-921.

PIANIST—EXPERIENCED; CAN SING. Desire cool location job in resort area. Available June 1. Bob Williams, 717 Iowa Ave., Iowa City, Iowa. my30 PIANIST — READ, FAKE, TRANSPOSE; light classics, solos, double accordion for strolling. Desire summer job. Box CH-155, c/o Billboard, 188 W. Randolph, Chicago 1, III.

PIANO MAN—AVAILABLE FOR SMALL commercial unit. Prefer Fla., La. or Texas. Give details. Musician, 558 South Hull, Montgomery, Ala.

TAKE-OFF GUITAR — WESTERN RADIO unit preferred. Name Western experience; union; sober; go anywhere. Cut or no notice. Musician, 708 Beech St., Gaffney,

TENOR AND TRUMPET FOR COMMER-cial combo. Do comedy. Write E. B. Berry, General Delivery, Omaha, Neb.

TENOR, CLARINET, TROMBONE—LOCA-tions; read, fake, shows; age 31; married; trailer. Musician, 11037 Vanowen, North Hollywood, Calif. Phone Sunset 34702. jn6 TRUMPET, COMEDY VOCALS — GOOD combo; know all the tunes; name experience; Sacramento area preferred. Brownie, Box 121, Pollock Pines, Calif. my30

TRUMPET—AGE 40; ALL AROUND EX-perience; minimum salary, \$125. 4002 Dempsey Rd., Madison 4, Wis. my30 TRUMPET—AVAILABLE JUNE 1; WILL satisfy all demands, Carl Tribble, Box 396, Garnett, Kan.

#### PARKS & FAIRS

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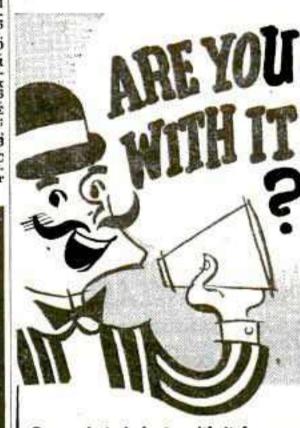
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Per 1000 2.90
Hoops (Hoop-La-Rings), all sizes
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### Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

#### New York

Exhibitors at the first semiannual market week, sponsored by the Costume Jewelry Manufacturers' Association of New York, announced that the supply of rhinestone jewelry would be tight by late fall. The supply of rhinethe latter, altho increasing pro- price list. duction, will not be able to meet the demand by the end of the Pittsburgh:

The Presion Company, wholesale jobbers of gifts, toys, sou-Burlington, Vt. The shift, said the usher at Forbes Field for 38 years. 20 fast-selling plastic novelties, . . . Coin Machine Agency offers

fast-selling jewelry items at lowest carry more items.

factory prices. Stephen's catalog was designed especially for its agents. No wholesale prices are shown-only the selling prices. A white space is reserved on the front cover for the agent's name and address. The firm name does not appear anywhere in the catalog. The agent has his own catalog stones is adequate at present, but to show a prospect. Stephen has replacements are difficult to ob- also added a custom line of jewtain. Formerly imported from elry to its nationally advertised Czechoslovakia and Austria, the religious line. The firm asks that rhinestone supply has been cut agents write for a free copy of off from the former country, and the catalog and a confidential

Gus Miller Sr., proprietor of Miller's Wonder Store, has celevenirs and novelties, formerly of brated his 72d birthday and the New York, has moved its complete 43d anniversary of his store, a organization to 54 North Street, novelty outlet. Miller was head

firm's Jack H. Press, will permit | . . . Preferred Distributing Combetter coverage of the company's pany has taken on a line of aluaccounts in Vermont, New Hamp- minum ware that includes pots, shire and Northern New York percolators and whistling teaket-State. . . . Parisian Art Products, tles. . . . Incrocci Novelties Comnow manufacturing a complete pany has come out with a collie line of soft vinyl plastic novelties, this season to add to the spitzes, announces a new catalog featuring bulls, boxers and terriers it makes.

such as the Hobo and Nudie Doll. a wide variety of costume jewelry Stephen Products claims that from a dime upwards. . . . A. H. more profits and more sales will Rapport Company is completing be made when agents show the its new catalog which this year new Stephen catalog of over 200 will be better co-ordinated, and

### Coney Island, N. Y.

Continued from page 59

Latina Logan, calypso dancers; Elser Charzoni, fire dancer; Louis Traponi, kokoma; Maraca King, dancer supreme; Eunice Martin, snake charmer and Carrie Adams, Aunt Jemina, for the ballet: Ann Smith, levitation; Rube and Al Lenz, magicians and inside lecturers; Johanna, bear girl; Francesca Lentini, three-legged man; Martin Laurello, revolving head man; Maraca King, doubling in and outside in calypso dances; Elinore Valentine, seal girl; Bob Melkin, two-faced boy; Slim Curtis, skeleton dude man; Mary Krasinski, serpentina, and Bill Gregory and Bob Winkler, inside lecturers for the main show exhibits.

Steeplechase Park has installed in the corner of its roomy Television Hall a new exhibit of 25 oil paintings and water colors by Reginald Marsh, a noted artist showing scenes of both the park and the beach all categoried and assembled to good visual effect by Marie Tilyou, daughter of the late George, Sr., and sister of George, Jr., and Frank, operators o' the park. Marie also continues as treasurer with Jimmie Onorato, general manager. Another new park asset is a parking lot that replaces a bathing pavilion on West 19th Street entrance.

Jacobs Brothers, Mike, Fred and Joe have transformed their doll rack on Surf into a richly appointed photo gallery, one of the prettiest of its kind on the Island. They also operate a balloon-dart game next door, and the same doll rack moved to a few doors away. They are also negotiating for a site for the erection of a large skee ball alley.... Al Leser, formerly with Irving Shapiro's Arcade in Feltman's Park, is newly partnered with Hy Algurt, in a new balloon-dart game on Surf. . . . Many Coney friends attended the funeral services on May 10 of Mrs. Joe Kaufman, who had operated Fun-inthe-Dark on the Bowery ever since the death of her husband about a year ago. Sons, Murray, Norman and Leo survive and will doubtless take over Fun super-

Dave Rosen, in addition to his Palace of Wonders on Surf, has taken over a corner (W. 12th) site across the street, heretofore tenanted by Albert Falcon and the Blue Bird Casino, and opened another freakery in opposition to the Palace. This occupies one section of the premises. The rest continues as a bar and grill in which Rosen is partnered with

sellers; Al Kantor, ticket taker; the Shaw brothers who operate Justin Wagner and Harry Valen- two Howard Johnson eateries I large pictures tine, outside talkers; Tylo, Me- near by.... Nick and John Garrow chanical man; Dave Leer and have decided to quit the sign biz in order to confine their interests more to concessions which now comprise a Fun House in Feltman's Park, a new Walking Charlie game, West 15th and the Bowery and another new Fun House, Bowery and Stillwell Avenue.... Leon Shusman, son-inlaw of the late Fred Canfield, oldtime Coney showman and concessionaire, has been appointed general manager for Mrs. Frances Canfield's bottle, star and goldfish games and doll rack, all Bowery concessions. . . Jerry and Martin Soffer are managing a goldfish game, Bowery and W. 15th, the only one of its kind on Coney.... Bowery block from W. 15th to Schweickert's Walk, has undergone a new paving job by Joe Bartoilin, who, besides being a street face lifting contractor, also operates a Greyhound Racer concession in Feltman's Park.



A fast-selling item. Brings a look of utter amaxement to the face of the

Nothing beats ALCO'S MYSTERY PUFFS!

WATCH THE SCOTTIE DOG (11/2 inches high) SMOKE A CIGARETTE BEFORE YOUR VERY EYES. Or see a dollar bill, a sketch or any object smoke—and putf a cigarette. IT IS ABSOLUTELY AMAZING. IT WILL AMAZE YOUR FRIENDS

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EXCEPTIONAL GOOD VALUE,
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30" POLAR BEAR, white,
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Bear, cotton stuffed. \$27.00 \$76.50 NEW CLOWN BEAR Bear, cotton stuffed. \$27.00 \$26.50 No extra charge for samples, 15 pieces for \$30.75,

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ADVANCE NOVELTY CO. 7000 W. WARREN AVENUE Phone: TYler 8-5240 DETROIT 10, MICH. Pipes for Pitchmen

By BILL BAKER

CARTER'S MED SHOW.... is operating around Dennison, Tex. Unit is using three performers in addition to the owner and uses sidewall canvas only.

AFTER CLOSING . at the Tulip Festival in Holland, Mich., Speedy Ross will leave for Chicago where he will work in a store until the fairs season gets under way.

HENRY H. VARNER . . . the Akron pitcheroo letters that "I caught the Hagan-Wallace Circus at Barberton, O., and saw a real, strong performance. It's a goodlooking organization. I also visited the CFA group in Urichsville, Ohio."

JACK GREENFIELD . . pipes from New York: "In Herald Square here is a statue of Minerva, goddess of wisdom and patron of the arts, combined with a clock. At every hour two large mechanical bronze figures take turns striking a bell with hammers, the number of strokes coinciding with the time registered above on the that purpose."

W. G. BARNARD . . . owner of Natural Foods, Cleveland, and topflight pitchman, advises that John Maney is improving rapidly from a serious illness which has kept him from his office for eration and Kelmans decided on several weeks. Barnard says that the switch which appeared to be Maney is one of Pitchdom's oldest proving out in a big way on gadget workers, being of the old opening week-end. Herb and school of George Covell, Jimmie Morris Nelson, speedboat opera-Simpson and Jack O'Brien. In re- tors, are operating the row boat cent years Maney has conducted a concession. The boats are availwholesale specialty business in able in an area bounded by the Cleveland and also has assisted in shore, the two river line piers the promotion of numerous shows, including the Cleveland Home and Flower Show where he conducts a section of specialty items. Barnard says that Maney is making his home at 3606 Prospect Avenue, Cleveland, and urges the boys and girls in the business to drop him a brief note or card during his convalesence.

"I CAME IN ... here to work the Morgan-Lindsay jewelry and found my friend, A. J. be permitted. (Jack) Beard on hand with his After that he'll head for Natchitoches, La., where he will reopen his embroidery and rug needle school which boasts a membership of

PITCHDOM WAS . . shocked to learn of the recent death of W. X. (Billy) Meyer at his home in Downers Grover, Ill. Widely known among circus and carnival folk as well as pitchmen, Meyer long suffered from heart disease and quit pitching because of the ailment in 1950. From Canada to the Gulf of Mexico and from New York to the Dakotas, Meyer was recognized as one of the oldest pitchmen in the business. His friends not only included showfolk and pitchmen, but city officials and factory-workers and owners as well. Better than 50 years of his life was spent on the road and he always rated as a fivestar narrator and letter writer to Pitchdom. When advised of Billy's death, an old trouper friend, Jack Brown, of Hattiesburg, Miss., wrote: "I don't know if they serve grits or gravy or buy glass cutters in heaven, but if they do I know Bill will be in there pitching for the big tip." Meyer is survived by a daughter, Mrs. Ruth M. Campbell, advertising account executive and industrial motion picture producer, and granddaughter, Ruth L. Campbell.

BIG AL WILSON . . . is at the Tulip Festival, Holland, Mich., with Kid Ward, the comb Miami. "I've covered much territory and made the Pipe Smokers Show at Flashlight, Nev.," Al pens. "Jimmy Kare is here as is Fat Mc-Donald. Glen Hosberg is seriously ill at the Hillside Trailer Park, Oklahoma City, and I'm sure he'd like to read letters from friends in

the business. Peco is here on polish and doing a good job. Speedy Ross, the little med wizard, also is on hand, as are Charlie Burke, coils; England Brothers, lavendar; Red Gunn, Jerry Trigg and Marie Ward, who is purveying flowers."

### Indian Point

Continued from page 59

being trained to take his place among the macaws, flamingos, deer and llamas.

A large log cabin, with stockade fences extending from each end, houses the entrance and souvenir shop. Much of the dense growth in the pine woods was thinned out, but enough remains to create a real jungle-like atmosphere. The area includes three natural pools and a monkey island surrounded by an artificial moat. A number of animal enclosures are built right in to the natural setting.

To Plug Jungleland The effects of advance advertising were evident over the dial. Out of a crowd of tourists week-end when a number of inand sightseers watching those me- quiries were received. Kelmans chanical bronze figures was Sol said that a big portion of the Addis, my old chum. While walk- park's advertising budget would ing toward Times Square, Sol said: be spent on selling Jungleland. 'I'd love to have that statue as a The painted boards already up bally to get a tip, because the fel- on all approaching highways on low who invented it made it for both sides of the river will be supplemented. The bumper strips available for all visiting cars and buses will feature the novel zoo.

The renting of row boats, a lake operation for many years, have been moved to the river. At the lake, the boats were a spotty opand a floating boom. The row boat charges are 35 cents per person for each half hour. The 24 boats each have a capacity of four. The concession was operating at capacity several times over the week-end.

### Seek Park Ban

Continued from page 59

five and dimer with hats and use (such as D Residential) shall

"What my ordinance will do," French embroidery and rug needle Finley explained, "is to change set-up," letters D. R. Tyler from the law and eliminate amuse-Alexandria, La. "Jack was getting ment parks from D Residential. plenty of long green with his lay- I will have such parks placed out. He plans to close his store under A Commercial. In addiafter another week and will then tion, it will be a requirement that take a two-month vacation thru a 'use permit' be obtained from Indiana, Kentucky and Michigan. the Zoning Board before such places are permitted to operate. This will close the door on the legal argument being made by the applicant on Stenton Avenue that he is automatically entitled to a permit for the amusement park without a hearing before the Zoning Board and that the board has no right or jurisdiction in the matter."

Julian B. Shapiro, president and general manager of the Stenton Park Corporation, said that he expected to spend \$100,-000 for a kiddle roller coaster, tank rides, jeep rides and a Toonerville trolley. David Pincus, attorney representing the residents of the area, presented the Zoning Board with a petition signed by 1,200 persons objecting to the amusement park.

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- Made from a brand new compound especially developed for outdoor selling.
- Available S-T-R-E-T-C-H-E-D for bigger value at the handout.
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Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

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Christensen, Dorothy
Christensen, Mrs. Geo
Church, C. L. Kernes, Robert King, Mrs. Annie Lee King, Mickey Kirkland. Monroe Knippenberg, Jackie Knoll, Jack Church, C. L.
Cohen. John A
Cole, Smokey
Coleman, Geo. Thos
Coleman, Mrs. June
Coleman, Thelma
Collins. Wm. (Pop.
Comfort, Ted & Mrs.
Cooke, Mrs. Dana V.
Coon, Robt.
Copeland, N. H
Crago, Louis A
Crickloff, Wm
Crider, R. L.
Crouch, Delbert L
Cunningham, Mrs. Knoll, Jack Knott, Dorothy

Knott,
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Knott,
Kosterma,
La Berta, O.
Lamier, Larry
La Mont, Zeek (L.
La Mont, Zeek (L.
Lamorris. William
Louis A
Louis Chai
Delegarin.
Green, Jerry
Garr, Thomas
Halstead. Virginia
Hrinda, George
Jacobs, Terrel
Levitt, Maurice & Mrs.
Lewis, George F
Lewis, Sam
Lewis, George F
Lewis, Sam
Lewis, Victor
Lewis, William
Liedtke, Doris Martin
ogan, Ed & Mrs.
Bernard Leo
Slim

a
C. L.
Twisto) DeCamp, T. E.

(e/o Mark Ellis)

Debean, W. A.

Decker, Claude & McCormack, C. L.

(Twisto) McCoy, I. B. McFarland, James McGarry, Ace McGell, Frank

Dedrick, Ted L. Dedrick, Ted L.
Delano, Phillip J
DeMarrs, Eva
Demetro. Betty
Denby, Buck
Denby, J. B.
Dennis, Mrs. Jack
Desjordan. Thos
Demetro, Dewey
Dewald, John
DeWayne, Richard
DiCorte. David V
Dillon, Mrs. Phyllis Dillon, Mrs. Phyllis Dionne, Ed C. Marshand, Noah & Mrs. Docen, Clarence E Docen, Clarence E Dodge, Dorothy Donato, John Dorrell, James Victor Drake, Mrs. James Drew, Robt. Henry Drury, Mrs. Ada DuFault, Ronald Duffee, Mrs. Earl Duffy, Mr. (Girl Revue

McGhee, H. McKinnon, Norman McMillan, Mrs. R. J. McNamee, Daniel I. McRorie, Arthur Lee

Medlin, Jimmy

Martin, Kurt Mayer, Betty J. Mayman, Gilbert & Dugan, James
Duncan, Dick
Du Vell, Sunny
D'Winter, Lynn
Earle, Mr. Jackie
Earnhardt, E. E.
Eaton, Jack Elliott, Alfred Elliott, Mrs. Ralph Ellis, Buster Eule, Helen & Erwin

Eule, Helen & Erwin
Evans, Erime

Evans, Walter S.
Farlen, Harry Ernest
(Brown Skin Models)
Farmer, Hunter & Moore, John T.

Farrell, Pat
Feller, Mrs. Whitey
Fisher, Mrs. Florence
Fisher, Kathryn E.
Fisher, Melvin L. & Mullins, John J.
Fisher, Melvin L. & Murray, Irene
Nagode Jr., Frank

Mitchell, Steve
Moore, Anthony W.
Moore, Anthony W.
Moore, John T.
Moorehouse, Hawley
Downey, Arthur L.
Downey, Gloria
Downey, Arthur L.
Fisher, Mrs. Fern
Miss Downey, Arthur L.
Downey, Gloria
Downey, Arthur L.
Foundation of the provided and the

Serafin, Frank J. Sherrow, Jerry Shoemaker, W. H. Short, J. E. Naldrett, Stanley Nations Greatest Niclols, Mrs. Herb
Novack, Gabe
Novak, Mathew
O'Brien, P. J.
O'Day, Pat & Kasha
Oliver, Donald A.
Olsen, Osmond
Oversteen

O'Day, Pat & Kasha
Oliver, Donald A.
Olsen, Osmond
Overstreet, Robert L.
Osborn, Martin

Osborn. Martin

Luther
Owen, Jack
Owens, Ulyses G.
Padgett, John E.
Page, Gene
Paluga, Frank & Mrs.
Parker, Mrs. Thelma
Fisher
Parson, G. R.
Pasulla, Helen
Paull Robert

Odell
Smart, Frank
Smith, Dick & Dot
Snowbar, John & Mrs.
Spiegle, Diamond Jim
Spillmah, Dick
Spillmah, Di

Adams, Nick
Adams, Tommy
Admire, Irving J. C.
Alland. Maurice
Allen. Henry S.
Allen. Mr. Jessle Jos.
Allen. Mr. Jessle Jos.
Allen. Mrs. Mildred
Amarantes Rev
Anderson, Paul
Arger, Tom A
Arger, Tom A
Argus, John
Ashton, Shirley
Ashton, Shirley
Averill, Wm.
Baggett, James & Mrs.
Bailey, C. W. Curley

Folk Celebration Show
Ford, Chester
Fox, Harry
Ford, Chester
Fox, Harry
Fox, Chester
Fox, Harry
Francis, D. J.
Pasulla. Helen
Pasulla.

Prusick, Chester Punch, Dick Purrington, Eddie Pyle, Thomas W Quintero, Little George Thornton, Richard T.

Swank, Harold Dean

Swank, Harvier Talbott, Stanley William

Taylor, Robert
Edward
Taylor, Tiny Bill
Tenski, John Charles
Thomas, James (Tex)
Thomas, Robert L.

Tives, Macoronie Slim (Grandstand Worker) Tivner, Frank & Mrs.

Villemarie, Joseph R. & Mary C. Villemarie, Mrs. Mary

Kenneth Dormeyer Williams, E. & J Williams, Gene

Williams, William

Tyler, Hamp Utah Exposition

Waite, Kenneth Walsh, Earl & J. Walsh, Mrs. Joe

Watson, Paul

Wavcaster, Paul Weber, John H.

Raiston, Vaugho Raner, George Raven, Gloria Ray, Lottary Ray, L. W. Harlinger, R. C Harris, Bili O Hart, Louie Haverstick, Girard Hazelwood, H. & Mrs. Raynell, Nellie Reed, James Emmit Reed, James K. Remiey, Mrs. Marie Remiey, Silas

Renay, Judy
Rice, W H.
Rielly, Charlie
Roberts, Scotty
Robinson, Lawrence (Costello) Weinstock, Glora licen N. Westlake, Rose Westmoreland, Melvin Rodiguez, Alleen N. Romanauskis, Ross. Frank Alphonse Rossum, J. H. Van Rowell, Jimmie

Alphonse
H. Van
Mie
Mie
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Mie
Mite, Mrs. Anna
Wicks, Alfred
Wikie, Paul Vernon
Williams, Albert
Williams, Billy, or
Manual December Holman, Maxine Hompton, Mr Goidie Royal, Spinner Hope, Mrs. Jack Ruscitto, Mrs. Ruscitto, Miss C. Huckleberry. Bobbie Russell, Robert C Huggens, Robt. Aaron Hughes, Jack Humphrey, Mrs. Ryan, Harry Rymer, James D.

Humphrey, Mrs.
Gladys (Blondie)
Hunt. Al Whitey
(Wallet)
Sager, Mrs. Gladys
Sandlin, Mrs. Luther
Schilly, Patrick Thos.
Hunter, Miss Billie
Huntley, LeRoy H
Schoolcraft, Curtis
Jackson, Jerry
Jessop, Harold J
Sceley, Larry
Williams, Wil Seeley, Larry Seldman, Charles E.

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Comoton, Hal
Di Phillo. Charlie
Dorsey. O. W.
Egan. Adrieene
Graves. Ward C
Gross, Benj.
Haier, Ester

Kane. Paul
Lathabee, Ruby
Levin, Seymour
McDermott, W. H
Mavel, David
Prout, Mary
Walter, C. E.
Waterman, Martin C.
Williams, C. L
Wright, Will
Yoder, Floyd
Zero, Thomas

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Madam Marie
Maddy, Lottie Mae
Mangus, C.

Anderson, Leslie B.
Allan, Lee
Sykes Baer, John (Dutch)
Batchelor, Mary
Bateman, Charles F.
Baysinger, A. S. Baysinger, A. S. Baysinger, James Beckner, Mrs. Vergie Marshfield, Pfc. Artie Bell, A.
Mason, Harry W
Mathis, Youles
Martin Fig. Cambell, Lee Bernell Cambell, Lee Roy C.
Carey Jr., Thos. P.
Carl, Robert Earl
Chidester, William J.
Chilcott, Ed
Cole, David B.

Metcalf, Bill
Miller, John Adam
Mitchell, D. Miller, John Adam
Mitchell, D.
Mitchell, George
Mitchell, G. L.
Mitchell, Jack
Mitchell, Jimmie
Mitchell, Mrs. Rose
Mitchell, Steve
Moore, Anthony W. Day, Elden Deather, Eugene Delancy, Edna DelMar, Robi

Galiano, Raymond Gawle, Kathleen Grindstaff, Leonard Grubb, Marion E. Grutel, Jack Gulliford, Loyd Hagan, James V. Halstead, Mrs.
Virginia G.
Harris, Owne Alfes
Hardy, Mrs. Betty
Harvey, Henry
Herrington, Lawrence

Hightower, H. D.
Hill, Frank
Hoffman, Louis
Holston, J. F.
Horne, Raymond Chilcott, Ed Chilcott, Ed Cole, David B.
Connon, John W.
Cooper, Floyd E.
Cowboy Mac and His
Texas Rangers Huff, Floyd & Mildred
Creighton, Mrs.
Mamie Humphrey, C. H.
Hyland, Mrs. R. C.
Davis, Jaquline
Davis, Ken
Hyman, Harry H.
Kernes, Jim
Keller, Charles
(Montana)

Alice Koenig, Alice Elizabeth LaMont, Bob Leahey, James
Leventine, Mickie
Little Wolf, Earlene
Lynn, John J.
McCormack, Dan
McKee, John W. Madison Brothers Menzel, Adolph Paul Mills, Ida Mitchell, George Moore, Raymond C. Moreno, Tito M.

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\$12.00 gross Min. not less than 1 dox. of any ring number.

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Stevens, Grant
Stevens, Wando
Stewart, Carla
Tate, Lester & Essle
Tavenier, Forrest Nolte, Irvin E.
Nortensen, Arthur
Norwood, Wm. H.
O'Dell, Jimmy
Osborne, Bill
Phelps, Fred
Phillips, J. W. E.
Pierce, Robert E.
Pierce, Wendell R.
Poole, Jim
Presley, Mrs. Gerri
Puerner, Mr. & M.

Poole, Jim Presley, Mrs. Gerrie Puerner, Mr. & Mrs. Waters, Tim Joe Walters, Charles Raymond, Charles Rector, Kenneth A. Reed, Ivan Rich, Arthur A. Ridings, Chas. Roberts, Jimme Roeder, Herman Ross, Clarence E. Ruhl, Joseph A. Salerno, Michael V.

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Thomas
Warren, Robert
Waters, Mrs. J. A.
Webster, Frank
Wells, Glenn
Wells, Mr. & Mrs.
Lem Wetherbee, Mrs. Harold Schaffee, Jimmy
Schmitt, UWe
Schneider, Mrs. C. E. Williams, Lea
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Sharkey, Thomas F. Wilson, Mrs. A.
Simmons, Luetta S. Zimmer, Florence



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**BIG FETE PLANNED** 

# T&L Opens New Cincy Qtrs. June 7

week for the Sunday, June 7, in the coin machine industry, grand opening of new head-quarters which are being completed at 1663 Central Parkway utilized for brilliantly lighted, Goldstein and Syd Block, comcoin machine industry to the af-fair, to be highlighted by gifts, Shortly after organization of prize awards and refreshments.

Occupancy of the new quarters by T & L will mark the fourth time since the firm's 1936 founding that it has been necessary to move because of company growth. Originally it was located at 1505 Elm Street, but business expansion too, were outgrown and the company constructed its present home at 1321 Central Parkway. Continued business growth is the rea-

Goldstein and Block say that Kentucky.

CINCINNATI, May 23.—Ar- the firm's new home is one of the rangements were being made this outstanding buildings of its kind here for T & L Distributing Com- chrome trimmed, showrooms, havpany, coin machine outlet. Len ing tile flooring. Other features of the building are an elevator and pany founders, are inviting all improved loading and shipping operators and members of the facilities designed to improve

Shortly after organization of the firm, the partners were joined by Goldstein's brothers, Ted and Paul, who remain with the firm. Goldstein has been the active manager of the business throughout its existence with the ex-ception of the years 1942 to 1946, when Block piloted the firm while soon made necessary a move to his partner was a member of the 1420 Central Parkway, the local Air Force. Ted and Paul Goldcoin row. Later, these quarters, stein also saw service during World War II.

Another well-known member of the T & L staff is Morry Goret, school on Bally products will be who is in charge of the phono- held at the headquarters of the

### Westchester Ops Hold Third Annual Dinner

ELMSFORD. N.Y., May 23.— Representatives from the fol-

and a bouquet of American Beauty roses to Mrs. Pavesi. Max Klein made the presentation.

The entertainment program was topped by the singing of Collins, Audivox Dorothy Records.

Other performers included Sonny Curtis, Coral; Bob Manning, Capitol; the Four Aces; Dick Todd, Decca; Dick Lee, Essex; Bernice Parks, Mercury; Mort Lindsy, Jubilee; Vince Massey, and Tommy Mara,

Jubilee. Artists who attended included Raymond Scott and Ralph Marterie. Mindy Carson and Johnnie Ray wired the WOG that they had planned to attend, but that their schedule had forced them to cancel their plans.

#### **Defer License Action**

FRANKLIN, N. H., May 23 .-The city council deferred action on an ordinance licensing pinballs until its June meeting because the chairman of the ordinance committee was not present.

A capacity house of nearly 400 lowing associations and firms members of the Westchester were at the dinner: Atlantic-New Operators' Guild, their guests, York, Bruno-New York, The Billmembers of record firms, distrib- board, Young Distributing, utors and representatives from Times-Columbia, Dave Simon, other operator associations gath- Mike Munves, Runyan Sales, the ered at Bill Reiber's Farm here Connecticut State Operators' Asso-Tuesday night (19) for WOG's ciation, Local 105, Decca Records, third annual banquet.

Highlight of the affair was the presentation of a gold wrist Manufacturing, Capitol Records, watch to President Carl Pavesi Leslie Distributors, Cosnat Distributors, the New York .State Operators' Association, Seacoast Distributors, Dave Lowy, Malverne Distributors, Coral Distributors, Koeppel Distributors, London Records, Bob Menashe, Alpha Distributors, Modern Tobacco, de Perri Advertising, Al Simon, Standard Factors, People's National Bank of Westchester, Apollo Records, Audivox Records.

The music was provided by Don Joseph and his Bayside, L.I., ork. Don Baker was emsee and Malcolm Wein was toastmaster. The committee in charge of the event consisted of Seymour Pollak, Nate Bensky and Jim Smith.

The WOG was founded three years ago for the purpose of eliminating cut - throat competition, improving working conditions for operators and their employees and stabilizing the coin-operated music and amusement machine industry in the county.

Members of the organization today control more than 90 per cent of the juke boxes in the

### Coinmen in 3 States Propose Trade Czar

By ALLEN M. WIDEM

HARTFORD, May 23. - Key Connecticut, Massachusetts and Nev York coin machine operators have been thinking of the possibilities of advocating appointment of a national trade czar, similar to the post held by Eric A. Johnston as head of the motion picture industry.

"We need some national coordination and top level policy thinking," is the way one topgrussing Connecticut coinman put | field." it. "I don't mean by this elimination of the national or the regional coin machine organizations, but rather a national figure to

tainment medium, is considered one of the finest because of his powerful public relations approach to government," said another coin operator.

"There is much to be gainedand nothing to be lost-in appointment of a national czar," \$50,000 to engage in the coinstill another operator pointed operated amusement machine out. "I'm not the one to recommend any one man for the job, were Pete Wood, Norman Proctor but I feel that we should con- and Ruther Proctor, all of sider ourselves a big business Hopkinsville. field and not just a Johnny-Come-Lately in a fly-by-night

"The Music Operators of America and the State groups are fine units," was the opinion of a has been granted a State charter Northeastern operator, "but we're to operate coin - operated marepresent this great, thriving seriously handicapped by lack of chines in Los Angeles County. industry to government, finance a national spokesman to address Authorized capital is 2,000 shares, public relations meetings, gov- no par. Incorporation papers "Johnston—as was the late Kenesaw Landis in the baseball field—is respected nationally, and his industry, also an enter-

### ANGER COSTS HIM PLENTY

NORTH WILKESBORO, N. C., May 23 .-- A local citizen got his dander up after losing a penny on a weighing scale and his final bill for his attitude will run him about \$500.

After getting on the scale and finding it didn't work, the disgruntled patron threw the scale thru a department store window. Later, after cooling off in the jail for awhile, he proceeded to wreck all the plumbing in his cell. The repairs for the store and the plumbing was estimated at \$500.

# **Donan Distrib** Plans 3-Day

CHICAGO, May 23.-A service son given for T & L's new build-ing, four blocks north of the firm's present site.

Who is in charge of the division. The firm is Donan Distributing Company, Wurlitzer phonograph distributor 5007 N. Kedzie Avenue, June in Southern Ohio and Northern 16-18. It will be the first such school in the Chicago area since 1949.

Donan general manager, Don Moloney, said that a three-day session was planned in order to accommodate the anticipated heavy attendance of operators and servicemen.

"We have had many requests," Moloney said, for a Bally school in this territory. We have asked operators and servicemen to let us know in advance the particular day or days they will attend. I want to emphasize every one is welcome to attend all three days, tho each session will cover much of the same ground. Operators one day of the school will get | a complete brushing up course on current and recent Bally products and if they wish to attend a second or third day they will be more than welcome."

Sessions, Program The sessions will begin at 10 a.m. and run until 4 p.m. A buffet luncheon will be served at noon. The school will be based on this six point program:

1. How to get maximum benefits from wiring diagrams, relay charts and other printed instructions.

2. Tracing circuits the easy way 3. How to simplify service calls. Preventative maintenance. 5. How to keep games at

naximum operating efficiency. 6. Insuring maximum play appeal and earning power.

### Perkins Kin Dies In Los Angeles

LOS ANGELES, May 23.-Funeral services were held Friday (22) for Leo Perkins, who passed away Tuesday (19) following a cerebral hemorrhage. A retired broker, he was the father of Herb Perkins, owner of Purveyor Distributing Company, Chicago.

Other survivors include his widow, Catherine; two sons, Ray and Joe, and two daughters, Marie and Betty. Interment was in Holy Cross Cemetery, Los Angeles.

#### New Ky. Coin Firm

HOPKINSVILLE, Ky., May 23. -Pete Wood Music Company, this city, has been incorporated with authorized capital stock of business. The incorporators

#### Charter L. A. Firm

SACRAMENTO, May 30. — J. & L. Amusement Company, Inc.,

### BREATH CONTROL

### Lion Designs Unit To Aid Handicapped

Lion Manufacturing Company, at home. Lion is the parent corporation of Bally Manufacturing Company. ings and design changes as well Ray Moloney is president of both. as numerous variations of experi-

the turning on and off of TV sets control unit was completed," and channel selection by ampu- Moloney explained, "but it was tees, paralytic and other physically handicapped persons as simple the work was done largely by as breathing. It came into being Wilbur Hample, Lion TV engiwhen Moloney and Paul H. Eck- neer, Charles Troeller, mechanistein, general manager of Lion's cal engineer, and Eckstein. TV division, learned of the plight of Mrs. Mary Kitsmiller, suburban Park Ridge polio victim. An inveterate television fan, Mrs. Kitsmiller has been confined to the telephone type. Breathing an iron lung since 1951. Moloney Sparks Idea

Moloney, a successful manufacturer of amusement units and electronic devices for the past 20 years and with an equally long trol unit proved so unique it not record for helping the under- only resulted in picture and feaprivileged, learned of the courage ture stories in all the local daily of Mrs. Kitsmiller when he do-papers but also appeared on the nated a Lion sent to her earlier newsreel program of Station this year. He instructed the Lion | WGN-TV.

PARK RIDGE, Ill., May 23.- engineering department to work Pointing up the progress and on a unit which would permit higher standard of living result- her to have control over the set ing from equipment developed similar to a normally healthy by manufacturers of coin - oper- person. He reasoned that such ated amusement devices was a a unit could also aid the untold breath controlled television de- number of physically handivice unveiled here this week by capped hospitalized or bed ridden

"It took countless rough draw-The unit was designed to make mental parts before the breath worth the effort." He added that

> The breath control unit is rectangular in shape and measures approximately 2 by 4 inches. It has two mouthpieces similar to The same operation on the other changes the channel.

> When presented to Mrs. Kitsmiller this week, the breath con-

## Ore. Ops Study New **Curfew Proposals**

PORTLAND, Ore., May 23.-Game and music operators however, has promised to conduct viewed with concern a proposal by the Oregon Liquor Control and servicemen attending just Commission this week that would deprive games and phonographs of six hours of play each week. The proposal would require places serving beer and mixed drinks open at 1 p.m. Sundays instead of 7 a.m. as at present.

The issue arose with the advent of the sale of liquor by the drink and is based on some two weeks of experience under the new law. Many taverns, formerly serving only beer, have gone into the liquor business. The Sunday opening hour never became an issue during all the years of beer operation.

Operators are puzzled over the comes from tavern and club interests alike.

As the operators see it, such a change would benefit the clubs

### Slug Problem **Grows in Pitts** Plant Stops

according to James Thompson, control in building sequences. head of Thompson Music Company, one of those victimized.

of the industrial plant stops of played game. the situation, but they explained Lewis and Gensburg pointed that the washers could be pur- out that Silver Chest's excepchased in any neighborhood hard- tionally light weight for a major ware store. Thus the problem amusement game, makes it a remains unsolved.

and not the taverns. The OLCC, further discussion of the problem before passing a new regulation.

## **Genco Delivers** Silver Chest **Upright Game**

CHICAGO, May 23. - Genco Manufacturing & Sales Company has started deliveries on Silver Chest, a new type amusement commission's explanation that game featuring in-line and sepressure for the new opening hour quence scoring, Owners Sam Lewis and Avron Gensburg announced.

Silver Chest is housed in an upright cabinet and requires but 24 by 17 inches of floor space. It is 64 inches high and weighs 190 pounds. Among the new play appeal ideas introduced on the Genco game are: Center lane bonus build - up feature, which scores extra when the letters A. B or C are illuminated; the shooting of six balls one at a time and provisions for the use of six additional balls with the de-PITTSBURGH, May 23.—Slugs positing of extra coins, and are becoming an increasing prob-scrambled number lanes which lem and reducing the receipts on test the player's skill and ingames in industrial areas here, creases the importance of flipper

The player can score up to 20 replays by lighting up three to Thompson reported the finding six numbers in sequence. It is of many brass washers in his possible to tally up 400 replays units. Thompson told managers in the course of a perfectly

good export item.

### Calendar for Coinmen

May 25-Central States Music Guild, Inc., monthly meeting, 805 Main Street, Peoria, Ill.

May 26—Western Vending Machine Operators' Association, regular monthly meeting, Unique Restaurant, Los Angeles. June 4—Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.

June 4-Music Operators' Guild of Michigan, Inc., general meeting, Hotel Detroiter, Detroit. June 11-Music Operators of Northern Illinois, monthly

meeting. Place to be announced. June 15-Westchester Operators' Guild, monthly meeting,

American Legion Hall, White Plains, N. Y. June 16-18-National Confectioners' Association, annual convention and exhibit, Waldorf-Astoria Hotel, New York.

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

# Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

RCA SETS SHOW TUNES. With the latest Rodgers and

Hammerstein musical due to bow on Broadway Thursday (28), RCA Victor has set plans to press and promote two single disks of the show's tunes (Music department).

EP 45 COMPETITION ON. Extended play 45 r.p.m. records have been flooding the market, and the fight for dealer exposure on individual items is fast and furious (Music

2 LABELS TO GET LA SCALA DISKS. Official La Scala opera recordings will be available on at least two labels next winter (Music department).

RCA NAMES CARLTON. Joe Carlton this week was appointed director of popular artists and repertoire for RCA Victor Records (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

# Operators Tie-in Locally on 65th Birthday Campaign

### Radio Stations, Newspapers, DJ's Display Promotion Utilized by Ops

additional listing of public rela- R. I., made arrangements to have tions efforts on the part of operators, distributors and manufacturers in connection with the 65th anniversary of the juke box. Last week The Billboard carried a similar listing, but because of local situations, many commitments were withheld until this week.

Press

NEWSPAPERMEN Red O'Donnell, of The Nashville Tennessean, and Eddie Jones, of The Nashville Banner, writing feature stories on the history of the Juke Box In-

Radio Release GUSTAVE KUNZ, Automatic

CHICAGO, May 23.—Here is an | Music Company, Inc., of Newport Jack Stewart, news commenta-tor on Station WRJM, read a re-lease on the 65th Anniversary.

### Rolin Rolls Along

HAROLD MORRIS, of Rolin Music, Brooklyn, placed special 65th Anniversary signs on all his juke boxes during National Juke Box Week.

### Fertile Promotion

DUANE KNUTSON, of the Automatic Sales Company, Fertile, dustry. Jack Tureman and Dee Kilpatrick were sparking the Kilpatrick were sparking the week of May 24, with Gary Fox, KROX, in Crookston. The Fertile Journal prepared to publish a

(Continued on page 82)

# Sandler Wurlitzer Minneapolis Distrib

NORTH TONAWANDA, N. Y., renovated. The Des Moines office radio station WQAM. May 23.-Bob Bear, phonograph is at 110 Eleventh Street. department sales manager, The Rudolph Wurlitzer Company, an- territory includes 87 counties in records of the week, as selected erans Administration Hospital, nounced the appointment of the Sandler Distributing Company to North Dakota, 64 in South May 23. The stations desiring the Coral Gables, in the name of the AMOA. Presentation will be expand its present territory to Dakota, and 23 in Wisconsin. Two top five in rhythm and blues or



IRVING R. SANDLER

Distributing presently represents Wurlitzer in Des Moines.

In Minneapolis, Sandler will be located at 405 Plymouth Avenue, North, which formerly housed the Roxy Theater. Extensive alter-ations to the building are underway, according to Irving R. Sandler, president of the Sandler Distributing Company. An announcement of the opening is expected shortly. Harold Harter, at one time with the Wurlitzer factory and well known among operators in the Minneapolis territory, will be service manager.

Operators will continue to place their orders for parts at the Des Moines office until the newly acquired building is completely

include Minneapolis for the sale and servicing of Wurlitzer phonographs and equipment. Sandler graphs and equipment. Sandler assigned to United, Inc., of Jakota, and 25 in Wisconsin. Two top live in Injumin and blues of these in hillbilly tunes will get these in disks will be played by the deed assigned to United, Inc., of Jays Friday, May 29, with appropriate territory to bakota, and 25 in Wisconsin. Two top live in Injumin and blues of these in hillbilly tunes will get these in disks will be played by the deed assigned to United, Inc., of Jays Friday, May 29, with appropriate territory to bakota, and 25 in Wisconsin. Two top live in Injumin and blues of these in live in the live Milwaukee.

# CALIFORNIA HIT PARTY ALL SET, SAYS MILLER

### **Event Set for Fresno June 3**; All Industry Members Co-Operate

Anniversary as real civic event."

Miller conducted interviews few days.

The California operators are meeting with groups of disk their support, according to Miller, the 65th Anniversary of the Juke Box Industry in California would exceed any similar type of public relations held in the State.

Anniversary of the Juke Box co-operation of the city fathers, Industry is well underway in school departments, Parent-California," George A. Miller, Teachers Associations, Recreation president and business manager Department, and others, it was of the California Music Guild, pointed out. Wes Elster, Noah We're all for this type of thing. Monte, and Orville Morgan, of "Disk jockeys are co-operating Fresno, are committee members 100 per cent," he continued. handling most of the promotion public relations program that has "Newspapers are giving their for the Hit Tune Party. ever been presented to the Auto-support to the program, and city Recording companies, record dismatic Phonograph Industry." fathers have accepted the 65th tributors, and manufacturers of phonographs are all taking part in the first Hit Tune Party held over radio stations KRE, KARM, in California. The record com-KMJ, KYNO, KGST, and was panies are presenting top stars also to appear on KLX, KROW, and other segments of the indus-KRA, and others within the next try are presenting door prizes for the teen-agers, who have assured an attendance of over 4,000.

Miller anticipates this 65th jockeys all over the State, and Anniversary as the beginning of a new public relations program has been overwhelming. Miller on a yearly basis. The Hit Tune said that from all appearances, Party will become part of the juke box anniversary each year in California.

Labels, which are being issued by the phonograph manufacturers The Hit Tune Party which is to remind the general public of

OAKLAND, Calif., May 23.- the Memorial Auditorium, June Box Industry, are appearing on "The celebration of the 65th 3, is assured of success thru the juke boxes in all parts of the State.

Miller announced: "I feel certain the entire campaign in California will be a great success. I want to pay tribute to The Billboard for presenting the finest

# Nashville Team Set Industry **Promotion Plan**

NASHVILLE, May 23.—Dee Kilpatrick, Mercury's local a.&r. man, and Jack Tureman, secretary-treasurer of Hermitage Music, have teamed up to probeing held in Fresno, Calif., at the 65th Anniversary of the Juke mote the celebration of the 65th Anniversary of the Music Machine Industry in the Nashville area. Hermitage Music, local AMI distributor, announced Kilpatrick and Tureman had lined up two

TV shows and six deejay shows. The TV show, "Music City, U. S. A.," will air an "All Anniversary" show over WSM-TV, May 31. The program will feature old and new juke boxes of AMI, Rock-Ola, Wurlitzer, and Seeburg. The machines are being (Continued on page 82)

# NY Servicemen Join the AFL

NEW YORK, May 23.—Local 786, Automatic Music Servicemen's Union, last week voted to join the American Federation of Labor. The union will be known as the Automatic Coin and Vending Machine Employees' Union, Retail Clerks International Association, AFL, Local 1690.

Officers for the union will remain the same-Frank Calland, president; Barney Schlang, vicepresident; Drew Calland, recording financial secretary, and Harold Henry, treasurer.

The union membership is composed of juke box servicemen in the New York area.

Reason for Move

President Calland said the move was prompted because "the organization can operate more effectively as an affiliate of a (Continued on pae 82)

### AT.-PA., DISPLAY **FOR JUKE WEEK** STOPS TRAFFIC

PHILADELPHIA, MAY 23. -Oscar Parkoff, head of Atlantic-Pennsylvania, local Seeburg distributor, believes in going all out in promoting the 65th anniversary of the Music Machine Industry, This week thousands of passersby at Parkoff's showrooms on North Broad Street in the heart of downtown Philadel-phia stopped to peer at the display in Parkoff's window. Here's what they saw: A new Seeburg model 100-C with a neon sign above reading "65th Anniversary of the Music Ma-chine Industry," flanked by two 4-foot by 6-foot signs, one containing pictures of 200 recording stars and the other carrying a history of the juke box industry, Hundreds of 45 rpm disks from all the leading record companies and two home phonograph units. The display cost Parkoff \$500 to erect. At night, the 5-foot by 15-foot window is illuminated, as is the juke box.

Copyrighted material

# Gets Full Treatment

MAYOR WAXES TRIBUTE

Miami's Promotion

p dged their co-operation in publicing the event, and the newssupport.

president of the Amusement Machine Operators' Association; Al Billboard and Harry Burge, disk jockey and staff announcer at

propriate mention of the indus-

MIAMI, May 23.—Preparations try's anniversary. In addition, rolled into high gear this week many of the stations have agreed made available thru Hermitage for the local celebration of the to broadcast a special transcrip-65th Anniversary of the Juke Box tion made by Miami Mayor Industry, beginning May 24. Chelsie Senerchia congratulating Radio stations in Miami, Miami the music machine industry and Beach and Coral Gables have praising the AMOA for its civic endeavors.

Blatt is scheduled to make a papers are expected to lend their tape-recorded interview with Burge recounting the development The promotional program is of the juke box and its steady being arranged by Willie Blatt, growth as a popular medium of growth as a popular medium of entertainment. This will be broadcast by Burge on his Juke Denny, the correspondent of The Box Serenade program over WQAM sometime during Anni-versary Week. Another feature of the week

The AMOA is supplying the will be the presentation of 25 The Wurlitzer Minneapolis radio stations with the top five all-time hit records to the Vetmade by Denny and will be ac-

(Continued on page 82)

# Juke Box Industry Begins 65th Birthday Celebration

Continued from page 1

school and civic leaders combined no operators, are the industry to sponsor a California Hit Tune

### PRESS RELEASE **GOES TO 3,300** UP SUBSCRIBERS

CHICAGO, May 23. - The United Press released a feature story by staff corre-sp. ndent William Mc Mackin, detailing the history of the Juke Box Industry.

The release was issued to 1,300 newspapers and 2,000 radio stations which subscribe to the United Press service.

The story pointed up highlights in the growth of the juke box as well as a few songs that were popular back around 1885. Included was a list of the numbers which became all-time favorites because of the play they received on juke boxes.

Hir.h Coin Machine Company, Party in Memorial Auditorium, operators contacted their local In California, music operators, Monte and Orville Morgan, Frescommittee members. They were working with George A. Miller, president and business manager of the California Music Guild and of Music Operators of America.

Elsewhere in the Music Machine section is a list of addition-al radio and TV programs which will observe the anniversary. This listing supplements the more than 250 radic and TV shows listed in the May 23 Anniversary Issue of The Billboard.

In all of the States, music

### Mercury Anniversary Package Successful

CHICAGO, May 23. - Kenny Myers, promotional director of Mercury Records, announced the 6th Anniversary package featur-ing 25 all-time favorites designed highly successful.

The deal offers five current sealed package of 25 favorites.

Fresno, June 3. Wes Elster, Noah newspapers with promotional material furnished by The Billboard. By week-end, numerous loca' newspaper stories were published and many more were scheduled for the coming week.

(Editor's note: See separate stories in Music Machine section detailing late developments in the Anniversary celebration.)

### More AMI Labels Asked by Ops

GRAND RAPIDS, Mich., May 23.—William E. FitzGerald, ad-vertising and sales promotion manager of AMI, Inc., announced requests for additional 65th Anniversay labels, to be placed on juke boxes during the anniversary week, were still coming in.

FitzGerald said: "The original printing order was for 96,000 labels. That supply is completely for juke box operators, had been exhausted, and another printing order has been issued."

The labels were sent to all popular releases free with each AMI distributors and secretaries of operator associations,

# 65th Anniversary Plugs Listed by Disk Jockeys

MUSIC MACHINES

CHICAGO, May Billboard last week carried a listing of radio stations and disk jockey programs set to promote the 65th Anniversary of the Juke Box Industry. The listing carried SAN FRANCISCO — KXKX, almost 170 stations, covering a George Schaefer, "Melody almost 170 stations, covering a total of 123 cities in 39 States and Canada. Included were over 250 individual programs.

Here is an additional list of stations participating.

ARIZONA

TUCSON-KVOA, Chuck Webb,

SEEBURG

ROCK-OLA 1432 (50

WURLITZER 1015

WURLITZER 1100

WURLITZER 1250

For

Every

Location

H148M .....\$179.00

H146M ..... 75:00

AMI Model A .... \$225.00

ROCK-OLA 1422 ... 79.00

ROCK-OLA 1426 ... 119.00

selections) ..... 395.00

CLEVELAND, OHIO-2600 EUCLID

**Hideaways** 

You can't lose

because they're from

MUSIC SYSTEMS

Clean Equipment—Ready for Location

Write, wire, phone.

1/3 deposit, balance C.O.D.

148SL

147M

119.00

229.00

359.00

MUSIC SYSTEMS, INC.

146M or 5

"Wax Museum," May 28, 8-8:30 p.m. "The Town Crier," Ben L. Slack Jr., May 25, 15 minutes.

### CALIFORNIA

Merry-Go-Round," May 16, 3-3:55 p.m.

CRESCENT CITY—KCRE, P. A. Burke, "Western Rhythm Roundup," all week, one hour. "Crescent Carnival," all week, one-half hour. "Discussions,"

. . . . . . 139.00

. 44.50

**Wall Boxes** 

3W7-L56 ......\$34.50 (5-10-25¢ 3-wire)

3W2-L56 ...... 12.50

W1-L56 ..... 5.00

(5¢ gireless) W6-L56 ......... 29.50 (5-10-25¢ wireless)

**Export inquiries invited** 

Packard Chrome Wall

BOX (like new)

4820 WURLITZER WALL

LANSING, MICH.—1224 TURNER

TOLEDO, OHIO-1302 JACKSON

Boxes

2-3 p.m. on Tuesday and 7-8 p.m. on Thursday. This program is sponsored by ABC Music Service (juke box operators).

LOS ANGELES-No station given. "Hawthorn" will program one record from the Million Seller list till exhausted.

### FLORIDA

TAMPA-WEBK, Bob Chambers, "Musical Capers," May 25, 8:30-9:30 a.m. WDAE, Chaz Roye, "Today's Top Five," all week, 4-5:45 p.m. Several spe-cial programs will be aired in addition.

### INDIANA

FORT 'VAYNE-WGL, Ann Colone, "Ann Colone Show," all week.

### IOWA

SIOUX CITY-KVTV Thomas Borden, "Visiting Time," May 25, 3:05-3:30 p.m.

### MIMNESOTA

CROOKSTON-KROX, Gary Fox, "Gary Fox Show," all week.

### MISSISSIPPI

CENTREVILLE—WGLC, Simpkins, "The Song Shop," May 22, "Hillbilly Matinee," May 22. "The Grab Bag," May 23, one hour.

### NEW YORK

ROME-WKAL, Lou Barile, "Hall of Records," all week, 3 hours. NEW YORK CITY-WOR. Bill Taylor, a special program.

SYRACUSE - WOLF. Charles Shaw, "Sunrise Serenade," May 25, 7:05 to 8:45 a.m.

### OHIO

SANDUSKY-WLEC, Bob Hinne, "Big Top Ten," all week.

45 minutes. Also special featunes on regular deejay shows.

### PENNSYLVANIA

JOHNSTOWN—Joe Smith, "Rec-ord Rack," all week, 4-6 p.m.

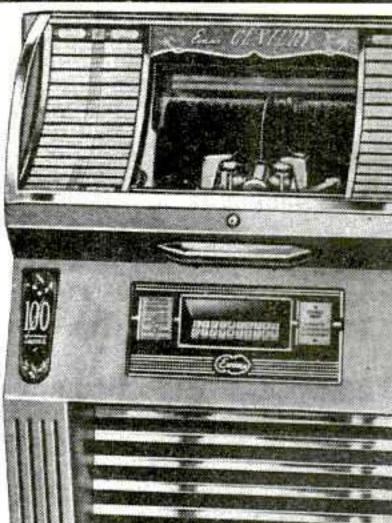
### RHODE ISLAND

NEWPORT-WRJM, Jack Stewart, commentator will read press release.

### SOUTH CAROLINA

CHARLESTON — WHAW, Ray Thomas "Ray Thomas Show,"

### North . . . south . . . east . . . west . . . everywhere RIFLE SPORT and the CHALLENGER attracting customers, old and young, therefore making more profits . . . write for details today! A.B.T. MANUFACTURING CORP. 715 N. Kedzie Ave., Chicago 12, III. LOOK UP



LOOK AROUND Anyway you look 'em over Evans' Phonographs have everything to assure dependable, profitable operating. See for yourself!

LOOK DOWN

### ON DISPLAY AT YOUR **EVANS DISTRIBUTORS**

### 100-SELECTION CENTURY

50 RECORDS

40-SELECTION **JUBILEE** 

20 RECORDS 78 or 45 RPM



OPERATORS: Ask your Distributor for your free copy of the new, full-color Brochure on Evans' Century, or write Factory direct.

H. C. EVANS & CO.

## MIAMI MAYOR PAYS TRIBUTE TO INDUSTRY

MIAMI, May 23.—Here is the text of the congratulatory address made by Chelsie J. Senerchia, mayor of Miami, to commemorate the 65th Anniversary of the Music Machine Industry. The speech was broadcast over radio stations WQAM, WINZ, WIOD, WMBM, WMIE, WWPB and WFEC.

As mayor of the city of Miami, it gives me a great deal of pleasure to extend congratulations to the Music Machine Industry on the 65th Anniversary of its founding. My felicitations also go to the local Amusement Machine Operators' Association, an organization composed of small businessmen, who own and operate the music boxes that provide entertainment.

No one knows who dropped the first coin in a music box, but 65 years ago a group of the original distributors for Thomas Edison's "talking machine" saw the great potential in recorded music for public entertainment. They attached a coin mechanism to this "talking machine"-and thus the music box was born. Crude as they were, the early music boxes were an immediate commercial success, and by the turn of the century the industry was flourishing, tho small by 1953

Today, the nation's 450,000 music boxes use approximately 60 million records a year. Thousands more of these machines are on location in every nation of the world this side of the Iron Curtain.

The local association of music box operators has engaged in a number of worthwhile civic endeavors such as raising funds for charities like the March of Dimes and the Cancer Fund, and is donating and maintaining reconditioned music machines to needy institutions, which otherwise would be deprived of the extra ray of sunshine which music affords. These are commendable undertakings and reflect great credit upon everyone connected with them.

And so, on behalf of the city of Miami and its citizens, I salute the music machine industry and wish for it many, many more years of continued success.

### CALIFORNIA GUILD MAY INCLUDE L. A. COUNTY

LOS ANGELES, May 23 .- An Miller group to be used to fight unofficial gesture of co-operation legislation and moves detrimenby some of the members of the tal to the interests of juke box newly formed Cooperative Music owners. Operators, a social group of Some months ago, Miller disoperators in the San Fernando cussed extending his association Valley, and George Miller, of the into the county. As the limits Music Guild of California, may stand now, Music Guild has Kern open the way for the extension of | County, which adjoins on the the latter association's work into north, and Orange County on the Los Angeles County. Spear- south. At that time Ray Adams,

May 15, 45 minutes. "Melody Merchant," May 12.

### TEXAS

PLEASANTON — KBOP, Ben L. Parker, "Mid-Morning Hayride," one-half hour on May 25, 27, and 29.

### UTAH

PROVO-KCSU, Norman White, "Dance Time," May 25, 10:35-11:45 p.m.

VIRGINIA PORTSMOUTH - WASP, Art Barrett, "Early Morning Frolics," all week, 6-8 a.m. "Coffee ub," 8-8:30 a.m. all week.
"Art Barrett Time," all week, 12:30-1:30 p.m.

Hadley, "Off the Record With The Hadleys," 12:15-1 p.m., all week.

### ILLINOIS

PEORIA — WPEO, Dick Phillip, "Coffee Time," 7:05-8 a.m. May 26. "Early Bird," 5:30-7 a.m. "Paul Beard Show," 5:30-5:45 p.m. all week.

"House of Music," 1:30-4:30 p.m. May 23 and 30.

WIND, Jim Mills, "The Jim Mills Show," 11:35-midnight, all week.

### WGN, Jim Mills, "The Mills Show," 11:30-noon, all week. TENNESSEE

NASHVILLE — WKDA, Roy Smith, "Hayloft Jamboree," 7:15 p.m., May 25, will inter-view Jack Tureman, of Hermitage Music.

WSM, Eddie Hill, "Eddie Hill Show," 11 p.m., May 25, will interview Jack Tureman and Al Englan, an operator.

WMAK, Hugh Cherry, "Hugh Cherry Show," noon, May 25, will interview Leighton Smith, of Sieble Company, Seeburg distributors.

WLAC, Mary Manning, "Interesting People Show," 2:30 p.m., May 25, will interview Leighton Smith.

WMAK, Noel Ball, "The Noel Ball Show," 8 p.m., May 26, will interview Jimmy Claxton, an operator.

LIMA—WIMA, Easter Straker, headed by Ben Korte, contribu-"Jukebox Jamboree," May 16, tions are being made to the fornia Tavern Association, was mentioned as the likely head of the Los Angeles unit.

Cooperative Music is a nonprofit group without officers and at this time, bylaws. Organized this past spring, the primary pur-pose was to exchange ideas with the promotion of dime play, one of the most important projects. The area, thru the co-operation of the various operators, has accomplished much in the move toward dime play.

Korte said that he intended to invite Miller to attend a meeting. The sessions are held semimonthly in the Sky Room at the Lockheed Air Terminal in Burbank. He added that Miller could then discuss the matter and advise whether or not he was interested in extending his associ-

INDIANA

FORT WAYNE — WANE, Doug Hadley, "Off the Record With The Hadleys" 12:15 1 p.m. all work being done by Music Guild. However, the checks will not be mailed until after COMO meets next Tuesday night (26). Other checks are expected to be added to those already on hand.

Walter Hemple, who was in-strumental in bringing the operators together in the formation CHICAGO - WMAP, Jim Lowe, of COMO, declared that since the social gatherings began several months ago there had been a minimum of location topping the area covered by membersoperators.

The meetings are informal with a different operator serving each time as "temporary chairman." So far no officers have been elected, the group preferring to meet in social sessions. Tabs for the dinners have been picked up by distributors on some occasions with the operators dutching on the others.

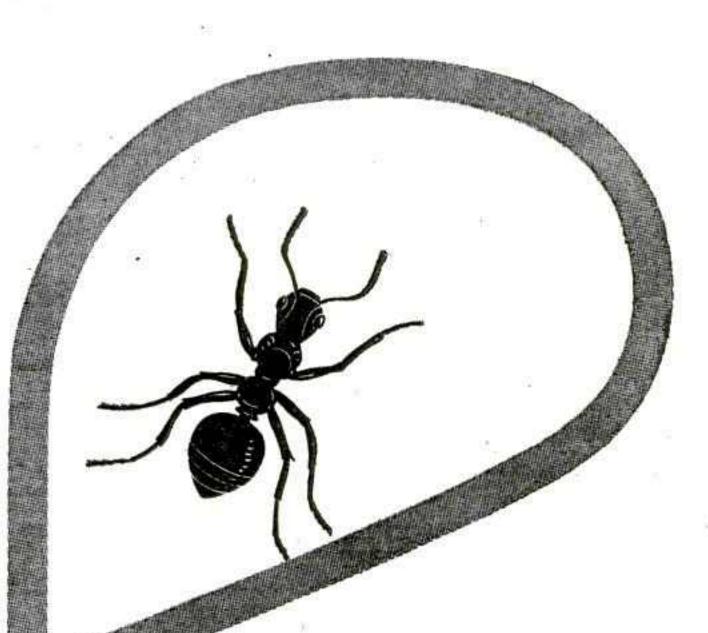
# Scalisi Gets At.-NY Berth

NEW YORK, May 23. - Meyer Parkoff, head of Atlantic-New York, local Seeburg distributor, announced this week that John F. Scalisi has been hired by the firm as assistant sales manager in charge of the Seeburg Selectomatic

Scalisi, a veteran of 23 years in the coin music business, had formerly served as music operator WLAC, Bill Allen, "Today's sales manager for Decca Records Top Five," 3:30 p.m., May 26, and as district manager for Capiwill interview Jimmy Claxton. tol Records.

Copyrighted material

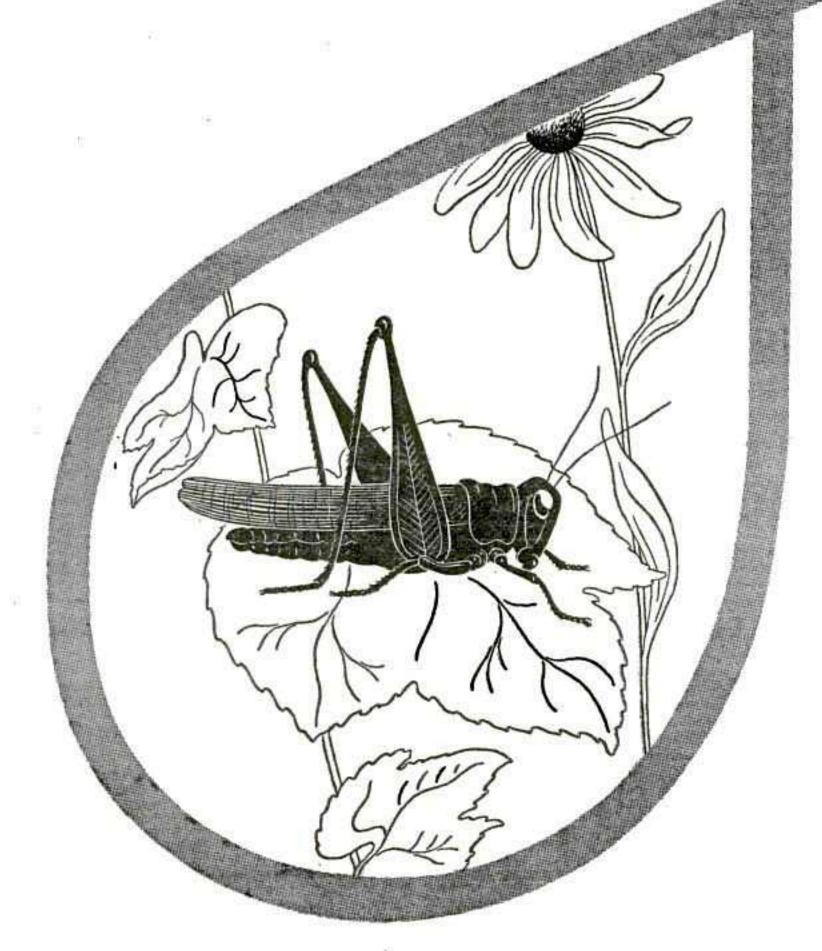
work



and

# play

The old story of the ant that worked while the grasshopper played is well understood by AMI music operators. They know that, like the industrious ant which is never idle, the AMI juke box is always working when someone wants to play.



AM Incorporated

000 00 89

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

MUSIC MACHINES

DETROIT, May 23. — Following is the text of the proclamation presented to the Common Council of Detroit last Thursday (21):

WHEREAS, The Juke Box industry began in 1888 in the formation of the North American Phonograph Company to encourage commercial use of Edison's invention; and

WHEREAS, The first juke box was installed at the Palais Royal Ballroom in San Francisco, November 23, 1889; and

WHEREAS, The Edison Company owned 1,249 juke boxes by June of 1891, and by 1905 juke boxes were firmly established as a means of supplying music in public places;

WHEREAS, 7,500 small businessmen operators own and service the nation's juke boxes today; and

WHEREAS, Today there are 450,000 juke boxes on location thruout the United States, supplying "the music you want when you want it"; and

WHEREAS. The modern juke box offers from 40 to 120 selections, and they are the greatest method of exploiting and making hit music; and

WHEREAS, The word "juke" comes from the old English and Scottish dialect of the 16th and 17th century, and in its original sense it means to hop or skip about like a bird; and

WHEREAS, The juke box is the only medium of public entertainment which enables the customer to hear the tune of his choice when he wants to hear it;

NOW, THEREFORE, BE IT RESOLVED, That this Common Council, assembled this 20th day of May, 1953, does hereby proclaim the week beginning May 24, 1953, as National Juke Box Week in commemoration of the 65th anniversary of the music machine industry, and we urge all citizens to join in this observance.

# Miami Mayor Waxes Tribute

Continued from page 79

local newspapers, including a brief history of the juke box and Green will feature the annivermention of the AMOA's continu- sary, play top five tunes and ing program of donating recon- broadcast the mayor's speech. ditioned machines to charitable

also approached with an invitation to accept a juke box for use on studio programs during An-niversary Week.

A listing of radio stations here, their program directors, and the role to be played by each station during Anniversary Week, fol-

WFEC-Terry Johnston, Will acknowledge anniversary, play The Billboard's top five rhythm and blues selections Friday, May 29, and broadcast the congratulatory message by Mayor Senerchia.

WGBS-Ewald Kockritz. Will acknowledge anniversary.

WQAM-Harry Burge. Presently making frequent mention of the upcoming anniversary and tory message. playing many all-time hits on both his programs, "Juke Box play the top five tunes of the Serenade" and "The Burge Cage." Will play the top five tunes May 29, the transcription by Mayor Senerchia, and the tape-recorded interview with Willie Blatt.

WINZ-Lee Ellis. Deejay Art

WIOD-Scott Bishop. Will ac-Television station WTVJ was knowledge anniversary, play top five tunes on High School Juke Box program Saturday, May 30, and broadcast mayor's message.

> WKAT-John I. Prosser. Will acknowledge anniversary and week.

WMBM-Jack Gibson. Will broadcast a two-hour show (10 a.m. to noon) May 25 in honor of Juke Box Week. Also will play top five rhythm and blues numbers as selected by The Billboard May 29, and will broadcast mayor's address.

WMIE-Cy Russell. Will acknowledge anniversary, play the top five hillbilly numbers as selected by The Billboard, and Continued from page 79 broadcast the mayor's congratula-

WVCG-Bob Stevens. Will acknowledge anniversary and

week. WWPB-Mr. and Mrs. M. L. Carter. Will acknowledge anniand broadcast the mayor's mes-

### DETROIT

# Council Votes **Proclamation**

DETROIT, May 23. - Formal proclamation of Juke Box Week is embodied in a resolution introduced in the Common Council Thursday (21) by Councilman John A. Kronk, and was assured of formal passage at the regular business session Tuesday. This marks probably the first occasion when the governing body of the city has paid formal tribute in this way to any segment of the coin machine industry. (See text elsewhere on this page.)

Plans for a civic banquet to celebrate the event was re-scheduled for September. A major reason for this was the possibility of obtaining major entertainment talent, not possible on the short notice for the earlier date. The fall date also found favor with civic leaders, who pointed out it tied in with their own program. At the same time, the repeated impact of the 65th Anniversary Celebration in the fall, it was pointed out, would renew public interest and give the industry a good send-off for fall business.

Four juke boxes are being presented by the Music Operators' Guild for use in the city-owned Veterans Memorial Building. These will provide entertainment for gatherings of veterans' organizations and especially for numerous youth party programs held in this building.

Spot placements of juke boxes in positions of public interest are play the top five tunes of the planned, according to Irving B. Ackerman, counsel for the Guild, who has been spearheading the activity. These are being tied in with the public notice of Juke Box Week.

> Local disk jockeys are also cooperating in the widespread promotion, including mentions on shows of the official city action.

### N. Y. Servicemen

major national labor movement." He added that the union's policies, including the hospitalization and death benefit plans, would remain the same, and said that the union would continue to co-operate with the New York versary, play the top five tunes, Automatic Music Operators' Association in the best interests of the coin-operated music industry.

# THE BILLBOARD Index Juke Box Wk. of Advertised Used Machine Prices

{{\}}\}}\}\

### Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as Indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, fime on location, ferritory and other related factors.

AMI	Issue of May 23	May 16	Issue of May 9	Issue of May 2
Model A	\$239,50 295.00	\$225.00(2) 239.50 325.00	\$225.00 275.00 325.00	\$225.00 325.00
Model B	375.00	394.50 395.00	375.00 394.50 395.00	394.50 395.00
Model C	395.00 450.00	350.00 394.50 425.00	375.00 394.50 425.00 450.00	375.00 394.50 395.00 425.00
EVANS				325.00
AND CONTRACT TO AND AND CONTRACT OF THE CONTRA				2/5/10/01/05
MILLS Constellation	150.00	169.50		169.50
PACKARD Manhattan	79.50	79.50(2)	79.50	79.50
Model 7	49.50	77.30(2)	17.50	77.30
RISTAUCRAT Ristaucrat	65.00	65.00		
THE SAN SWEET HELETO				
ROCK-OLA 16	125.00			
48 Magic Glow Blonde	295.00			
50-51	399.50 295.00	295.00	295.00	295.00
1948 Blonde	89.50 119.50	79.00 79.50	79.00(2) 119.50	79.00(2) 119.50
THE STATE OF THE S	149.50	119.50 125.00 99.50 119.00	125.00 119.00 134.50	125.00 119.00 134.50
426	149,50	134.50 149.50 150.00	149.50 150.00	149.50 150.00
428		0.0040000-000	249.00	249.00
1428 Blonde		250.00 395.00	250.00 395.00	250.00 395.00
SEEBURG			10000000	1999
146 Hideaway		12	79.00 75.00	79.00 75.00
1-146 M Hideaway			99.00	73.00
H-147 M Hideaway			170.00	99.00
H-148 M Hideaway	199.50	199.50	179.00 199.50	179.00 199.50
1 148 M	585.00	574.50	550.00 574.50	565.00 574.50
X335X	595.00(2)	595.00(2) 650.00	595.00(2) 650.00	595.00(2) 675.00
W-100 B 45 RPM	795.00	100000	050.00	075.00
16	125.00 150.00		75.00 90.00	
46	129.50	150.00	129.50 150.00	129.50 150.00
46 Hideaway	110 50	90.00 125.00	125.00	125.00
1947 Hideaway	119.50	99.00(2) 100.00	99.00(2)	99.00(2)
46 S	1 1202020	99.00 100.00	99.00(2)	99.00(2)
47	159.50	124.50 175.00	124.50 159.50 175.00	124.50 159.50 175.00
47		115.00 125.00	115.00 139.00	115.00 139.00
Advantage of the control of the cont		139.00 110.00 115.00	115.00	115.00
147 5		139.50	139.50	139.50
48 Hideaway	185.00	175.00 250.00	250.00	185.00 250.00
148 Blonde		200.00		20.00
148 ML	209.50	199.00 229.50	199.00 209.50	199.00 209.50 229.50
148 ML Blonde		199.00	199.00	199.00
1941 Hideaway	landa ara	49.00	49.00	49.00
1946 Hideaway	89.50 99.50 175.00	89.50 175.00	89.50 175.00	89.50 175.00
1947 M	245.00	245.00	245.00	
1948 Hideaway	139.50			
WILLIAMS Music Mite	125.00	125.00	125.00	125.00
WURLITZER		88		
015	109.50 135.00	109.50 119.00	97.50 109.50	109.50 119.00
	150.00	139.50 150.00	119.00 125.00 139.50 150.00	135.00 139.50 150.00
017 Kideaway	99.50	99.00 99.50	99.00	99.00
1080	150.00	125.00 140.00	92.50 125.00 140.00	125.00 140.00
100	229.50 275.00 395.00	229.00 265.00 275.00(2)	229.00 265.00 275.00(2)	229.00 229.50 275.00(2)
	373.00	A III III SANTANIANA	300.00	294.50
1217 Hideaway	319.50	249.00 359.00 375.00	359.00 375.00	319.50 359.00
	11/11/202	394.50	394.50	375.00 394.50

# How Was Your Timing on . . .

# "RUBY"

RICHARD HAYMAN Mercury 70115

Now on Billboard's "Most Played in Juke Boxes" Chart

Start leday to time your record buying to cash in on the heaviest disk jockey premotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange new to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be ridingonly the winners for top play the year around!

Yermie	Stern. 2	2 E. 4	5th St	New	York	17
	73		Da	ite	_	-
Please	start send	ing m	e		title str	ip
cards o	of Billbo	ard's	"Best	Buys"	to ec	151
\$	fo	r 3 fe	all mor	ths. Pa	yment	is
enclosed					1100	305
Name	-					00
						_
Address						

Spotted as a Billboard BEST BUY

MARCH 31

Title Strips Ready for Top **Juke Profits** 

MARCH 31

### CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records

-20 cards) delivered weekly for a period of 3 months.

(per (per (per	(for 3 months)	Cards (per week)			Cost (for 3 nonths)
	strips)\$ 9.00	70	(1400	strips)	\$29.00
	strips) 13.00			strips)	
	strips) 17.00 strips) 21.00	90	(1800	strips)	36.00
	strips) 25.00	100	(2000	strips)	39.00

### Operators Tie-In Continued from page 79

feature article on juke box history in its May 28 issue.

### Noble Effort

NOLAN W. NOBLE, Amusement & Music Company, Ventura, Calif., got an informative article printed in the Ventura County Star Free Press by Joe Paul Jr.

### National Coverage

THE UNITED PRESS issued a release on the 65th Anniversary of the Juke Box Industry and National Juke Box Week, to 1,300 newspapers and 2,000 radio stations subscribing to its services.

### Stout Action

GORDON STOUT, of the Gordon

# Nashville Team

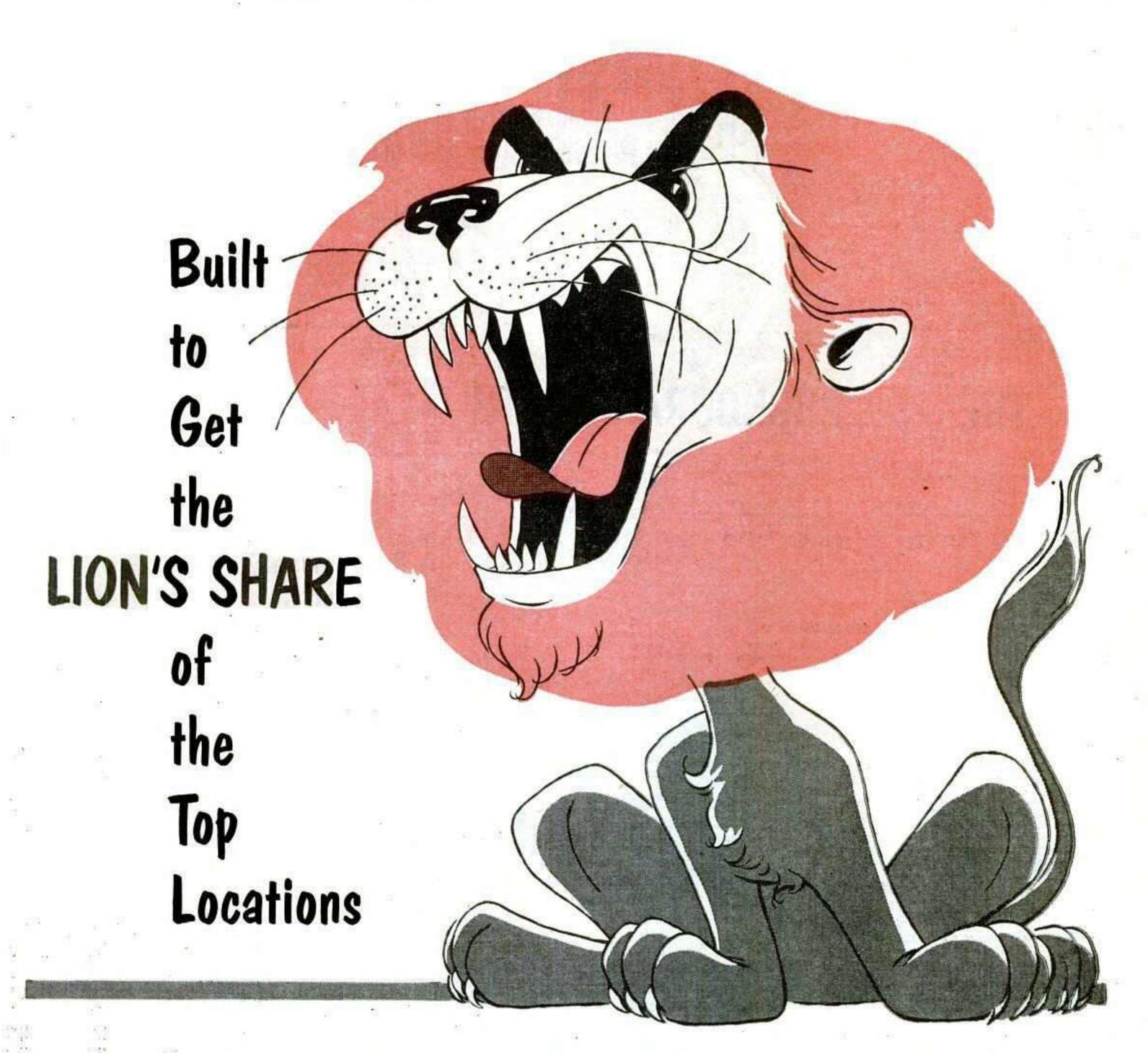
Continued from page 79

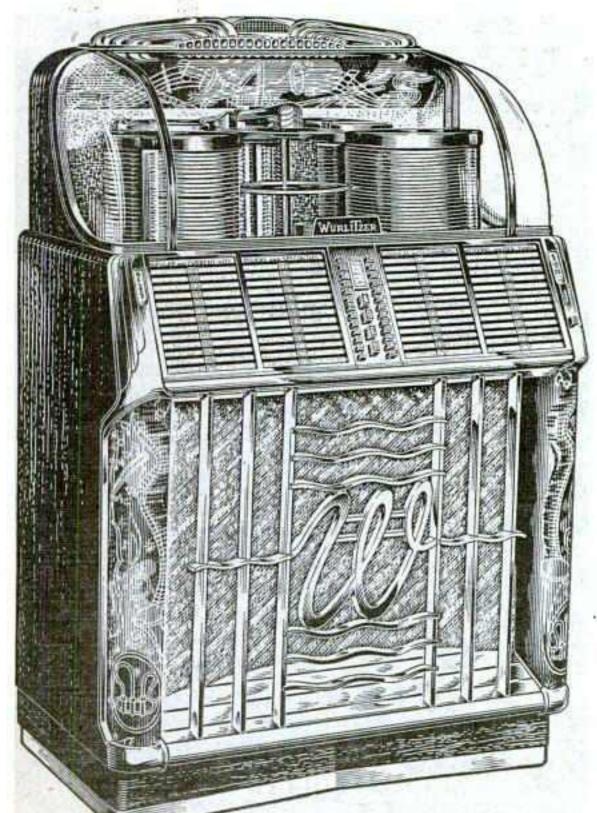
Music. The show will also air photos of old jukes, as well as a complete history of the industry. Disk jockeys skedded for air

pluduring the week of May 23 are Noel Ball, WMAK; Bill Allen, WLAC; Roy Smith, WMAK; Eddie Hill, WSM; Mary Manning, WLAC; and Hugh Cherry, WMAK.

"We are going to show the people of Nashville what the Music Machine Industry has done for Nashville," said Tureman. "We will also show what Nashville has done for the industry. We are confident that much good will be derived from this type of public relations effort."

Stout Company, Pierre, S. D., published by The Capitol Journal made a complete one-man cam- and then delivered a speech bepaign in his territory. He ar- fore the local chapter of Toastranged to have a press release masters International.





# WURLITZER 1500

The 104-selection Wurlitzer 1500 has so many features in its favor, from the beauty of its styling to the brilliance of its tone—it has been acknowledged the leader in the top location field.

The only phonograph to play 45 and 78 RPM records intermixed, its crowd-pulling ability makes it the greatest revenue producer in the history of recorded music.

### WHERE A 48-SELECTION PHONOGRAPH MEETS THE NEED

You are money ahead by installing the Wurlitzer 1600 which will play 45 or 78 RPM, or the Model 1650 playing straight 45 RPM. Each is filled with famous Wurlitzer features and both are proven money-makers. Added attactions are built-in volume level control and lower price.



The Rudolph Wurlitzer Company . North Tonawanda, New York

Copyrighted material

THE PHONOGRAPH WITH 120 SELECTIONS

Model 1436



Revolutionary Mechanism

Proven Performance

Proven **Profits** 

\*Available in 2 models for either 78 RPM or 45 RPM Records

# See, Play, Hear—Order—Your ROCK-OLA FIREBALL at any of the following Showrooms:

### EASTERN

BAILIE DISTRIBUTING CO. 647 South West St., Syracuse, N. Y.

EASTERN VENDING SALES CO., INC. 940-42 Linden Ave., Baltimore, Md.

HACOLA DISTRIBUTING CORP. 265 Franklin, Buffalo, New York

B. D. LAZAR COMPANY 1635 Fifth Avenue, Pittsburgh 19, Penn.

MUSIC & TELEVISION CORP. 1119 Commonwealth Avenue

> Boston 15, Massachusetts S & K DISTRIBUTING CO. 2014 Fairmount Avenue

Philadelphia 30; Pennsylvania

SEACOAST DISTRIBUTORS, INC. 1200 North Ave., Elizabeth, New Jersey

### MIDWEST

BADGER NOVELTY COMPANY 2546 North 30th Street, Milwaukee, Wis.

BRILLIANT MUSIC COMPANY 19963 Livernois Ave., Detroit 21, Mich.

CALDERON DISTRIBUTING 450 Massachusetts Ave., Indianapolis, Ind.

SCHOOL STRINGS SHE STREET STREET STREET STREET

### CENTRAL COIN MACHINE EXCHANGE

525 S. High St., Columbus, Ohio

J. WESTERHAUS

3726 Kessen Ave., Cincinnati 11, Ohio

DIXON DISTRIBUTORS

3808 Southern Blvd., Youngstown, Ohio

FABIANO AMUSEMENT CO. 208 E. Dewey Ave., Buchanan, Michigan

I. ROSENFELD COMPANY 3218 Olive St., St. Louis, Missouri

LA BEAU NOVELTY SALES CO. 1946 University Ave., St. Paul 4, Minn.

LAKE CITY AMUSEMENT CO. 4533 Payne Avenue, Cleveland, Ohio

SAVAGE NOVELTY COMPANY 628 Third Street, Beloit, Wisconsin

SUPERIOR SALES COMPANY 1337 Second Ave., Des Moines, lowa

814 Summit St., Toledo, Ohio UNI-CON DISTRIBUTING CO.

TOLEDO COIN MACHINE EXCHANGE

3410 Main Street, Kansas City 2, Missouri

WORLD WIDE DISTRIBUTORS, INC. 2330 N. Western Ave., Chicago 47, III.

### NORTHWEST

PUGET SOUND NOVELTY CO.

### SOUTHERN

A. M. & F. DISTRIBUTING CO. 3118 Tulane Ave., New Orleans, Louisiana

H. M. BRANSON DISTRIBUTING CO. 811 E. Broadway, Louisville, Kentucky

CAPITOL MUSIC COMPANY 135 E. Amite Street, Jackson, Mississippi

COIN AUTOMATIC MUSIC CO.

241 W. Main St., Johnson City, Tennessee FRANCO DISTRIBUTING CO.

24 North Perry, Montgomery, Alabama ROBINSON DISTRIBUTING CO. 301 Edgewood Ave., S. E., Atlanta, Ga.

S & M SALES COMPANY, INC. 1074 Union Avenue, Memphis, Tennessee

SOUTHERN MUSIC CORPORATION 2828 So. Blvd., Charlotte, North Caralina

SOUTHERN MUSIC DIST. CO. 418 Margaret St., Jacksonville 6, Florida

SOUTHERN MUSIC DIST. CO.

503 W. Central Ave., Orlando, Florida FRANK SWARTZ SALES COMPANY

515-A Fourth Ave., So., Nashville, Tenn.

WERTZ MUSIC SUPPLY CO. 1013 E. Cary St., Richmond 19, Virginia

### SOUTHWEST

AUTOMATIC MUSIC CO.

BORDER SUNSHINE NOVELTY 2919 N. Fourth Street

BOYLE AMUSEMENT COMPANY 522 North West Third

Albuquerque, New Mexico

Oklahoma City, Oklahoma FT. WORTH AMUSEMENT COMPANY

1210 S. Main Street, Ft. Worth, Texas FRONTIER AMUSEMENT

2020 Myrtle Avenue, El Paso, Texas PAUL W. HAWKINS 329 East 7th Street, Tucson, Arizona

RUTHERFORD ENTERPRISES 608 Johnson Street, Amarillo, Texas

UNITED AMUSEMENT CO. 446 N. Main St., San Antonio, Texas

### WESTERN

H. B. BRINCK

825 East Front Street, Butte, Montana

DAN STEWART COMPANY, INC. 2667 West Pico, Los Angeles, California

DAN STEWART COMPANY, INC. 140 E. Second, South, Salt Lake City, Utah

MODERN DISTRIBUTING CO. 3222 Tejon Street, Denver 11, Colorado

OSBORN DISTRIBUTING COMPANY

2647 Thirty-Eighth Avenue 1214 W. Archer, Tulsa, Oklahoma San Francisco, California 114 Elliott Ave., West, Seattle, Wash.

THE AREA SHOW THE PERSON NAMED

The Industry's Greatest Phonograph Achievement"

**ROCK-OLA MANUFACTURING CORPORATION** 

800 North Kedzie Avenue

Chicago 51, Illinois

Copyrighted mate

# Bulk Venders Set '53 Apco Cig Unit Meeting Aug. 22-23

### NABV Meet at Congress Hotel, Chicago; Announce Program and Session Topics

CHICAGO, May 23.—The third they so desired." (The NAMA annual convention of the National convention will be held at Chi-Association of Bulk Vendors has been set for August 22-23 at the Congress Hotel here. The group, formed in 1950 as the National Association of Ball Gum Vendors, follows: changed its name a year later when membership was thrown open to include manufacturers, suppliers and operators of other than ball gum type bulk Location," a panel discussion of equipment.

Inc., Chicago, also announced this location demand, etc. week that a tentative program the convention dates were a compromise to a membership survey, but that they offered members the "additional advantage of seeing the National Automatic Merchandising Association exhibits if

cago's Conrad-Hilton August 23-

Two-Day Program

The tentative schedule for the two-day bulk vending convention

Saturday, August 22. Convention opens at 10 a.m. with a welcoming address.

10:30 a.m. "Obtaining New the proper approach and presenta-Alvin R. Kantor, president, and tion, ability to switch to different head of Confection Specialities, products or equipment to meet

11:15 a.m. Discussion of legal had been set. He pointed out that problem, what the operator should do if confronted with such problems.

> 12:30 p.m. Adjournment for lunch.

2:30 p.m. "Cost Analysis of (Continued on page 89)

# Ore. Publishers, BBB Act to Curb Blue Sky

By BUFORD SOMMERS

PORTLAND, Ore., May 23 .-In the face of continued abuses in the sale of vending machine routes, Oregon publishers and the Better Business Bureau this week joined forces on a State-wide basis to curb blue sky deals.

Altho the BBB reported that co-operation of Portland newspapers had greatly reduced the number of complaints, Dewey A. Estey, of Portland, chairman for Region XII of the National Automatic Merchandising Association, contended the situation was "as

Robert R. Blythe, assistant manager in Portland for the BBB, said the chief offenders were the "gypsy type" of dealers, who shift their bases from city to city. He declared: "It's the out-of-town promoter with mobile headquarters that we have to reach thru agreement with the newspapers."

BBB Bulletin Pointing up the continuing nature of the problem, this week's

predicted earlier (The Billboard,

table this section). This broke volume).

Bureau of the Census.

VENDER EXPORT RECORD

bulletin by the Portland BBB offers the following warning, after noting that vending machines generally are regarded as legitimate business:

"In the past, advertising by some of these promoters have featured something like this: \$320 monthly for spare time from an investment of \$600 or \$700 in vending machines. All too often, however, these fancy promises of steady profits have will probably vend for 35 cents failed to materialize and the vending machines purchased with the expectation of financial independence wind up in the garage or attic to gather dust

The BBB, in an effort to extend its campaign Stat achieve what agreem. with Portland papers has . lished, submitted to the Oregon Newspaper Publishers' Association an eight-point set of standards regarding such advertising. The step was taken after the

\$125,448. Unit-wise, however,

(Continued on page 89)

# Premium Packs

### Parliaments to Key First Placements, Ops Mull Outcome

NEW YORK, May 23 .- The first attempt, on a national scale, to vend premium-priced boxed Parliament cigarettes will be made in two weeks when Apco releases its modification of the Lo-Boy Smokeshop. It will feature a column specifically designed to handle the flat-box packages.

Operators in the New York area, tho interested in the experiment, feel that the number of locations which would make the stocking of a premium-priced brand profitable is limited. They are generally agreed that the competition for columns is keen enough among the standards, particularly in view of the newer king-size packs, that few locations could afford to handle premiumpriced brands. The exceptions would be the more elite clubs and theaters in Manhattan.

The new vender is similar to the nine-column, 486-pack capacity unit, except that it has seven standard columns and one flatbox column. The venders will hold 432 packs, of which 54 will be Parliaments. It will sell for \$239.50, the same as the regular Lo-Boy.

35-Cent Vend

Technically, the machine will pose no new problems as all Lo-Boy units will vend packs at prices which may be set per individual column. Parliaments in the New York area; standard (Continued on page 89)

# **New Bert Mills** Plant Capable

LOMBARD, Ill., May 23.-The Bert Mills Corporation announced this week that its new 400,000 square foot plant, now under construction, would permit a \$15,-000,000 annual volume of coffee vender production.

Herbert Chadwick, vicefor development of innovations for in-plant feeding by venders.

The new building, scheduled to ures on U. S. vending equipment and double the dollar total of that be occupied and in partial operation by July, is located on Powis As expected, Canada continued Road, three miles east of St. April 4), broke all previous rec- to head the export market with Charles, Ill., south of Route 64.

> The building will be of fireproof reinforced concrete and steel construction, with the 110 by 50 foot office section air conditioned.

# Vender Exports 1952 Total—By Countries

\$1 Million Mark Passed

CHICAGO, May 23.—Final the previous peak in 1951 by

1952 unit and dollar export fig- almost a five-fold unit increase

ords and for the first time 34,168 machines, valued at \$752,-

topped the \$1 million level. The 704. Venezuela was a distant

figures were made public by the second with 984 units, costing

ued at \$1,073,708, were exported 1,205 venders at \$16,107 (actually,

in the main to 20 countries (see Belgium is fifth in dollar

Last year, 38,350 venders, val- Belgium came in second with

First Time in 1952

shipped to foreign markets, as year (7,753 units, \$543,635).

Country			N	o. of Unit	9. 1.	1	Value	
1 F 1 C 2 1			4544				752,704	
					-	*	the state of the s	
							125,448	
Cuba				226			57,685	
				949			37,909	
				1,206		40.0	16,107	
Guatemala				325			15,617	
				31			11,973	
A CONTRACTOR OF THE PROPERTY O				29			11,281	
Colombia				43			10,649	
Panama				41			5,129	
Bermuda .				16	•		5,018	
Colored Print Color				16			3,603	
THE PROPERTY HIS LINES AND A SECOND S				194			3,407	
				3			2.810	
				1			2,800	
Lebanon .				5			2,016	
Bahamas .				16			1,805	
				7		4.7	1,411	
				6			1.151	
				3		(4)	1.078	
				ne	1	4	4.107	
Countries 4	index 11%	Passessan	食業と	e e sit e s	5111	egal.	医重要性 经	*
	SEPPERE	<b>新教育教育技术教育</b>	4.6		西司發見:	7.7.20	******	-

TOTAL ..... 38,350

# Canadian Gum Venders Gain After Dropoff

TORONTO, May 23. - Gum vending in Canada is on the upswing after a slow winter, in the opinion of Al Dubin, general manager of International Vending Company here.

said, is particularly strong in firm then allots to the association Northern Ontario and North a percentage of its vender profits

dropped from 42 cents a pound tion. Coryell said this usually to 40 cents a pound because of a averages \$1.25 per employee. leveling off of the business, Dubin Helen Haskell, supervisor of declared. He pointed out that activities, State Farm Insurance gum vender routes in Canada are Companies, Bloomington, Ill., driver who operates 10 or so income. about \$10 a week, he said.

# Cold Spring Cuts To Handle Flat Eastern Beverage, Ice Cream Volume

### 30% Drop Not Offset by Mild Increase in Coffee, Candy Sales

By AARON STERNFIELD

vending operators — particularly most stable food items in vending." those concentrating on drink and Ice cream sales, up until last ice cream venders.

volume is down an average of 30 April and May last year, with some ice cream operator in the New firms reporting gross sales cut York area claimed that his sales nearly in half.

Among operators of diversified were the preceding week. equipment, the picture is also

creased revenue in drink machines. mark will probably have been set. Operator Viewpoint

put it this way:

of going to the vending machine occupying space.

for his morning cup of coffee will continue to do so whether or not NEW YORK, May 23. - Heavy the sun shines. Sure, on a cold rains which have been drenching day we'll sell a few extra cups, the East Coast this spring have but not enough to make too much taken a heavy toll of dollars among difference. Coffee is one of the

week, have been negligible in the Operators say that per-machine East. This week, however, temperatures were in the 70's and 80's, per cent from what it was during with fair skies, and at least one were 45 per cent higher than they

The New York weather station bleak. While the cold and rain says that the rainfall for the first doesn't hurt coffee and candy four months of 1953 established a sales, it doesn't help these sales new record, and that when the enough to make up for the de- May totals are in, a five-month

Those operators who look to One of the largest diversified summer resort installations have operators in the New York area held off placing their venders. Those with units on locations re-"The fellow who is in the habit port that the machines are just

# Theater Chains OK Perfumatic Deals

303 Warner Outlets, 100 RKO Houses To Get Venders; Delivery Underway

JERSEY CITY, N. J., May 23, installations have already been Jo-Lo Perfumatic, U. S. dis- made in New York and New Engtributor for Perfumatic of Canada, land. today announced that it had concluded pacts with two major theater chains for the installation of cologne venders in more than 400 theaters throughout the nation.

Joe Tanzer, Jo-Lo head, disclosed that the Stanley-Warner chain, consisting of 303 theaters, had agreed to allow the venders at all its outlets. Carl Siegel, Warner concession manager, represented the chain.

A similar deal with the RKO chain of 100 theaters has also been concluded, with Lee Koken, RKO concession manager, signing the arrangement with Tanzer.

Common Feature

mon feature. In areas where a 4 feet high. president, stated that included in Jo-Lo operator is active, the operthe nearest sub-distributor will York. service the locations.

begin immediately. Some RKO future, it was announced.

# New Console Oxygen Unit

BEEVILLE, Tex., May 23 .-Bexar Corporation is marketing a new console-type coin-operated oxygen vender which contains one 122-cubic-foot oxygen cylinder and operates for one minute on a quarter.

The new model features a modern cabinet with dispensing centrol and breather tube on the right and paper breather cup replacements on the left side of the console top. It is approximately Both agreements have a com- 3 feet wide, 21/2 feet deep and

Bexar has appointed Zest-Air, the new facilities would be an ator will handle the locations. In Allentown, Pa., headed by Edenlarged engineering department areas where there is no operator, ward Male, distributor for Penneither the Jo-Lo organization or sylvania, New Jersey and New

A home, non-coin oxygen unit Installations in both chains will will be introduced in the near

### Nat'l Industrial Recreation Assn. Cites Venders at Meet

major part in financing activities shares in that fund. of company-sponsored employee recreation associations.

of employee clubs.

director of General Electric Company, Erie, Pa., said employees nance the outing. pay \$1 yearly to join the com-Gum vending operations, Dubin pany athletic association. The equal to the proportion of em-Ball gum price in Canada has ployees belonging to the associa-

Company, Savannah, Ga., said C. Macki and David R. Corbett.

CLEVELAND, May 23.—Profits soft drink machines net \$76,000 from vending machines on in- annually for the company, and dustrial plant locations play a that the employees' association

With annual picnics among the major events staged by employee This was brought out sharply groups, many are financed by in sessions here this week of the vending profits, it was said. In National Industrial Recreation one case, a major company pays Association's annual convention, all picnic costs with vender NIRA is made up of directors profits. In another case, machine profits go to the association of David H. Coryell, recreation employees and this sum is matched by the company to fi-

Nathaniel Leverone, chairman of the Board of Automatic Canteen Company of America, addressed the convention on in-plant feeding via vending equipment.

### **Curtiss Expands Board**

CHICAGO, May 23.-Curtiss Candy Company this week electnow largely headed by men who said her club receives from \$500 ed six new directors and have other occupations, many of to \$600 monthly from vending increased its board to nine memthem school teachers and truck machines to augment its other bers. All officers of the firm, they are Robert B. Schnering, Their net averages have been tor for the Union Bag & Paper Schnering, W. C. Jakes, Gunnar

# What do you need in BULK VENDING?



· Featuring Victor's Project-O-View Window of transparent Lucite . . . shatter-proof for safety.

Two locks . . . one for fast loading . . . one

for money compartment. Cabinet of solid Oak with natural finish. Vend Chicle-Treets 330 Count . . . 6 colors . . . 6 flavors . . . 2 for 1¢. Capacity: 6½ lbs. Packed and sold 4 to the case. Also vends Chloro Treets 2 for 5¢

. . . 250 count. Or will vend average of 4 for 5¢ when equipped with Merchandise

FOR INFORMATION ON

**ROCKET CHARMS** 

Contact

EVERETT GRAFF

Ph. Yale 8323

Dallas, Texas

Wheel (part No. 50).

2841 W. Davis St.

# Victor Has it!

### VICTOR'S New Combination ROCKET CHARMS and BABY GRAND DELUXE

From the finest in a standard bulk vending. . . . As exemplified by the World-Famous Topper line. . . . To our Latest Sensational . . .

ROCKET CHARMS and BABY GRAND DELUXE

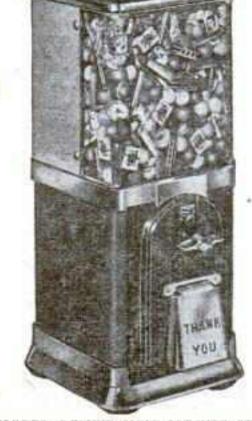
Packed with all the earning power that can be built into a Bulk Vender.

> Test locations show that ROCKET CHARMS and BABY GRAND empty in 4 to 5 days. BABY GRAND holds 500 ROCKET CHARMS.



Rugged, durable Globe Style vender finished in red and black, trimmed with chrome. Chrome top and bottom available at small extra cost. Capacity: Approx. 7 to 8 lbs. of Ball Cum. Packed and sold 4 to the case.

TOPPER DELUXE GLOBE STYLE



TOPPER DELUXE HALF-CABINET STYLE The perfect combination of steel and Lucite finished in red, black and yellow, trimmed with chrome. Large square opening at top for fast, easy loading and dressing of charms. Chrome top and bottom available at small extra cost. Capacity:



# VICTOR VENDING CORP.

5701-13 W. GRAND AVE.

CHICAGO 39, ILLINOIS

TOPPER DELUXE Twin Window Style

Of Transparent Lucite for Maximum Display . . . and featuring all the refinements and innovations embodied in all models of the famous TOPPER DELUXE . . . Same at the top for greater efficiency.

### OPERATION ANNUITY! Operators know that the most profitable, stable, and consistent money makers in the coin vending industry are \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ personal weighing scales! This is the appartunity of a lifetime - it can't happen again! Dan't delay - ACT NOW TO ACQUIRE A VENDING OPER-ATION THAT YOU CAN INCORPORATE We are the largest penny weighing INTO YOUR PRESENT OPERATION! Write for full particulars - we will give machine business in the world. AND WE ARE OFFERING — complete information OUR OWN ROUTES TO YOU! — Actual earning records - Explain our complete set-up for 1-Every one of them is in Your territory! parts and supplies, easy financing, 2—Every one is a profitable operation and our sincerely equitable deal! making money right now. 3—These routes encompass every kind of location — chains, super markets, department stores, railroad and airline The finest, latest model stations, bus terminais, theatres, etc. ticket machines - large dial machines — etc. available! RECONDITIONED PEERLESS TICKET MACHINES Fill out Coupon and MAIL TODAY! EQUAL TO NEW! Model \$5 .. \$200.00 Peerless Vending & Weighing Machine Corp. 19-28 Forty-First Ave., L. I. City, New York. Gentlemen: I am interested in acquiring a setting machine route and would appreciate setting full particulars. Model 5 ..... 175.00 Model 50 .... 150.00 Model Q ......130.00 NAME ...... IMMEDIATE DELIVERY! ADDRESS ..... CITY ..... ZONE ... STATE ..... PEERLESS PHONE ......



SILVER QUARTER **OPERATION** KING SIZE INCLUDED! Rowe Royal—8 col.....\$90.00

Rowe Royal—10 col., 400 cap. 95.00 U-NEED-A "A," 6 col., 180 cap. 87.50 U-Need-A "E," 8 col., 100 cap. 80.00 Add \$5.00 to Above Prices for

CANDY MACHINES DuGrenier Candyman (wall model) 72 Bar Cap. Uneeda Candy Vendor (wall model),

5 Col., 102 Cap...... 65.00 WE HAVE A FINE STOCK OF 6 & 8 COL. NEW CANDY VENDORS-WRITE!

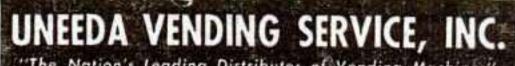
Paints Are VENDERIZED Prevents Peeling Flaking & Rusting.

SPECIAL!

Uneeda Monarch,

All King Size, 6 Cols.,

All Equipment Unconditionally Guaranteed, Trade Prices, 1/3 Dep., Bal. C.O.D.



"The Nation's Leading Distributor of Vending Machines" - NEW RECONDITIONED LIKE NEW 166 Clymer Street, Brooklyn 11, N.Y. . EVergreen 7-4568



Dugrenier "S," 7 Cols., ALL KING SIZE, 210 Cap.

\$90.00

Precision-Built for PROTECTION & PROFITS!



**ALL-PURPOSE VENDOR** 

 Vends CHLOROPHYLL GUM — all bulk mdse. Polished, easy-to-clean merchandise chute.

· Tamperproof! Held by top lock, body clamp only. · Guaranteed mechanically - weighs less

SILVER STREAK

M. J. Abelson, Gen. Sales Mar. 2033 Fifth Ave., Pittsburgh Phone: AT 1-6473 Pocific Coast Distributors
OPERATORS VENDING
MACHINE SUPPLY 1023 S. Grand Ave., Los Angeles

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES MANUFACTURING CO., INC. 1023 5. 6

Weighing & Vending Machine Corp.

29 28 - 41st Avenue . Long Island City 1, N. Y.

lowest prices

on gum and

charms

# "CHALLENGE CHANGE"

# Big problems are posed for all vending operators

"The Challenge of Change," program theme for the 1953 N.A.M.A. Convention, will highlight the business meetings—bringing the answers to these and other typical problems in automatic merchandising: Changes in equipment • New opportunities for expanding your business Changes in management techniques for greater profits New product developments • Changing methods for efficient training of your personnel • Development of improved systems for recordkeeping • New ways to sell locations — and keep them sold.

Make your plans NOW to attend the N.A.M.A. Convention in Chicago August 23-24-25-26. To reserve your hotel accommodations, write TODAY for an official reservation form. Largest exhibit of vending equipment and products ever shown! An ideal opportunity to combine business and pleasure in the Chicago Vacationland . . . and an excellent 4-day program for the Ladies!

### NOW IS THE TIME...

to get your official hotel reservation form! Write to Association Office for complete information.

### Conrad Hilton Hotel Chicago AUGUST 23-24-25-26, 1953

Air conditioned meeting rooms and exhibit hall



# NATIONAL **AUTOMATIC** MERCHANDISING ASSOCIATION

7 SOUTH DEARBORN ST. CHICAGO 3, ILLINOIS

# **Canned Drink Vending Ready** For June Debut

Three Esso Service Stations in East Use Juice Bar Units

NEW YORK, May 23 .- The first installations of the new Juice Bar vender, designed to handle carbonated beverages in cans, will be made in Esso service stations in the Newark, N. J., area during the first week of June. The installations had originally been scheduled for May 15, but a delay in production plans had forced the post-

The program is unique in vending circles in that it involves three corporations - Spacarb-Juice Bar, the Cantrell & Cochrane Corporation and Fanda, Inc. (The Billboard, April 25).

Canner and beverage supplier is Cantrell & Cochrane, a subsidiary of National Phoenix Industries which also owns Nedicks. S-JB makes the vender, which is a modification of the Juice Bar canned drink unit. Fanda is the operating hold its April and May meetings

### Operation

buy the venders outright from Spacarb-Juice Bar and act as operator, with C&C the exclusive supplier.

The vender has a 348-can capacity, 100 more than the Juice Bar Junior. Like the Juice Bar Junior, it has four columns, but the column size is slightly larger.

### Sweets Earnings Rise

HOBOKEN, N. J., May 23 .-The Sweets Company of America, Inc., earned a net income of \$83,608 during the 1953 quarter. In the like 1952 period, net income was \$65,632.

### VICTOR'S TOPPER DELUXE



**Half-Cabinet** Style Also Available VICTOR'S Topper Deluxe Globe Style
VICTOR'S Baby Grand DeLuxe immediate Delivery on all Victor Models. Time Payment Plan Available. Tradelins Accepted.

\$14.25 ca. \$13.25 ea. 100 or more All machines

packed and sold 4 to the case. ......\$14.20 Ea 

BERNARD K. BITTERMAN 4709 E. 27th St., Kansas City 1, Mo.

### **BALL & VENDING GUMS BUBBLE, CHICLE** & CHLOROPHYLL

**New LOW factory prices** 

Bubble Ball Gum, 140-170 6-210-41
Clor-o-Vend Ball Cum, 140 & 210 ct
Clor-o-Vend Chicks, 275 & 320 ct
Chicle Chicks, 320 & 520 ct 36¢ lb
Bubble Chicks, 320 & 520 ct 30¢ lb
These LOW prices F.O.B. factory.

AMERICAN CHEWING PRODUCTS CORP. Mrt. Pleasant & Fourth Aves. Newark 4, N. J.

ź	SPECIAL!
l	* Whole Cashews, 450 count,
J	30 lb 62c
1	* Jordan Almonds, 600 count,
ł	30 lb. '82c
3	* Virginia Peanuts, 30 lb32c
(	* Spanish Peanufs, 30 lb26c

Pistachio Nuts, Ball Gum, Adams & Wrigley's Gum, Chicle Treets, Chioro Treets. Everything for the Operator at lowest market price at time of shipping. 1/3 deposit, bal. C.O.D., F.Q.B. Boston. CHAMPION NUT CO. 1194 Tremont St. Boston 20, Mass.

# Mars Process Speeds Candy **Bar Production**

CHICAGO, May 23-Mars, Inc., revealed this week the development of a mechanized process enabling candy bars to be produced in less than 5 per cent of the time previously required.

The new system produces the bars in 35 minutes, compared with 16 hours under the standard system.

The new Mars production system employs an endless stainless steel conveyor on which a sheet of candy is formed, cut into bars and coated in a continuous operation. Under the regular system, the bars are formed on cooling slabs and cut by hand. In addition to saving time and production costs, the new process can also be performed in a much smaller floor area.

### Detroit Laundry Assn. Sets Meet

DETROIT, May 23. - The Detroit Chapter of the Self Serve Laundry Association will at one session, May 28, according to Treasurer Baruch Rosenberg, In actual operation, Fanda will of the Fort Self-Serve Laundry.

> The meeting will be held at Carl's Bar and Chop House, 3020 Grand River, following a 1 p.m. luncheon.

> The April meeting, originally scheduled for April 30, was postponed until May because of the recent State association meeting on April 12 in Royal Oak.

### Red Feather Books By Maryland Match

BALTIMORE, May 23. - Maryland Match Company announced its participation in the 1953 Red Feather campaign sponsored by National Automatic Merchandising Association. Martin Paul, Maryland sales manager, said match folders with United Com-munity Fund slogans would be made available to cigarette operators in advance of the nation-wide drive in September and October.

### Form 4 New Vending Companies in Calif.

SACRAMENTO, May 23.— Coinsworth Corporation has been granted a charter by the State to manufacture and sell vending machines in San Francisco. Authorized capital is 600 shares, no par. Directors are Howard S. Caldwell, Marshall P. Parker and Leon H. Sorell.

State Coin Vending Machine Company, Inc., has been chartered to operate and sell venders in Los Angeles County. Authorized capital is 2,000 shares, no par. Directors are Jack Fox, Abe Plaskin and Anne Hollick.

Sale-O-Matic Corporation has been formed to distribute packaged goods thru vending machines in Los Angeles County. Authorized capital is 2,500 shares, no par. Curtis Chance, Jerry Rolston and Clarice Hood are directors.

World Wide Vendors, Inc., has been granted a charter to sell and lease vending machines in Los Angeles County. Authorized capital is \$25,000. Directors are Billy B. Morris, George B. Morris and Rose Levey.

# Moe Mandell to Move to New Bldg. By June

NEW YORK, May 23. Mandell, head of the Northwestern Sales & Service Company here, announced that his firm has purchased a three-story building at 446 West 36th Street, New York, which it will occupy by June 1.

Two of the floors, with an area of more than 5,000 square feet, will be used by Mandell for his bulk vender distributing business. Occupying the space will be showrooms, salesroom offices, warehousing, repairing and servicing departments. Parking facilities will be available.

Mandell's firm is exclusive distributor for the Northwestern Sales Corporation's line of bulk venders. The firm also stocks and sells other venders and handles a complete line of merchandise and parts for vending machine equip-ment. Mandell has been in business for more than 20 years.

VICTOR'S DE LUXE GLASS GLOBE STYLE Cases of four order) \$13.20 each 100 or more. HALF-CABINET STYLE Same price as Globe Style TWIN WINDOW STYLE, 50c EXTRA Write for

860 North Ave., N. E. Atlanta 6, Ga. Tel.: Emerson 4300

### 20 BRAND NEW 5c Hot Nut Machines

Slug proof. White enamel \$12.50 Each Terms: 1/3 deposit, balance sight draft. Seacoast Distributors 1200 North Ave. Elizabeth, N. J.

# HOT BEVERAGE VENDOR



HOT COFFEE AND DOUGHNUTS

HOT CHOCOLATE

FROM

ALL

HOT CHICKEN

SOUP

MACHINE

PRICE \$295.00

COIN-O-MATIC MFG. CO.

3557 Geary Blvd.

San Francisco 18, Calif.



**VICTOR'S Topper Deluxe VICTOR'S Topper Deluxe** Globe Style Half-Cabinet Style

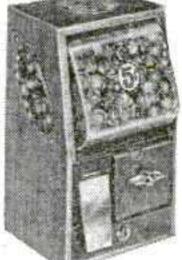


48-99 ..... 13.75 ea.

VICTOR'S Baby Grand Deluxe (1c)



VICTOR'S Baby Grand for Rocket Charms (5c)



GARDNER & LOSE

Issue of

May 9

Issue of

VENDING MACHINES

### New Line Of **Salted Nuts** For Vendors

Due to the shortage and high prices of Pistachios, we have developed a new patented process for toesting and salting other nutmeats to make them especially suitable and profit-able for vending machines.

BAKE-O-NUTS ARE BAKED-NOT FRIED NOT GREASY—NO OILS USED NO OIL SMEAR ON GLASS BOWL NO LOOSE SALT TO CLOG MACHINE MORE DELICIOUS-MORE CRISPY STAY FRESH LONGER THAN FRIED NUTS

Because Bake-O-Nuts Are Not Oil-Soaked, Size For Size, You Actually Get 6% More Nuts Per Pound.

CASHEWS Small Wholes @ .65 lb. CASHEW BUTTS ..... @ .60 lb. MIXED NUTS ..... @ .70 lb. Cashews—Almonds—Filberts ALMOND Small Shelled PEANUTS Blanched Them) ..........@ ,25 lb. PISTACHIOS 4 Star Jumbo @ .93 lb. Red-In The Shell

All Packed 12 5-Lb, Bags Per Carton or 25-Lb. Bulk Cartons. Terms: Cash With Order Or If C.O.D. Send 1/3 Deposit With Order. F.O.B. New York

BAKE-O-NUTS, INC.

410 Hackensack St., Carlstadt, N. J. Tel.: RUtherford 2-6135

# WHAT ARE VENDING?

Stick Gum? Ball Gum? Tab Gum? Bulk Merchandise? Mints? Stamps? Perfume Combs. Sanitary Products or other Merchandise?

ADVANCE s the Vendor for You

Cigarette Machines, All Models in Stock Want more information? Write today to . . .

SCHOENBACH Factory Distributor Of Advance Vending Machines 645 Bedford Ave., B'klyn, 25, N.Y. PResident 2-2900

VICTOR'S Topper DeLuxe Globe Style	VICTOR'S Topper DeLuxe Half-Cabinet Style
1 to 23	. @ 514.20 Ea

PARKWAY MACHINE CORPORATION

# THE BILLBOARD Index of Advertised Used Machine Prices

# Vending Machines

ABT Guess Your Weight

Scale .....

May 23

May 16

\$100.0 8.9	100.00		\$100.00		100.00		Scale
6.95 7.4	8.95 6.95	6.50	7.45		7.45		tvance Model D Ball Gum.
5.950	7.45		5.95		5.95		fvance No. 11
THE PERSONS	errowers	22	HIS OF		39.50		ax Hot Nut, 5c
37.5	37.50		37.50		37.50 4.95		kuna Cracker Machine
7.5	.50(2)	E 6			7.50		sco Hot Nut, 5c
7.9	7.95	54			7.95		tlas Bantam, 5c
10.7			7.95		7.93	10	las Deluxe Nut Vendor
6.45 7.45(2	14.50	T EN	7.45		8.00	7.45	bcs Nut, 5c (2 cel.)
7.4	7.45	W. 103	7.45		8.00	6.99	lumbus 5c
			4	7	6.95		olumbus Ball Gum, 1c olumbus, Model 46G,
	6.95		4		26.1		Ball Gum
							Grenier Adams Guia,
0227220103275	12422	120		100	17.50		(4 col.) lc
45.00 49.5 82.5	49.50 82.50	45.00	45.00 82.50		45.00	9	Grenier Candyman
82.5	82.50		82.50				Grenier VD
77.5	77.50 97.50		77.50 97.50		90.00		Grenier S (7 col.) uGrenier Champion (9 col.).
G makes	97.50	1	97.50				Grenier Champion (11 col.).
125.0 14.50 15.0	15.00	14.50	125.00 15.00		5.00(2)		stern Electric C-8
95.0	- 2	11	50.00		Ē		ot Ease (Exhibit)
90.0	90.00		90.00	33	90.00		umpty Dumpty Scale
49.5	49.50		49.50		49.50		eenix 5c or 10c
	49.50	72			97		igh PX
89.50	89.50		89.50	*	89.50	DEAC:	rion Scale
6.45 7.45	7.95 7.45		7.95 7.45		12.50 8.50	7.95 7.45	ester lc & 5c
6.45 7.4	7.45		7.45		7.45	Ecci	ster, 5c
16.50 89.50	89.50		89.50		65.00		Ils Adams Gum Vendor Ils Candy (5 col.)
16.50	16.50		16.50		17.50	16.50	lis Tab Gum
89.50			89.50		A SHOW THE PARTY IN		itional Candy (8 col.)
19.50	19.50		19.50		19.50		tional Candy (9 col.) tional King Candy
99.50	99.50		99.50		9.50(2)		tional Electric
130.00	45.00	6	130.00		130.00		tional Postage, 1c & 3c
145.00	45.00		145.00		145.00		tional 950
6.95 7.95	7.95		7.95	th.	7.95	7.50	rthwestern 33 Ball Gum., rthwestern Deluxe
10.95 12.95	12.95	8.50	13.95	100	13.95	8.50	le and Se
6.95 7.95	13.95 7.95		7.95		8.50	7.95	rthwestern Model 39, 1c
			1.75		0.50	1.73	orthwestern Model 49,
12.50 69.00	12.50 69.00		69.00		45.00		le or 5c
7.50	7.50		01.00				rthwestern Tab Gum
	Q.,,,,,,,		i de la companya de l	Company Control	19.50		illies Cigar, 10g
59.50 69.50	59.50 69.50	49.50	69.50	69.00	69.00	49.50	op Corn Sez
	07.50	-		+	149.50	. 8	10 col, 25c
4.9	4.95				•	700	gal 1c Bai Gum or
78.5	78.50		78.50		78.50		Mdse
125.00 125.00 155.0	25.00	125.00		125.00	155.00	125.00	we President (8 col.)
90.0	90.00	awaraan in	90.00	125.00	155.00	125.00	owe President (10 col.)
0.00(2) 130.0	130.00	90.00(2)	90.00	85.00	90.00	85.00	owe Royal (8 col.)
90.00 95.0	140.00	90.00	95.00 140.00	85.00	95.00 140.00	85.00	owe Royal (10 col.)
10080040	104100450	1050	000000000000000000000000000000000000000		0.23(67)		nipman 3-Way Stamp
24.50 39.5	39.50	24.50	39.50		22107		Vendor
18.5	8.50 18.50				8.50 19.50		ilver King Charm King, Ic.
7.4	7.45	Dollar	7.45		7.45		liver King 1c Ball Gum
7.4	8.50 7.45	7.45	7.45		8.50 7.45		ilver King, 1c or 5c
w	1000	240		20	15.00	77	Iver King 5c
50.0	50.00	70 5	50.00		50.00		ros Brush-Up
18.5	18.50		18.50		15.00 18.50		amp Vendor, 1c & 3c
10.9	10.95		10.95		10.95		ar Candy
9.9	9.95	7.0	9.95		9.95 125:00		oner Candy, 6 col., 5c
		71					whether the control of the control o
87.5	87.50		87.50	82.50	89.50 87.50	82.50	needa Candy, 5 col., 5c needa Model A (6 col.)
11123000			125.00	A PARKETAGE A	80.00	in the same of the	needa Model E (8 col.)
705.0	1000		82.50	8	125.00 82.50		needa Electric (9.col.) needa Model A (8 col.)
47.5 90.0	47.50 90.00		47.50		- Datament C		needa Model E (4 col.)
90.00 135.0	35.00	90.00	90.00 135.00	90.00	90.00 135.00	90.00	seeda Model 500 (7 col.)
75.0	92.50	75.00	92.50	ST. T.	87.50	TO THE PARTY OF	needa Monarch (6 col.)
	75 00				-		Pop-It
75.0 195.0	75.00 195.00						A
75.0 195.0 49.5	49.50		49.50		49.50		Select-It
75.0 195.0	49.50 11.00	nt De	49.50		49.50		ictor Baby Grand
75.0 195.0 49.5	49.50	nt Pr	49.50 119.50 140.00		49.50 119.50 140.00		



Taki e elime, be eritaaji terra

# Thank You All

The unbelievable response to our first advertisement in BILLBOARD April 18th was very gratifying. Our apologies to you who had to wait a few days for production to catch up with orders for our MISS MIAMI FORTUNE TELLER. To those who have not obtained a sample of this new and novel money maker we are now ready to ship immediately upon receipt of order. There are still some good territories open for distributors.

Lots of 4-529.50 Each

Sample Price Prepaid \$32.90 Wire, Phone or Write Today.

# Acme Furniture Mfg. Co., Inc.

2750 N. W. 22nd St., Miami, Florida. Phone 64-4543 Manufacturers of Quality Coin Machines

# Venders Aid Drink Sales, **Dollar Take**

BOONE, Ia., May 23.—That the hotel restaurant or coffee shop can benefit from transferring the sale of soft drinks to vending machines has been proven at the Mondt Hotel here.

Prior to a few months ago, the hotel's coffee shop sold all carbonated beverages from a reachin cooler behind the service counter, with sales averaging between 8 and 16 cases per week. Almost every bottle, of course, was delivered to the customer by a waitress, either at the counter, or out in the table area.

Convinced that much time was being wasted in this type of handling, management decided to experiment with the installation of two vending machines, one in the lobby, just outside the en-trance to the coffee shop, and the other within the food service area itself. Both machines are selective, permitting the customer to choose from four popular soft drinks.

After the venders were installed it became possible to utilize badly-needed refrigerated storage space, formerly devoted to bottled drinks, for other food

### Cite Success

The experiment proved to be a success, according to the Mondt management. After only three days of operation, it was found the two machines had sold some 22 cases of bottled drinks, equivalent to some 10 days total volume under the old system. Even more important, waitresses in the coffee shop were no longer obliged to handle soft drinks. Likewise, the lobby machine surprised the management by selling 50 per cent of the total volume. It was found that there was an actual increase in the number of customers who came in for a soft

The venders, management believes, stimulate customers who do not wish to bother a waitress, re-eive a check and pay the cashier for a 10-cent drink.

### SENSATIONAL KEY HOLDER AUTOMATICALLY **REELS BACK YOUR KEYS**



Looks like pocket watch, designed with strong loop to fit on belt. Keys always within reach, cannot be misplaced.

postpaid

24-inch chain Chrome - plated Durable built for lifetime use

PRICE \$7.50 Ideal for Coin Maeach chine service men who

DEALERS' INQUIRIES INVITED

### SIEGAL INDUSTRIES

121-13 Jamaica Ave., Jamaica 18, N. Y.

# **New JET SERIES**

120 ASSORTED CHARMS Includes crosses, skulls, animals, etc.

This is the largest assortment in the Plastic ..... \$2.00 M Copper ..... 3.00 M Silver ..... 3.25 M

Beautifully designed black plastic with clear white dots. \$5.75 per M f.o.b. NYC

 WHISTLES
 SIRENS, ETC. COMPLETE LINE OF CHARMS SEND FOR FREE PRICE LIST!

PAUL A. PRICE CO. 55 Leonard St., New York 13

# PERFECTLY RECONDITIONED!



SILVER KING VENDORS

> to OR Sc BULK 1c CHARM KNG

VENDING MACHINES

 
 VENDING MACHINES

 NW Model 39, 1¢ Bulk
 \$ 8.50

 NW Model 33, 1¢ Ball Gum
 7.50

 NW Deluxe, 1¢ & 5¢
 8.50

 NW Deluxe, 1¢ & 5¢
 8.50

 Master 1¢ Bulk
 8.50

 Columbus 1¢ or 5¢ Bulk
 8.00

 SK Hot Nut 5¢ Bulk
 15.00

 Ajax Hot Nut, 5¢, 3 Comp.
 39.50

 Exh. Card Vendors, 1¢
 15.00

 I¢ & 3¢ Stamp Vendors
 15.00

 Mills Tab Gum, 1¢, 6 Cols.
 17.50

 Pop Corn Sex, 10¢
 49.50

 Mills Candy, 5¢, 5 Cols.
 65.00

 U-Need-a-Pak Candy, 5¢, 5 Cols.
 65.00

 U-Need-a-Pak Candy, 5¢, 5 Cols.
 49.50

 Almond Vendor, 5¢
 149.50

 Almond Vendor, 5¢
 4.95

 Columbus 1¢ Ball Gum
 6.95

 Atlas Bantam, 5¢
 12.50

 NW Stamp, Roll Type
 45.00

 Master 1¢ & 5¢ with Ball Gum
 12.50

 Phillies Cigar, 10¢
 19.50
 Wheel 12.50
Phillies Cigar, 10¢ 19.50
Stoner Candy, 6 Cols., 5¢ 125.00
SK Duck Hunters, 1¢ 19.50
DuGrenier 1¢ Adams Gum,
4 Cols. 17.50

National 9-Col. Candy, 5¢ ..... 100.00 MERCHANDISE

Saited Spanish Peanuts ... 27t lb.
Saited Virginia Peanuts ... 31f lb.
Deluxe Nut Mix ... 50t lb.
Cashews, 400-450 Count ... 65t lb.
Rainbow Peanuts ... 23t lb.
Boston Baked Beans ... 23t lb. 210 Ball Gum ......... 170 Ball Gum 28¢ lb.
140 Ball Gum 28¢ lb.
160 Count Jumbo Ball Gum 28¢ lb.
M & M Candies 45¢ lb.
All Above Packed in 25 Lb. Cartons.

SUPPLIES & ACCESSORIES

Heavy Iron Stands .....\$ 4.25 Double Cross Bars 1.40
Triple Cross Bars 1.75
If & 5¢ Coin Counters 1.75
If & 5¢ Weighing Scales 19.50

CHARMS

Rake special deluxe mix — Fea-ture, Series, Special Items — all hand picked, \$8.50 per M.

1/3 dep., bal. C.O.D., F.O.B. Phila. Full cash with orders under \$20.00. \* NEW AND RECONDITIONED VENDORS \* PARTS, SUPPLIES, ACCESSORIES \* BALL GUM, CHARMS, NUTS

\* EVERYTHING FOR THE Send for Your Free Copy of Our New 1953 Catalog!

**RAKE COIN MACHINE EXCHANGE** 609 Spring Garden St., Phila. 22, Pa. Lombard 3-2676 ARREST RESIDENCE

### LARGER PROFITS WITH TROUBLE FREE LOW COST 'SILVER-KINGS''

OPERATORS' CHOICE



Vendor, To-day's Sensation (Vends 210 King"—Ball Gum & Charms (time-tested 5¢ Pistachio or Mixed Nuts The busiest snatcher). 1¢ "Super Vendor"—

King-Size Ball Gum To wake up "sleepy" locations). Baked Beans Vendor (Fine comball gum. machines).

5c Silver-King "Hot Nut" (For that "extra-special" spot) 1c or 5c Silver-King Nut Vendors (Best bet for bars)

Vendors for All Foreign Coins Immediate Delivery at Best Dealers Everywhere

### SILVER-KING CORP. 622 Diversey Parkway,

Chicago 14, III.

### IN STOCK VICTOR'S



ORDER TODAY

New

Deluxe

Model

BABY

GRAND

CHICLE

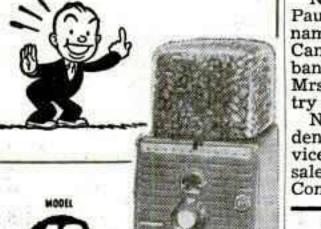
TREETS

**VENDOR** 

VEEDCO SALES CO.

2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

# "EASY TO SPOT"



"Of all my machines, the Northwestern Model 49s are the top money-makers. I think it's because they're so good looking that makes them easy to locate in the best spots. Also I can service them in half the time my old models take." G. R. F., lowa

### THE NORTHWESTERN CORPORATION

2453 East Armstrong St. Morris, Illinois

### OLD AND SERVICED BY AUTHORIZED

### DISTRIBUTORS

Badger Novelty Company 2546 North 30th Street Milwaukee 10, Wisconsin

Badger Sales Company 2251 West Pico Blvd. Los Angeles 6, California

Fisher Brown 2218 South Harwood, Dallas, Texas

King & Company 2700 West Lake Street, Chicago 12, Illinois

Maddox Sales & Service 8814 Kensington Parkway Chevy Chase 15, Maryland

Northwestern Sales & Service

New York 18, New York Northwestern Sales & Service 1198 Tremont Street Boston 20, Massachusetts

Parkway Machine Corporation 715 Ensor St., Baltimore 12, Maryland

Peanut Products Company 801 Second Avenue, Des Moines, Iowa

Peanut Products Company 1123 West 21st Street

Indianapolis, Indiana Peanut Products Company 910 Harney Street, Omaha, Nebraska

Rake Coin Machine Exchange 609 Spring Garden Street Philadelphia 23, Pa.

J. Rosenfeld Company 3218 Olive Street, St. Louis, Mo.

Viking Specialty Company 530 Golden Gate Avenue San Francisco, California

Vend-All Company 816 West 36th Street Minneapolis 8, Minnesota

### COME TO SEE, COME TO HEAR, COME TO DISCUSS— N.A.B.V. CONVENTION

in Chicago at the CONGRESS Hotel August 22-23, 1953

MEET the leading Operators, Dis-tributors and Manufacturers . . . LISTEN and discuss with experts, at panel meetings, Methods of Operat-ing, Obtaining New Locations, Legal Problems, Merchandising.

HEAR all about the New 5¢ ROCKET CHARM MACHINE, what it is; what it does. HEAR about 5¢ "ALL CHARM" vending developments.

SEE EPPY FIRST. SEE the FULL LINE of EPPY CHARMS, including TEN (10) BRAND NEW GIMMICKS, presented for the first time at the Convention.

ATTEND JUST ONE CONVENTION— and you'll attend EVERY CONVEN-TION. It's the best break you can give yourself for industry information, methods, contacts, New Gim-micks, New Machines, new Ideas— and have a Good Time, too.

SAMUEL EPPY & CO. INC. 91-15 144th Place

SAVE MORE MONEY-

MAKE MORE MONEY Subscribe to The Billboard TODAY

### Korday Names **Pauline Fried**

NEW YORK, May 23. Pauline Fried last week was bureau manager, Lyle L. Janz, to sell merchandise to investors named president of Korday addressed a recent convention of under a franchise arrangement, Candies, Inc., succeeding her husband, the late Samuel D. Fried. Mrs. Fried has been in the industry for more than 20 years.

Named executive vice-president was Hy Becker, who is also vice-president and director of sales for the Gold Medal Candy Company.

### **Bulk Venders**

Continued from page 85

Operation," including discussion of ratio of charm cost to gum cost; ratio of percentage of commission to cost of gum and charms; how to compute depreciation; profit picture, etc.

3:45 p.m. "Route Operation," including how much to pay the location and when to pay; where, when, how to fill machines; sanitation; use of car versus truck,

4:30 p.m. Appointment of nominating committee to select candidates for officers, directors for

Exhibits will open following appointment of the committee.

Sunday, August 23, 10 a.m. Report of the nominating committee and election of officers, directors.

"Merchandising 10:45 a.m. Thru Penny Bulk Vending Machines," panel discussion on diversification of equipment and products; seasonal problems; location of equipment in stores, etc.; improving sales thru clean and attractive machines; broadening of locations, etc.

11:30 a.m. New business and establishment of program for 1953.

1 p.m. Luncheon and installation of new officers and directors.

### MANDELL GUARANTEED USED MACHINES

## 2 for 1 **Moving Sale**

**Guaranteed Buys** of a lifetime Pay For 1-Add \$1.00 **GET 2 MACHINES** 

N.W. DeLuxe 1c & 5c
Comb\$13.95
N.W. #39 1c Porc 7.95
N.W. #33 1c Porc. B.G 7.95
Master 1c Bulk Porc 7.45
Master 5c Bulk Porc 7.45
Master 1c & 5c Bulk Porc. 7.95
Columbus 1c Bulk 7.45
Exhibit Post Card (Metal) 15.00
Advance #D 1c B.G 7.45
Advance #11 Mdse 5.95
This offer applies only to machines
-not merchandise-and expires
June 1, 1953.

### Orders Shipped as Received MEDCHANDICE & CUIDDITIES

MERCHANDISE	& SUPPLIES
Pistachio Nuts, Jumbo Pistachio Nuts, Vendor Cashew Whole Cashew Butts Peanuts, Jumbo Spanish Mixed Nuts Almonds 480 ct. 5 lbs. Baby Chicks Rainbow Peanuts Boston Baked Beans Hobby Mix Jelly Beans Licorice Lozenges M & M Assorted Fruit Charms	s' Mix
Rain Blo Ball Gum, all Ibs. minimum. Prepa Adams Gum, all flavors Wrigley's Gum, all flav Suchard Chocolate, 200 Hershey's Chocolate, 20 Minimum Order, 25 Complete line of Parts, Globes, Brackets, Charn the operator. 1/3 Deposit, Bala	sid, per lb

### NORTHWESTERN SALES AND SERVICE CO MOE MANDELL

440 442 W. 42nd St., New York 36, N.Y. LOnguere 4-6467

# Vend PARCHED CORN

for hot weather

Excellent for taverns.

Send \$1.00 for 3 lbs. prepaid, enough to fill a 5 lb. peanut 3 bowl. Other nut items, roasted fresh daily.

PATTERSON FOOD PROD. CO. Box 1862, Huntington, W. Va.

# BBB Acts to Curb Blue Sky

Continued from page 85

the ONPA.

THE BILLBOARD

List Standards provides:

directly or indirectly to possible earnings from unlocated vending machines. Any statements of and based on the last accounting period.

2. All avertisements designed to sell vending machines shall affirmatively disclose that any investment required involves the purchase of vending machines by the investor and no reference shall be made, directly or indirectly, to an offer of positions which indicate that the advertiser is offering employment.

3. All advertisements designed

### Apco Cig Unit

Continued from page 85

brands vend for a straight quarter

Actually, Apco has been manufacturing a flat-box vender for use in Canada, where most cigarettes are sold in this type container. Century Products, Ltd., handles the machine in Canada.

An official at Benson & Hedges hinted that if any sales volume results thru the carrying of Parliaments in the Lo-Boy, the firm will attempt to work thru additional vending manufacturers. Eastern Electric and National Vendors also make units which are selective as to price, tho their columns will not take flat-box packs. The rumor that B & H would come out with a cup-type pack, however, was denied.

Cookman Cautious ments as a result of the new

Apco vender.

Parliaments have experienced a comparable 1951-52 period, it had steady growth in sales during a net loss of \$250,660. the past few years, he warned: "We do not expect an overnight boom from the placement of Parliaments in these vending machines, but we are definitely pleased that we are represented in every type of merchandising

outlet that sells cigarettes."

Mel Rapp, Apco vice-president, said that his firm would promote the new venders thru direct mail to operators.



### FRENCH BOY

HOT POPCORN DIS-PENSER IS ROLLING IN THE MONEY FOR







Now appointing distributors. Attractive proposition. Get the details today.

ABC POPCORN CO. Manufacturer 3441 W. North Ave. Chicago 47, III.

### VICTOR'S TOPPER DELUXE GLOBE STYLE



Also Available VICTOR'S Topper DeLuxe Half-Cabinet Style

1 to 23, \$14.20 Ea. 24 to 47, \$14.00 Ea. 48 to 99, \$13.75 Ea. 100 or more. \$13.20 Ea. • VICTOR'S Baby Grand DeLuxe, \$14.25 ea. \$13.25 ea. 100 or more.

All machines 4 to the case. Immediate Delivery on all Victor Models. Time Payment Plan Victor Models. Time Payment Plan Available. Trade-ins Accepted. Write for our complete charm and mer-chandise list. Prices subject to change without notice.

Pioneer Vending Service 590 Albany Avenue Brooklyn 3, N. Y. Phone: PResident 4-5358

providing for the purchaser's servicing of vending machines, The program of standards shall affirmatively disclose that such investors are required to 1. No reference may be made purchase merchandise and that potential earnings are dependent upon sales.

4. Advertisers, who buy vendearnings of an established vend- ing machines from the manufacing machine business, being ad- turer for resale to investors, shall vertised for sale, must be factual not represent themselves as agents or representatives of such vending machine manufacturer unless he has authority to contractually obligate such manufacturer.

5. No reference may be made, in advertising copy, to locations of vending machines or routes unless machines have actually been located and are available for inspection by any interested part or unless contracts have been secured for bona fide locations and are available for inspection.

6. No reference may be made to manufacturer of product or products dispensed by such machines unless evidence is submitted that manufacturer has given permission for use of name.

No such advertisement shall claim sponsorship of any civic, charitable, philanthropic or religious organization unless the same has complied with all local or State ordinances relating to the solicitation of funds or sale of any things of value for the benefit of civic, charitable or philanthropic organizations.

8. Copy must be presented at least 48 hours in advance of publication for submission to the Better Business Bureau of Portland for verification of the facts presented.

### Hires Records Net Loss

PHILADELPHIA, May 23 .-The Charles E. Hires Company John Cookman, assistant to the for the first 1953 quarter ended president at Benson & Hodges, March 31, had a net loss of was cautious in predicting any \$135,742. For the like period in great increase in sales of Parlia- 1952, it had a net loss of \$137,695.

For the six-month period ended March 31, the firm experienced While he pointed out that a net loss of \$139,829. During the





Smokeshop corp

AUTOMATIC PRODUCTS CO.)

250 West 57th Street, New York 19, N. Y.

from Sandy MacTight's garden of profit.

They bloom better if you operate

### VICTOR'S

Topper Deluxe Half-Cabinet Style Also Available



Deluxe Globe Style VICTOR'S Baby Grand Deluxe Immediate Delivery on all Victor Models. Time Payment Plan Available. \$14.25 ea.

\$13.25 ea.

VICTOR'S

Topper

100 or more. packed and sold 4 to the case. ROY TORR—LANSDOWNE, PA.



13" WIDE -

# HOROSCOPE

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as Ic.

TWO MACHINES IN ONE . . . A 5c Horoscope vending machine and a 1c coin controlled scale. They occupy the floor space of only one machine and the 5c horoscope attachment alone increases the earnings 100%.

> SMALL DOWN PAYMENT, BALANCE \$10.00 PER MONTH

> > Copyrighted material

NOT A NOVELTY BUT AN INVESTMENT

WATLING MFG. CO. CHICAGO 44, ILLINOIS

# Woolworth Chain Sets Expansion

-The F. W. Woolworth Company, were moved to new and more whose 1.960 variety stores serve heavily trafficked areas. as key locations for kiddle rides, takes an optimistic view of the company was ready to meet the future and plans a long-range sharp competition offered by expansion. This was announced drugstores and supermarkets, at the annual meeting Thursday two other types of locations (21) by A. L. Cornwell, president which have proved excellent for and chairman of the board of rides. directors.

In his report, Cornwell stated that store improvement and expansion would continue at an acopened and 32 locations were en-

# Capitol to Have 300 Rides in Parks, Arcades

NEW YORK, May 23.—Capitol Projectors, manufacturers and operators of Kiddie Ride equipment, is currently in the throes of the largest summer location in the history of the firm, according to Sam Goldsmith, Capitol executive.

Goldsmith said the firm was concentrating on amusement park, Arcade and Kiddieland locations. While some of the equipment is sold outright to the funspot operators, Goldsmith said that most of it was either leased or operated by Capitol on a commission basis.

Right now, Goldsmith said, on summer locations, with the total expected to hit 300 by Decoration Day (30).

Installations include Rocka-ways' Playland, Queens, N. Y.; Olympic Park, Irivngton, N. J.; Palisades Amusement Park, N. J.; Lincoln Park, Fall River, Mass.; Ccean Beach, New London, Conn., and Arcades in Atlantic City,

HOW

WATERTOWN, N. Y., May 23. | larged. In addition 15 stores

Cornwell stressed that the

"Of special interest," he said, "is the continuing activity on the part of all kinds of retail business to venture into and expericelerated pace thru 1953. Last ment with small ware items. year stores in 31 localities were There is an unusual concentration of this activity in the drug and supermarket outlets thruout the country. Competitive conditions at present are much more acute than at any time for many years. This trend is recognized and, as in the past, the company is equipped to meet the impact of additional competition from whatever source."

### TO EUROPE

# Scott-Crosse Owners Plan Export Trips

Witsen and Sal Groenteman, owners of the International Blendow, sales manager of the Amusement Company and the Meteor Machine Corporation, an-Scott-Crosse Company, both in nounced this week that the firm Philadelphia, announced plans had opened an office for the disfor extensive export trips to tribution of the Meteor line in Europe, following a confer- Canada. ence with Jack Nelson, general sales manager of Bally Toronto, will be under the super-Manufacturing Company.

Holland, Belgium, France, Switz- Saucer, PT-Boat and Pony Boy. erland and Italy for the following six weeks. Witsen also will be gone six weeks, begin-ning August 2. He will visit England, Germany, Norway, Belgium, Iolland and France.

Scott-Crosse has expanded its export department steadily since Witsen and Groenteman purchas-Wildwood and Ocean City, N. J. ed the company three years ago.

of Kiddie Rides!

Are ALL STEEL Construction!

Const to Const want them. We have red hot leads on

Contact us at once. Liberal finance plan for those who

qualify. Take 12-to 15 months to pay and earn a good

METEOR

locations demand it!

Mational Rejector.

YOU ALWAYS DO BETTER WITH METEOR!

METEOR ROCKET-METEOR FLYING SAUCER-METEOR PONY BOY

DISTRIBUTORS-some territories still open!

OPERATORS EVERYWHERE-Contact us at once!

METEOR MACHINE CORP.

SPECIFICATIONS: Top is removable—easily portable in two sections. Overall length 52"-Width 42"-Height 38." Weight approx. 272 lbs. Heavy Duty 3/2 H.P. Motor. Plex-Tone Indestructible paint. 110V AC Current. 10c

FLYING SAUCER

The outstanding ride of the kiddie ride

industry. Its imaginative design and

original 3-way ride movement make

it the biggest money maker in the field

-attracts terrific traffic everywhere-

Are RUGGED, SAFE and LASTING!

the WHICH-WHY-WHEN and HOW

WHICH ride to buy? Why METEOR of course!

WHY Because they TRIPLE EARNINGS!

Are so LOW PRICED!

hand ready for YOU! Don't delay - ACT NOW!

WHEN NOW! - TODAY! Meteor Rides are hot! Locations from

living simultaneously.

# Kaye Readies **New Series of** Midget Rides

NEW YORK, May 23. — Kaye Manufacturing Company expects to have its series of seven new kiddie rides available for shipment next week. The series will in-clude a Dog, Duck, Racing Car and Horse, with the other three to be announced.

While the bodies will be interchangeable, Kaye plans to sell the units complete. List price will be \$349.50. The bases are all steel, with fiberglass bodies. Dimensions are 18 inches wide by 32 inches long; shipping weight is 200 pounds.

Irving Kaye, head of the firm, said he has discontinued the manuare standard sized. The new series excitement of kids who invariwill be midget sized.

Kaye has also taken on the distributorship of the Automatic Towel Corporation of America, which makes a hand drier. The drier, which will be sold to operators for restaurant and bar locations, lists for \$289.50.

# **Meteor Opens** Can. Office

NEW YORK, May 23.-Al

The office, at 223 Church St., Groenteman will leave June 22 a salesman of ball gum routes. some 200 pieces of equipment are and will contact customers in Meteor makes a Rocket, Flying

### Ind. Firm Making Coin Ride Covers

FORT WAYNE, Ind., May 23. -Covers designed specifically for coin-operated kiddie rides now are in volume production at the Gillie Auto Top & Trim Service plant here, Virginia Gillie announced this week.

The ride tops list for \$14.95 and to his distributorship. permits operators to move rides outside on a permanent basis whenever applicable. The firm also makes covers for Exhibit Supply's Space Gun.

**Attention Distributors** 

Choice territories still open.

Free literature - National ad backing.

Many operator inquiries ready to

Fast service and delivery.

process direct to you.

### RIDE-MOBILE

# **Proves Strong Ally** In Gaining New Stops

and South Carolina.

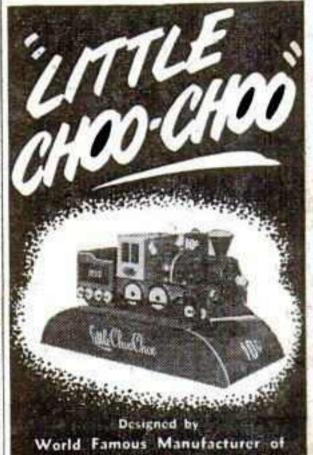
The truck - called the ridemobile - can be driven to a potential location and by using a long cable, plugged into an elec-trical outlet, demonstrate The Champion horse and Space-Ship rides in action. The rides are securely mounted in the truck.

As Vaughn explains it, "The nearest youngster is always tickled to assist in the demonfacture of his Rocket Ride, but he stration and locations are easy to is still making Sea Queens, which sign up when merchants see the

SHELBY, N. C., May 23 .- Paul ably crowd around when I am Vaughn, sales manager of D. demonstrating." He added that Huss Cline, has developed a spe- even the busiest of location owncially equipped truck which is ers can spare the few needed aiding the firm in securing ride minutes to make the speedy demlocations. The Cline organization onstration as no advance preparadistributes Bally rides in North tion in the store or shifting of equipment is necessary.

# Atom Jet Back In Production

NEW YORK, May 23. - Nat Cohn, head of Conat here, national distributor for Nasco in Philadelphia, announced this week that the firm's Atomic Jet is now back in (Continued on page 98)



Sensational new coin-operated Kiddie Ride for Dime Store and Super Market locations, Train goes thru all of the motions of a real locomotive. Foot accelerator operates variable speed control. Device has seven flashing lights and realistic bell. Terms: Payments arranged for established operators. Write today for complete information.

Amusement Rides

KING AMUSEMENT CO. Mt. Clemens, Mich.

# Central Coin In New Qtrs.

DETROIT, May 23.—The Central Coin Machine Exchange, long-established distributing organization owned by Maurice J. Feldman, has moved to 2628 Puritan Avenue. The new site affords larger quarters, and a more convenient layout, with direct access to the store for delivery purpose.

The front of the store is used as a reception room, and a salesroom for a display of shuffleboard supplies and accessories.

Central is now specializing exclusively in the shuffleboard vision of W. C. Graham, formerly field, having disposed of other lines which the firm formerly handled. A distributorship is maintained for the Tri - Central Shuffleboard. The firm also spe-cializes in handling scoring units. A large and modern new shop has been established in the rear, with complete equipment for all types of service, including resurfacing of boards.

Feldman has for years been a leader in trade associations and in the coin machine industry generally. He maintains a route of machines of his own, in addition

The new location establishes a north end "Little Coin Row," being located next door to the buildings of the Angott Distributing Company.

More Profits

The Only Ride where

break-proof.

Write today for literature and prices.

The Child is the Pilot

5 ride movements from 3 control

levers. Air operated. Safer, less

maintenance. Ply-A-Mold body,

# QUALITY DURABILITY APPEARANCE

That is what Kiddy-Ride operators must have, and that's what they get with Bally SPACE-SHIP and THE CHAM-PION. Big profits, tool

> Write for Prices Terms Available

### DONAN

DISTRIBUTING COMPANY 5007 N. Kedzie Chicago 25, III. Phone: JUniper 8-5211

**Bally Distributors for** Wisconsin and Northern Illinois

# NYLCO PRODUCTS, INC. 540 Main Street, Clinton, Massachusetts

I'M ON MY WAY TO DISTRIBUTORS OF

EXHIBIT SUPPLY'S

EXHIBIT SUPPLY 4218-30 W. Lake St., Chicago 24, III.

 Roy Rogers Trigger ● Sea Skate ● Rawhide ● Buxx Corey's Space Patrol . Pete the Rabbit . Big Bronco . Rudolph the Red-Nosed Reindeer . El Toro the Bull . Ferdy the Bull . Space Cun.

# LIABILITY & FIRE

For the Amusement & Entertainment Field

BROADWAY BROKERS CORP.

150 Broadway, New York 38 REctor 2-2195

Copyrighted material

319 Hinsdale Street Brooklyn 7, N.Y. Phone: HYacinth 5-2756



the history of coin-operated mechanisms. We held off advertising its sensational development until all field tests were completed.

But right from the start Results Were So Terrific - grosses were so huge — and top locations were so enthusiastic about this ride — that imitations began to leap into the field.

### That is why we urge you to BEWARE!

Don't be misled by imitations! If you want the Musical Merry Go Round — be sure it is the ride made by The Bert Lane Company, Inc.

### ALSO BE SURE ABOUT DELIVERY!

It is one thing to try to capitalize on the success of others — it's quite another matter to deliver! Before You Put Down One Red Cent Be Sure You'll Get Delivery!

You know you'll get delivery from the Bert Lane Company we've been delivering since the first of the year! We can ship your ride on receipt of order! Only the Bert Lane Company can Guarantee Immediate Delivery! No One Else Has This Ride! It Is Misleading For Any One Else To Offer This Ride To You! This Is a Bert Lane Exclusive — Lock, Stock and Barrel!

Study This Picture CAREFULLY! It is a genuine MUSICAL MERRY-GO-ROUND It is the ONE and ONLY ride featuring Hobby Horses Set To Musici Originated and Produced by the BERT LANE COMPANY

While You Are Reading This The MUSICAL MERRY-GO-ROUND Is Proving Itself As The Star Attraction In Hundreds Of Locations Including Such Famous Department Stores As—

Foley Bros., Houston-Leonard's, Ft. Worth-Brown-Dunkin, Tulsa-Frost Bros., San Antonio-Scarborough, Austin-Halliburton's, Oklahoma City-Famous-Barr, St. Louis (3 stores)-M. O'Neill Co., Akron (6 stores)-H. & S. Pogue Co., Crosby Bros., Inc., Topeka—Montgomery Fair, Montgomery—Elder-Johnson, Dayton-Miller Bros., Chattanooga,

and with such important chains as SEARS ROEBUCK FOOD FAIR of FLORIDA and KROEGER STORES



fiberglass, waterproof exterior plywood, Self-contained rollers. Lifetime parts. National Coin Mechanism and ride meter.

Available With Interchangable Series of Animals

### GIRAFFE-CAMEL-ZEBRA-REINDEER-HORSE-RABBIT

- Quiet, smooth, prancing up-and-down Hobby Horses
- Can be set for Continuous Music (45 RPM Records) to Attract Attention or, Music only when ride is in operation.
- Operation completely automatic 1 minute ride for one or two children on insertion of one dime or two nickels — or with special tokens.
- Absolutely safe can be boarded from any side.

### \*EARNINGS ARE FABULOUS! \*APPEAL IS TERRIFIC! "THERE IS NO OTHER RIDE LIKE IT!

Here is your opportunity to get in on the ground floor of the most sensational new development in kiddie rides — one that is sweeping the country - proving itself the greatest money maker of them all

Write, Wire or Phone Today

By Farl This is no time to delay -Be The First In Your Territory! Order Your Musical Merry-Go-Round Now!

but remember - the ONLY place where you can get the genuine and original ride - the ride that is making money NOW - and which you can put into operation NOWis right here!



# THE BILLBOARD Index of Advertised Used Machine Prices

### Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard Issues as Indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, ealy the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

ABC (United)	Issue of May 23 \$95.00 99.50 130.00 135.00 149.50 175.00	Issue of May 16 \$130.00 135.00 150.00.175.00	Issue of May 9 \$135.00 145.00 149.50(2) 150.00 175.00	Issue o May 2 \$85.00 125.00 135.00 145.00
	300			149.50(2 150.00 175.00
Across-the-Board (United) Advance Roll (Genco)	225.00	225.00 19.50	225.00	225.00
All Star Basketball	165.00	34.50	34.50	34.50
Aquacade (United) Arizona (United) Atlantic City (Bally)	375.00	39.50 385.00(2)	39.50 390.00	39.00 39.50 79.50 99.50 345.00 385.00
country to any	385.00(2) 390.00 395.00(3) 415.00	395.00(3) 425.00	395.00(2) 400.00 410.00 425.00	390.00 395.00(3 400.00 410.00 425.00
Ballerina (Bally)	49.50	49.50	49.50	- 11
Bank-a-Ball (Gottlieb) Barnacle Bill (Gottlieb)	75.00	34.50 49.00	25.00 34.50	34.50
Baseball (Genco) Basketball (Gottlieb) Basketball Champ	85.00	95.00	95.00	95.0
(Chicago Coin)	250.00 195.00 250.00	195.00 250.00 250.00	195.00 250.00 250.00	195.00 225.0 250.0 250.0
Sasket Ball (Chicago Coin) Sat-a-Score (Evans) Satting Practice	275.00 150.00 89.50 69.50	150.00 275.00 29.00 30.00 69.50 89.50 95.00	275.00 69.50 89.50	145.0 69.50 89.5
Beauty (Baily)	485.00.495.00 499.00 525.00(2)	495.00 525.00 535.00 540.00	499.00 525.00(2) 545.00	499.00 525.0 545.0
Se Bop (Exhibit)	540.00 ° 94.50	94.50	94.50	69.00 94.5
Big Hit (Exhibit)	165.00 60.00	165.00 64.50	165.00 64.50 44.50	165.0 64.5
Black Gold (Genco)	50.00 175.00(2)	59.50 175.00 195.00	59.50 175.00	59.5 175.0
Solero (United)	195.00(2) 215.00	220.00 225.00	215.00(2) 220.00 225.00	215.00(2 220.00 250.0
Boston (Williams)	89.50 50.00(3) 74.50	89.50 50.00(2) 74.50	89.50 50.00(2) 74.50	69.50 89.5 50.0
Sright Lights (Bally)	175.00(2) 189.50	195.00 200.00 215.00 219.50	175.00 185.00 200.00	175.00 190.0 215.00(2
# 50 H	190.00(2) 195.00(2) 200.00 215.00(2)	225.00 250.00	215.00(2) 219.50 225.00 250.00	225.00(2 250.0
Bright Spot (Bally)	225.00 250.00 265.00 275.00(2) 290.00 295.00(5)	275.00 295.00(5) 300.00 315.00	275.00 295.00(2) 300.00 315.00(2)	265.00 275.00 295.00(2 300.00 315.0 325.00(2
Succaneer (Gottfleb)	300.00 59.50	34.50 59.50	325.00 25.00 34.50	34.50 59.5
Suffalo Bill (Gottlieb) Suttons & Bows (Gottlieb)	74.50 40.00 47.50 69.50	74.50 47.50 69.50	59.50 74.50 47.50 69.50	74.50 79.5 25.00 47.5 69.5
Campus (Exhibit)	65.00 94.50 89.50 180.00 34.50	65.00 94.50 89.50 185.00 34.50	65.00 94.50 89.50 195.00 34.50	65.00 94.5 69.50 89.5
Carnival (Bally)	37.50 40.00 45.00 75.00 89.50	49.50 37.50 40.00 45.00 49.50 89.50	49.50 25.00 37.50 40.00 45.00 49.50 75.00	49.5 37.50 40.0 45.00 49.5 75.00 89.5
Champion (Chicago Coin) Chinatown (Gottlieb)	40.00 65.00 175.00 185.00	40.00 65.00 225.00	89.50 40.00 69.50 225.00	40.00 69.5 195.0
Cinderella (Gottlieb)	205.00	29.50	29.50 49.50	29.5
Orcus (United)	375.00 30.00 65.00 79.50	395.00 30.00(2) 79.50	395.00 19.00 29.50 30.00(2) 65.00 79.50	395.0 29.50 30.000 65.00 79.5
College Daze (Gottlieb) Coney Island (Bally)	75.00 240.00 245.00	245.00 275.00	265.00	75.00 89.5 275.000
	265.00 275.00(3) 290.00	295.00(2) 300.0 <del>0</del> 315.00(2)	275.00(2) 300.00 315.00(3)	315.000 322.50 325.0
Control Tower (Williams)	295.00(3)	95.00	322.50 95.00 119.50	95.00 119.5
County Fair (United)	- 50000000	MI 2 5		125.0 175.0
Cyclone (Gottlieb)	125.00	44.50 60.00	44.50 60.00	44.50 60.0
Dancing Dan	75.00 79.50	29.50 75.00 99.50	29.50 75.00 99.50	74.5 29.5 75.00 79.5
DeLuxe World Series	75.00 79.50 99.50	13.00 47.30	13.00 37.30	99.5
(Williams) Dew-Wa-Ditty (Williams) Disc Jockey Double Action	49.50 200.00 215.00 99.50	34.50 49.50 225.00 99.50	34.50 49.50 225.00 99.50	245.000 34.5 215.00 225.0 65.00 75.0 95.0
Double Feature Double Shuffle (Gottlieb)	74.50 99.50 65.00(2) 75.00 79.50	74.50 49.50 65.00(2) 79.50	74.50 49.50 65.00 69.50 79.50	49.50 65.1 69.50 79.5
Oreamy (Williams)	74.50 75.00 89.50	74.50(2) 75.00 89.50	74.50 75.00 89.50	74.50(2) 75.0 89.5
El Paso (Williams) Fighting Irish (Chicago Coin)	75.00 95.00	39.50 75.00	39.50 75.00	39.50 69.5 45.00 69.5
Five Star (Universal)	75.00 79.50 85.00 125.00	95.00 99.50 140.00	95.00(2)	75.00 90.0 95.00(2) 135.0
Flip Skill	135.00 140.00 29.50 69.50	29.50 69.50	140.00 29.50 69.50	29.50 69.5
Floating Power (Genco) Flying High (Gottlieb)	A SERVICE SERVICE	44.50 235.00	44.50 235.00	44.
Football (Chicago Coin)	59.50 75.00 190.00 195.00(2) 215.00 220.00	59.50 190.00 195.00 215.00 225.00(2)	195.00 215.00	220. 225.000
400, 5c or 10c (Genco)	225.00(2) 249.50 215.00	249.50 215.00		
Four Corners (Williams) Four Horsemen (Gottlieb)	\$79.50 129.50 139.50	\$79.50 129.50	139.50	210.00 225 139. 169.

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the Moon	19 40.00 145.00 .75.00 11 275.00	159.50 90.00 119.50 375.00 235.00 95.00(2) 139.50 79.50 150.00 49.50 110.00 19.50(2) 125.00 50.00(2) 285.00 290.00	90.00(2)	119.50 339.00 235.00 215.00 135.00 145.00 49.50 75.00 9.50(2)	99.00(2)	159.50 119.50 235.00 135.00 79.50 145.00 49.50 19.50(2)	90.00(2) 135.00 40.00 69.50	195.00 195.00 139.50 69.00 79.50 145.00 49.50 110.00 9.50(2
Shoo (Williams)  Boat (United)  Skates (Williams)  Pool (Gottlieb)  Pacific (Genco)  Plug (Williams)  Entry (Bally)  man (Williams)  sowler (Gottlieb)	40.00 145.00 .75.00 11 275.00	90.00 119.50 375.00 235.00 235.00 5.00(2) 139.50 79.50 150.00 49.50 110.00 19.50(2) 125.00 50.00(2) 285.00 290.00	260.00	339.00 235.00 215.00 135.00 145.00 49.50 75.00 9.50(2) 285.00	11 250.00	235.00 135.00 79.50 145.00 49.50 19.50(2)	135.00 40.00 69.50 89.50 11	195.00 139.50 69.00 79.50 145.00 49.50 110.00 9.50(2
Boat (United) Skates (Williams) Pool (Gottlieb)  Pacific (Genco) Plug (Williams) Entry (Bally) man (Williams) Sowler (Gottlieb)	40.00 145.00 .75.00 11 275.00	119.50 375.00 235.00 235.00 25.00(2) 139.50 79.50 150.00 49.50 110.00 19.50(2) 125.00 50.00(2) 285.00 290.00	260.00	339.00 235.00 215.00 135.00 145.00 49.50 75.00 9.50(2) 285.00	11 250.00	235.00 135.00 79.50 145.00 49.50 19.50(2)	135.00 40.00 69.50 89.50 11	195.00 139.50 69.00 79.50 145.00 49.50 110.00 9.50(2
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150000 - 50000 HODE	275.00	285.00 290.00					225.00	
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time (Genco)		310.00				325.00		325.0
		75.00				91 (m. 1986)	75.00	95.0
(United)	26	5.00(2)	26	5.00(2)	275.00	295.00		5.000
		75.00(3)		325.00		795.00	295.00	
		5.00		20.00	0.000	1115-2007	275.00	350.0
and Go (Genco)	70.00	89.50	70.00	79.50		89.50	50.00	
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ne Park (Raily)		0.750.000.000		34.50		Service Service Services		34.5
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Issue of Issue of Issue of Issue of May 23 May 9 May 2 May 16 Freshie (Williams)..... 50.00 65.00 60.00 69.50 \$79.50 129.50 \$79.50 129.50 Frolic (Bally)..... 375.00 385.00 395.00 399.00 375.00 395.00 415.00 395.00(3) 399.00 400.00 425.00(3) 415.00 399.00 415.00 415.00 425.00(3) 435.00 425.00(2) 425.00(3) 435.00 Futurity (Bally)..... 199.50 235.00 199.50 220.00 220.00 240.00 220.00 235.00 240.00 265.00 225.00(2) 240.00 265.00 Georgia (Williams)..... 95.00 99.50 95.00 95.00 99.50 95.00 99.50 95.00 Gia Rummy..... 75.00 Gizmo (Williams)..... 49.50 49.50 49.50 49.50 Glamour (Bally)..... 175.00 Globe Trotter (Gottlieb) .... 145.00 Gold Cup (Bally)..... 59.50 59.50 59.50 59.50 Golden Gloves (Chicago Coin) 75.00 75.00 75.00 Grand Award 35.00 Chicago Coin)...... 69.50 75.00 Happy Days.... 185.00 195.00 Happy Go Lucky (Gottlieb) ... 159.50 Harvest Time (Genco)..... 75.00 109.50 109.50 109.50 79.50 109.50 Hayburner (Williams)..... 115.00 150.00 99.50 125.00 99.50 125.00 99.50 125.00(2) 165.00 165.00 150.00 155.00 165.00 Hit-a-Homer ..... 24.50 22.50 24.50 22.50 24.50 22.50 Hits and Runs (Genco).... 65.00 65.00 65.00 Hit 'N' Run (Gottlieb)..... 150.00(2) 150.00 155.00 155,00 165.00 Hit Parade (Gottlieb)..... 29.50 29.50 29.50 Holiday (Chicago Coin) ..... 39.50 39.50 39.50 Holiday (Keeney)..... 245.00 245.00 250.00 250.00 259.50 250.00 265.00 259.50 250.00(2) 265.00 259.00 Hong Kong (Williams)..... 180.00 210.00 210.00 220.00 195.00 Horseshoes (Williams)..... 139.50 159.50 125.00 100.00 159.50 Hot Rod (Bally)..... 40.00 40.00 99.50 40.00 99.50 99.50 99.50 Jalopy (Williams)..... 150.00 175.00 145.00 150.00 145.00 145.00 15.00 54.50 Jockey Special (Bally)..... 54.50 54.50 54.50 Joker (Gottlieb)..... 99.50 Judy (Exhibit)..... 99.50 235.00 275.00 235.00 285.00 265.00 285.00 285.00 295.00 Jumping Jack (Genco)..... 285.00 295.00(2) 295.00(2) 325.00 295.00(2) 325.00 49.50 69.50 Just 21 (Gottlieb)..... King Cole (Gottlieb)..... 49.50 49.50 49.50 King Pin (Chicano Coin).... 124.50 124.50 124.50 K. C. Jones (Gottlieb)..... 129.50 Knock Out (Gottlieb)..... 65.00 69.50 69.50 75.00 69.50 75.00 69.50 75.00 75.00(2) 99.50 99.50 79.50 99.50 Leader (United)..... 225.00 265.00 250.00 265.00 250.00 269.50 225.00(€) 169.50 269.50 275.00 275.00(2) 250.00 275.00 275 00(2) 285.00 310.00 310.00 285.00 295.00 79.50 95.00(2) 95.00 99.50 70.00 95.00(2) Lite-a-Line (Keeney)...... 105.00 105.00 159.50 105.00 159.50 Long Beach (Williams)..... 185.00 225.00 195.00 275.00 275.00 275.00(2) 275.00 Lucky Inning (Williams).... 84.50 35.00 84.50 35.00 84.50 35.00 69.50 84.50 Major League Baseball (Western) ..... 74.50 74.50 Majors (Chicago Coin)..... Majors of '49 (Chicago Coin). 45.00 Majorette ..... 125.00 145.00 145.00 145.00 140.00(2) Mardi Gras..... 29.50 84.50 Maryland (Williams)..... 49.50 84.50 49.50 84.50 49.50 84.50 Mercury (Genco) ...... 59.50 59.50 59.50 Mermaid ..... 125.00 Merry Widow (Genco)..... 29.50 29.50 Minstrel Man (Gottlieb).... 159.50 95.00 159.50 159.50 159.50 Niagara (Gottlieb)..... 175.00 175.00 175.00 150.00 175.00 89.50 95.00 89.50 95.00 89.50 95.00 89.50 95.00 Nifty (Williams):..... 64.50 65.00 Oklahoma (United)..... 65.00 64.50 65.00 64.50 65.00 85.00 85.00 129,50 Old Faithful (Gottlieb)..... One, Two, Three (Genco).... 34.50(2) 34.50(2) 109.50 Oasis (Exhibit)..... Palm Beach (Bally)..... 375.00 415.00 425.00(3) 440.00 375.00 425.00 440.00 445.00(2) 450.00(2) 440.00(2) 465.00 445.00(2) 455.00 465.00 450.00(2) 455.00 465.00 450.00 475.00 475.00 Paratrooper (Williams) ..... 165.00 185.00 185.00 Photo Finish (Universal).... 39.00 40.00 39.00 40.00 39.00 40.00 39.00 40.00 99.50 80.00 Pin Bowler (Chicago Coin)... 99.50 99.50 75.00 80.00 80.00 Pinky (Williams)..... 95.00 95.00 95.00 Playball (Genco) ...... 25.00 Playland (Exhibit)..... 65.00 65.00 89.50 65.00 89.50 65.00 89.50 Pop Up ..... 22.50 22.50 22.50 22.50 39.50 Puddinn' Head (Genco)..... 39.50 39.50 Punchy (Chicago Coin).... 75.00 75.00 75.00 85.00(3) 89.50 34.50 Quarterback (Williams)..... 85.00 89.50 85.00 65.00 85.00 89.50 89.50 Quartette (Gottlieb)...... 185.00 185.00 235.00 Queen of Hearts ..... 95.00 95.00 95.00 95.00 Rag Mop (Williams)..... Red Shoes (United)..... 75.00 75.00 75.00 75.00 69.50 35.00 Rip Snorter (Genco)..... 45.00 Rocket ..... Rockette ..... 85.00 85.00 85.00 125.00 139.00 139.50 139.50 139.50 Rose Bowl ....... 139.50 175.00 44.50 69.50 44.50 44.50 St. Louis (Williams)..... Samba (Exhibit)..... 49.50 49.50 39.50 Saratoga ..... 49.50 39.50 49.50 49.50 Screwball (Genco)...... 34.50 Select-a-Card (Gottlieb)..... 59,50 65.00 59.50 59.50 79.50 34.50 Serenade (United)..... 34.50 34.50 Set Shot (Basketball). 84.50 85.00 49.50 65.00 159.50 90.00(2) 119.50 195.00 135.00 139.50 40.00 69.00 69.50 79.50 .00 145.00 .50 49.50 110.00 (2) 89.50 119.50(2) 225.00 260.00 275.00 295.00 310.00 315.00(3) .00 325.00 75.00 95.00 275.00(3) 295.00 325.00 350.00 50.00 70.00 75.00 79.50

May 23 79.50 65.00 69.00 50.00 69.50 89.50 74.50 125.00 30.00 45.00 100.00 89.50 75.00	64.50 20.00 50.00(2)	29.50 49.50 69.50 89.50 64.50 74.50 135.00 29.50 165.00 29.50	49.50 6	79.50 29.50 50.00 69.50 89.50 4.50(2) 74.50 135.00 29.50 165.00 29.50	49.50 45.00 74.50 125.00	29.50 165.00 49.50 99.50 49.50
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69.00 50.00 69.50 89.50 74.50 125.00 30.00 45.00 95.00(2) 100.00 89.50 75.00	50.00(2)	49.50 69.50 89.50 64.50 74.50 135.00 29.50 165.00 29.50	6	50.00 69.50 89.50 4.50(2) 74.50 135.00 29.50 165.00 29.50	45.00 74.50 125.00	29.50 50.00 69.50 89.50 64.50 85.00 135.00 29.50 49.50 49.50
50.00 69.50 89.50 74.50 125.00 30.00 45.00 95.00(2) 100.00 89.50 75.00	50.00(2)	49.50 69.50 89.50 64.50 74.50 135.00 29.50 165.00 29.50	6	50.00 69.50 89.50 4.50(2) 74.50 135.00 29.50 165.00 29.50	45.00 74.50 125.00	50.00 69.50 89.50 64.50 85.00 135.00 29.50 165.00 49.50 99.50
69.50 89.50 74.50 125.00 30.00 45.00 95.00(2) 100.00 89.50 75.00	50.00(2)	49.50 69.50 89.50 64.50 74.50 135.00 29.50 165.00 29.50	6	50.00 69.50 89.50 4.50(2) 74.50 135.00 29.50 165.00 29.50	45.00 74.50 125.00	50.00 69.50 89.50 64.50 85.00 135.00 29.50 165.00 49.50 99.50
69.50 89.50 74.50 125.00 30.00 45.00 95.00(2) 100.00 89.50 75.00	50.00(2)	69.50 89.50 64.50 74.50 135.00 29.50 165.00 29.50	6	69.50 89.50 4.50(2) 74.50 135.00 29.50 165.00 29.50	45.00 74.50 125.00	69.50 89.50 64.50 85.00 135.00 29.50 165.00 49.50 99.50 49.50
89.50 74.50 125.00 30.00 45.00 95.00(2) 100.00 89.50 75.00	A5-80103611E	89.50 64.50 74.50 135.00 29.50 165.00 29.50		89.50 4.50(2) 74.50 135.00 29.50 165.00 29.50	74.50 125.00	89.50 64.50 85.00 135.00 29.50 165.00 49.50 99.50 49.50
74.50 125.00 30.00 45.00 95.00(2) 100.00 89.50 75.00	3	64.50 74.50 135.00 29.50 165.00 29.50		4.50(2) 74.50 135.00 29.50 165.00 29.50	74.50 125.00	64.50 85.00 135.00 29.50 165.00 49.50 99.50 49.50
45.00 30.00 45.00 95.00(2) 100.00 89.50 75.00	3	74.50 135.00 29.50 165.00 29.50		74.50 135.00 29.50 165.00 29.50	125.00	85.00 135.00 29.50 165.00 49.50 99.50 49.50
45.00 30.00 45.00 95.00(2) 100.00 89.50 75.00	3	135.00 29.50 165.00 29.50	74.50 9	29.50 29.50 165.00 29.50	125.00	135.00 29.50 165.00 49.50 99.50 49.50
45.00 45.00(2) 100.00 89.50 75.00	3	29.50 165.00 29.50	74.50 9	29.50 165.00 29.50	TOWNSTALL	29.50 165.00 49.50 99.50 49.50
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95.00(2) 100.00 89.50 75.00		29.50	74.50 9	29.50	29.50	49.50 99.50 49.50
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100.00 89.50 75.00	74.50 95	.00(2)	74.50 9	F 88/84		35.00
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75.00			MESS S			
		89.50		89.50		89.50
	65.00	75.00	65.00	75.00	65.00 7	
95.00	75.00(3)		75.00(3		75.00(3	
145.00		149.50	125.00	149.50	95.00	125.00
149.50		25520				149.50
		44.50		44.50		44.50
				04 50	FO 00	210.00
84.50		84.50		84.50	59.QU	84.50
85.00		85.00		85.00		85.00
						-1171.77
	(E)	114.50		114.50		114.50
***********						
	49.00	65.00	49.00			
		99.50				99.50
25.00					20.00	34.50
	101222			49.50		49.50
175.00	40.00	175.00				
	99.50 25.00 175.00	85.00 22.50 165.00 9.55.00 99.50 25.00 175.00 40.00	85.00 85.00 22.50 165.00 114.50 955.00 49.00 65.00 99.50 99.50 25.00 34.50 49.50 175.00 40.00 175.00	84.50 84.50 85.00 85.00 22.50 165.00 114.50 0 55.00 49.00 65.00 49.00 0 99.50 99.50 25.00 34.50 49.50 175.00 40.00 175.00	84.50 84.50 84.50 85.00 85.00 85.00 165.00 114.50 114.50 55.00 49.00 65.00 49.00 65.00 99.50 99.50 25.00 34.50 49.50 49.50 175.00 40.00 175.00	84.50 84.50 84.50 59.00 85.00 85.00 85.00 22.50 165.00 114.50 114.50 55.00 49.00 65.00 49.00 65.00 49.00 99.50 99.50 99.50 65.00 25.00 34.50 34.50 20.00

Utah (United)	84.50	84.50	84.50	59.00 84.50
Watch My Line (Gottlieb) Whirl-A-Ball	75.00 85.00 22.50	85.00	85.00	85.00
Wild West (Gottlieb) Winner (Universal Industries)	165.00 49.00 55.00	114.50 49.00 65.00	114.50 49.00 65.00	114.50 49.00 55.00
Wisconsia (United)	65.00 99.50 25.00	99.50 34.50 49.50	99.50 34.50 49.50	65.00 99.50 20.00 34.50 49.50
• Arcade	125.00 175.00 E:	40.00 175.00		•
Altuue	Issue of	Issue of	, Issue of	Issue of
Ace Bomber (Mutoscope) Air Mail Letter (Exhibit) Air Raider (Keeney)	May 23 \$195.00 115.00 125.00	May 16 \$195.00 50.00 115.00	May 9 \$195.00 115.00 125.00	May 2 \$195.00 175.00 115.00 125.00
All Star Hockey	69.50 125.00	125.00 69.50 125.00 195.00 100.00	69.50 125.00	69.50 125.00 125.00
Auto-Shoot Automobile Kiddie Rides	325.00	325.00 395.00	395.00 85.00	85.00
Ball Grip	85.00 79.50	85.00 79.50 149.50 195.00	79.50 149.50	225.00 79.50 149.50
Big Inning (Bally)	149.50 150.00 95.00 65.00	95.00 35.00 65.00	95.00 65.00	95.00 65.00
Boomerang	45.00 59.50	45.00 59.50 24.50	45.00(2) 59.50 24.50	45.00 59.50 24.50
Cannon Shocker	27.50 29.50	10.00 100.00 20.00 29.50	20.00 24.50 29.50	20.00 24.50 29.50
Chicken Sam (Seeburg) Cupid's Wheel	105.00(2) 150.00 149.50	105.00(2) 110.00 150.00	75.00 105.00(2) 150.00	75.00 105.00(2) 150.00
Dale Gun (Exhilbt)	55.00 59.00 65.00(2) 75.00 94.50	65.0(2) 75.00 94.50	65.00(2) 75.00 94.50	45.00 65.00(3) 75.00 94.50
Defender (Bally) Deluxe Athletic Scale (Mercury)	31.30	40.00 79.50	125.00 79.50	125.00 79.50
Derby, 4 Player (Chicago Coin)	155.00 195.00 295.00	155.00 195.00 295.00	155.00 195.00 295.00	155.04 195.00 295.00
Drivemobile	42.50	75.00 175.00 100.00 42.50	175.00 42.50	175.00 42.50
Electric and Grip Test Electricity Is Life	79.50 129.50 -	79.50 129.50	79.50 129.50	
Fist Striker	125.00(2) 75.00 150.00 175.00	50.00 125.00 75.00(2) 150.00 175.00	125.00 75.00 150.00 175.00	125.00 75.00 150.00 175.00
Glider	45.00 95.00 115.00 119.50 125.00	40.00 95.00 115.00 119.50	95.00 115.00 119.50 125.00	95.00 110.00 115.00 119.50 125.00
Gun Patrol (Exhibit)	175.00	125.00 175.00	175.00	175.00 210.00
Gypsy Fortune Teller Gypsy Palmist	90.00	40.00 90.00	40.50 (5.00	40.50 45.00
Heavy Hitter (Bally) Hi Ball Striker (Exhibit)	49.50 65.00 69.50 89.50	20.00 49.50 65.00 69.50	49.50 65.00 69.50	49.50 65.00 £9.50
High Ball	49.50	40.00 49.50 75.00	49.50 75.00	49.50
Hoot Mon Golf Horoscope (Mutoscope)	*	50.00 50.00	27	Name of the last o
(Amusement Corp.) Jet Gun (Exhibit)	185.00 195.00 225.00(2)	100.00 195.00 225.00(2) 125.00	95.00 195.00 225.00(2) 125.00	95.00 195.00 225.00(2) 125.00
Kicker & Catcher Kissometer (Exhibit) K O Fighter	195.00 150.00	10.00 18.50 150.00	18.50 150.00	18.50 22.50 175.00 150.00 175.00
Knotty Peek Liberator Lite League	90.00 99.50	90.00 99.50	90.00 99.50	75.00 90.00 99.50
Love Meter (Exhibit)	39.50	39.50 40.00 100.00 100.00	39.50	39.50
Metal Typer	225.00 295.00	175.00 225.00 295.00	375.00 225.00(3)	375,00 225,00(2)
Midget Movies Midget Ski Ball (Chi Coin)	165.00	165.00	295.00 165.00 199.50	295.00 295.00 195.00 199.50
Model F (ABT)		20.00	20.00	20.00 145.00 65.00
Mystic Pen	125.00		general some	100.00
Panorans	195.00 275.00(2) 295.00	175.00 275.00	,	275.00(2) 295.00
Photomatic (Mutoscope)	90.00 250.00 250.00(early) 625.00(late) 650.00(late)	25.00 90.00 250.00 250.00(early) 400.00 625.00(late) 650.00(late) 750.00(late)	90.00 250.00 625.00(late) 650.00(late)	75.00 90.00 250.00 250.00(early) 625.00(late) 650.00(late) 750.00
Pikes Peak	29.50 75.00 90.00 115.00 119.50	10.00 29.50 75.00 90.00 115.00 119.50	29.50 75.00 90.00 115.00 119.50	75.00 90.00 115.00 119.50
Pitch 'Em & Bat 'Em (Scientific)	75.00 185.00 99.50	85.00 99.50	85.00 99.50	185.00 195.00 85.00 99.50
Pony Express (Exhibit) Pool Table (Edelco) Punch-A-Ball (Genco) Punching Bag (Mutoscope)	75.00 195.00	200.00 75.00 15.00 75.00	75.00 25.00	75.00 <b>1</b> 5.00
Q-Ball (Scientific) Quizzer	95.00(3)	50.00 95.00(3)		95.00(3)

apid Fire (Bally)	105.00 125.00(2)	50.00 105.00 125.00(3)	105.00 125.00(2)	105.00 125.00(2)
			125.00 165.00	125.00 165.00
ecordio (Wilcox-Gay)	165.00	125.00 165.00		
ifle Range Ray Gun	105.00	105.00	105.00	105.00
ocket Patrol			295.00	
hipman Art Show		59.50	59.50	59.50
	219.50	225.00 235.00	225.00 235.00	225.00 235.00
hoot the Bear (Seeburg)			249.50 269.50	249.50
	225.00(2)	249.50 269.50	249.50 209.50	250.00(2)
	235.00 249.50			
	269.50			269.50
N AT EX		37.00		
hoot-to-Tokyo		16.00	****	100.00
litver Bullet (Exhibit)	125.00	75.00 125.00	125.00	125.00
ilver Gloves	250.00	100.00	250.00	250.00
	The same of the sa	250.00(2)	11.00.00.00.00	11
ix Shooter (Exhibit)	135.00 150.00	175.00(2)	175.00(2)	175.00(4)
os seastana mententalmentalantes	169.50	250000000000000000000000000000000000000		
	175.00(2)			
kee Ball (Wurlitzer)	150.00	150.00	150.00	150.00
kee-Ball-Ette (Gottlieb)	22033527	50.00		
iki Roll (Evans)		125.00	125.00	125.00
kill Gun (ABT)	39.50	39.50	39.50	39.50
ky Fighter (Mutoscope)	125.00 195.00	75.00 125.00	125.00 195.00	125.00 195.00
My rigines conscionarias		195.00		
Solar Horoscope	110.00 150.00	110.00		
Star Series (Williams)	75.00 100.00	75.00 100.00	75.00(2) 100.00	75.00 100.00
otal Series trilliams	139.50	139.50	139.50	139.50
	137.30	15,.50	237.30	
Sub Gun (Keeney)	125.00	50.00 125.00(2)	125.00(2)	125.00(2)
Target Skill (Genco)	95.00	95.00	95.00	95.00
	85.00	85.00	85.00	85.00 95.00
Team Hockey (United)	125.00(2)	100.00	125.00(2)	125.00(2)
Telequiz	169.50	125.00(2)	169.50	169.50
	164.50	169.50	167.50	207.5
T	00.50		00.75	99.50
Ten Pins (Rock-Ola)	99.50	99.50	99.50	75.00
Ten Strike (Evans)	75.00	50.00 75.00	75.00	73.00
Three Glamour Rating		50.00		
Three Wheels of Love		50.00		
13-Way Athletic Scale				
(Mercury)	79.00	000000000000000000000000000000000000000	0 1221240	722101
Tommy Gun (Evans)	99.50	• 99.50	99.50	99.50
Undersea Raider (Bally)	95.00 125.00	95.00 125.00	95.00 125.00	95.00 125.00
View-A-Scope	39.50	39.50		39.50
Voice-o-Graph (Mutoscope)	425.00 525.00	425.00 450.00		425.00 525.00
MANAGEMENT CONTROL CONTROL CONTROL OF THE CONTROL OF T	595.00	525.00 595.00		550.00 595.00
	75.00 85.00	50.00 75.00		85.00(2
Western Baseball		85 00		
		85.00	3	17E A
Western Baseball Wishin: Letter (Exhibit) Zodi Fortune Teller		85.00 350.00		175.0

amusement machines in Los Hiller, all of Los Angeles.

L. A. Distrib Chartered Angeles County. Authorized capital is 2,500 shares, no par value. SACRAMENTO, May 30. — Incorporation papers were filed S T L Enterprises has been by Louis Thomas Hiller, Los granted a charter by the State to Angeles. Directors are Jean sell and distribute vending and Masching, Emily Morgen and

### Display Bank-Shot At Cleveland Meet

CLEVELAND, May 23.-The American Shuffleboard Comoany, Union City, N. J., exhibited ts Bank-Shot game at the 1953 innual Conference of the Nationl Industrial Recreation Associaion held in the Carter Hotel Sunday thru Wednesday (17-20).

The association is made of ndustrial plant recreation program directors. One of NIRA's vice-presidents is Ralph M. sacksen, of the J. P. Seeburg Corporation.

### Clear Op in Pin Case

MIAMI, May 23.—Judge Grady L. Crawford, of the Dade County Circuit Court, reversed the conviction of a local operator on a charge of allowing minors to play a pinball game.

Judge Crawford ruled there was insufficient evidence to warrant a conviction when the case was tried before Judge Albert Saperstein in Miami Beach City Court. The higher court found that the operator had used all reasonable precautions to determine the age of persons playing his pinball machines.

One of the arresting officers sinc has been dismissed from the force after a federal complaint was filed against him charging transportation of a stolen car between New York, Miami and Havana, Cuba.

The Miami Beach city government has waged a campaign to curb the playing of pin games by minors, with the co-operation of game operators who have had sticke. printed prohibiting under-age players from using the machines.

### THE MARKET PLACE for the COIN MACHINE INDUSTRY

The Matienal Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED **ADVERTISING** 

### ADVERTISING RATES

REGULAR CLASSIFIED (Minimum \$3) Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light. Per word ...... .... ... ... ... .20 3 or more CONSECUTIVE or 26 

per word ......

52 CONSECUTIVE Insertions,

 DISPLAY CLASSIFIED (Minimum \$4) Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more, Per agate line .....\$1.00

3 or more CONSECUTIVE or 26 insertions, per agate line ..... .93 52 CONSECUTIVE insertions, 1 inch equals 14 agate lines.

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Cash must accompany all orders for less than 3 insertions. Please include an additional 25¢ for each insertion for the use of a

box number to cover the cost of handling and forwarding of your mail.

### **Business Opportunities**

Coin Radios and Television; buy direct from manufacturer and save; steel cabinet, modern design, coin rejector. Write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

### Parts, Supplies & Services \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

"THE CHARM CENTER" Introducing and Supplying the Latest in Charms. Write for FREE Price List of many new items never before advertised. Order ALL your Charms from one place—we have them at lowest prices. Also Stands, Brackets and Vending Supplies.

LOCAN DISTRIBUTORS Chicago 22, III 627 Milwaukee

### 14-5¢ CANDY, CIGARETTE, NUTS, TAB CUM, BALL CUM VENDERS BOUGHT AND SOLD.

Cast Iron Stands, \$4.25 ea.; 6 or more, \$4 ea. Top Plates for 2 Venders, \$1 ea. 3 Venders, \$1.35 ea. Aluminum Coin Counters, 1¢ or 5¢, \$1.45 ea. prepaid. Tubular Coin Wraps, 1¢ to 50¢, 85¢ per M; 10,000 or more, 80¢ per M.

ALL SMALL PAN CANDIES AND JELLY BEANS AT NEW LOW PRICES.

TAB GUM-MIN, 25 BOXES. All Wrigley, 47¢; All American Chicle, 42¢; Teaberry, 42¢; Chloro Tab (200 ct.), 90¢; Candy Charms, 42¢; Hershey Choc. (200 ct., 1¢), \$1.30; Suchard Almond or Milk (200 ct., 1¢), \$1.20.

Ball Gum: 210, 170, 140—25 lb. cases, 26¢ per lb. Chloro Ball Gum, 210, 170, 140—25 lb. cases, 43¢ per lb. Asst'd Candy Coated Gum Chicks, 320 ct.—30 lb. cases, 37¢ per lb. Chloro Candy Coated Gum Chicks, 320 ct.—30 lb. cases, 46¢ per lb. King's Hard Shell Coated Choc's., 500 ct.—22 lb. cases, 38¢ per lb. All prices—F.O.B. Chicago—1/2 Dep., Bal. C.O.D.

### KING & CO.

Direct Factory Distributors for Northwestern Venders, U-Select-It Candy and Cookie Venders, Supervend 3-Drink Cup Dispensers, PX Cigarette Venders.

2702 W. Lake St., Chicago 12, Ill.

Quizzer ..........

Operators! There's nothing quite like "Monroe Waterless Handcleaner," a smooth white cream containing no ammonia or lye, it removes grease, fresh paint, ink, carbon, etc., from your hands like magic, leaving them soft and clean; excellent for shop or route for cleaning all coin machines; merely rub it on and wipe it off; harmless to painted surfaces; it contains lanolin and glycols. Send 40 cents for trial can. Treasure Shop, P. O. Box 719, Monroe, Mich.

Stamp Folders, direct from manufacturer: unlimited quantities, immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust

### Routes for Sale \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

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Phonograph Route in Louisiana: about 75 Phonographs; pay out in 1 year; old established route; wonderful set-up; late machines; help will stay; worth investigating. Box 630, The Billboard, Chicago 1, III.

\$1,000 down, \$200 per month buys 6 Juke Boxes, 25 Five-Balls, 2 Shuffle; real opportunity; no 5-Ball competition. Coin Machine Exchange, 303 Airport Drive, Shreveport, La.

••••••

### **Used Coin-Operated** Equipment

A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, III.

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

Cigarette Machine, King Sixe Conversions, 25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Phila-delphia 4, Pa. EV 6-4244 and BA 2-8710.

Cleaning out entire stock Penny Amusement Games; send quick for bargain lists. Atlas Specialty Co., 810 Hemphill St., Ft. Worth,

Coin Radios-Metal cabinets, excellent condition; sample \$27.50; supply limited; write today. Don's Radio, 1415 Waterloo Rd., Cedar Falls, Ia.

### FOR ONLY \$10

You Can PROFITABLY Sell Used Machines. This Space Is 10 Lines . . . Display Style.
SEND US A LIST OF YOUR USED EQUIPMENT AND LET US MAKE UP AN ATTRACTIVE AD FOR YOU, TOO!

For Sale - '46 Seeburgs, completely overhauled and refinished, perfect condition, cost \$149.50; Keeney 4-Player Bowlers with formica tops, cost \$149.50. Lieberman Music Co., 257 Plymouth Ave., N., Minneapolis 11 Minn.

Watling Scales, late model Fortune, extra clean, \$100 ea. Glenco Sales, P. O. 835. Bluefield, W. Va.

While they last, we will sacrifice our stock of 1¢ coin-operated Fortune-Telling Napkin Dispensers; can be used in any type of food or drink location; all in excellent condition. Originally priced at \$12.95; send \$3 for sample and 500 Fortune Cards, prepaid; quantity price on request, Penny King, 2535 W. Division, Chicago 22, III.

5 Bally Cup Venders, fair condition, complete with auxiliary units, \$100 ea.; also 10 pre-war Photomatics, \$150 ea.; crating (if necessary) extra. McGuire, 15523 Lakewood, Paramount, Calif.

9 Pin Ball Machines, in excellent condition; trade for Cigarette or Candy Vending Ma-chines. Box 631, The Billboard, Chicago

25 Popcorn Venders, \$10 each; also 50 Gum and Nut Venders, \$6.50, like new. R. Westmoreland, Box 1016, Jackson, Tenn.

25 Refrigerated Candy Machines, 8 like new, 17 slightly used; priced reasonable; 9 Pop Corn Sez Vending Machines. Klopp's Store, Bethel, Pa. Phone: Frystown 61R22.

### Wanted to Buy

Want 500 all types Five Ball Flipper Cames: send list, state name, quantity, condition and quote lowest price in first letter. Badger Sales Co., 2251 W. Pico Bivd., Los Angeles, Calif.

WANTED TO BUY Chicoin Bowling Alleys with BLUE CABI-NETS ONLY \$20 ea. Phone RAndolph 6-0879 or write STREAMLINER COIN

Chicago, III. 717 W. Grand

Wanted—Coin Radios, good condition; state names, quantity, condition, timing and quote lowest price. P. O. Box 641, Dayton, O.

Every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES has been sold in The Billboard. What Do You Have To Sell? Write BOX 666 2160 Patterson St. Cincinnati, Ohio

BINGO 5 BALLS

"First-Conditioned"

BALLY BEAUTY ..... \$525 FROLICS ...... 395

FRGLICS 395
ATLANTIC CITY 395
SPOT LIGHT 295
BRIGHT SPOT 295
CONEY ISLAND 295
BRIGHT LIGHTS 215

GENCO

JUMPING JACKS ... \$295

KEENEY HOLIDAY ...... 5245 LITE-A-LINE ..... 95

WANTED!

SHUFFLE

GAMES

KEENEY

CHICAGO

COIN

UNITED

SEND

COMPLETE

LIST!

Bally BEACH CLUB

United CABANA

### Mr. I. M. FIRST Says:

"Operator who buys second best equipment gets over-charged in the end."

"FIRST is always best!"

### CONVERSIONS

mmmmm IT PAYS TO BUY THE BEST! GENUINE SUPER DELUXE

Absolutely highest Absolutely h i ghe staguality! Instructions, gutter and strike zo nes silk screened during manufacturing process. Available for United 2, 4, 5, 6 Players; Keeney, Chicago C e in and Universal games. Complete with coment. 8' & 9' sizes. \$17.50\$ 5 mmmmm 5

### SHUFFLEBOARD ATTACHMENTS Keeney 4-PLAYER

BOWLER .... \$185 NEW ELECTRIC SCOREBOARDS CENTER OVER-WALL MODEL . 95

### 5 BALLS

"First Conditioned" GOTTLIEB CROSSROADS ......\$185

NIAGARA ..... 145 ROSE BOWL ..... 139 SPOT BOWLER .... 125 MERMAID ..... 125 TRIPLETS 100
DOUBLE SHUFFLE. 78
KNOCK-OUT 75
BANK A BALL 75
TELECARD 69
SELECT-A-CARD 65 CHICAGO COIN

KING PIN (floor sample) \$145
FIGHTING IRISH 95
FOOTBALL 75
THING 45 THING .....

### PRIZE BOARDS!

Let our experts make up your board deals. Merchandise selected to your specifications, if desired, or you may order from our stock boards. All prices: \$15, \$25, \$30, \$35, \$40, \$45, \$50, etc. Satisfaction Guaranteed.



### ARCADE

NEW EXHIBIT SPACE CUN ABT RIFLE SPORT **EVANS BAT-A-SCORE** ABT CHALLENGER

"First-Conditioned" SEEBURG SHOOT THE BEAR .....\$235 WMS. SUPER
WORLD SERIES .. 225
EXHIBIT JET GUN. 195
CHI COIN BASKETBALL CHAMP 195
EX. SIX SHOOTER . 175
EX. GUN PATROL ... 175
WILCOX-GAY RECORDIO ..... 165 CHI COIN 4 PLAYER DERBY .. 155 TELEQUIZ ....... 125 CHI COIN PISTOL ... 115

CHI COIN PISTOL... 115
Keeney AIR RAIDER 115
CHICKEN SAM .... 105
RIFLE RANGE
RAY GUN .... 105
BALLY RAPID FIRE 105
CHI COIN GOALEE... 95
QUIZZER .... 95
WMS. QUARTER... 85
UN. TEAM HOCKEY 85
WESTERN B'BALL 75
EXHIBIT DALE GUN 75

### VENDING



RECONDITIONED Uneeda Electric Cigarette Machine, 9 Col. ......\$125 Pop Corn Set, Like New ...... 69

A. B. T. Challengers,

Recondi-

# tioned .... \$27.50 American Bankshot Shuffleboard ....\$2.75

# YOU'VE NEVER SEEN GAMES SO CLEAN

BINGOS	UPRIGHT GAMES
A.B.C \$ 75.00 CONEY ISLAND 235.00 SPOT LITE 215.00	GENCO CIOE OC
ATLANTIC CITY. 335.00 FROLICS 350.00	GOLDEN
PALM BEACH 360.00	NUGGET 235.00

### **FIVE BALLS**

СНІСО\$19.50	SERENADE\$ 19.50
PINKY 59.50	FRESHIE 35.00
SHOO SHOO 62.50	WHIZZ KIDS 115.00

### ONE BALLS

ALL TYPES AVAILABLE FOR EXPORT. (WRITE)

# WESTERHAUS CO.

3726 KESSEN AVE. CINCINNATI 11, OHIO

Phone: Montana 5000

Super Twin Rotation

(Universal)

Super Twin Bowler (United).

(Exhibit) .....

65.00 69.00

59.50

395.00

TERMS: 1/3 DOWN, BALANCE C.O.D. OR SIGHT DRAFT.

# THE BILLBOARD Index of Advertised Used Machine Prices

### Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard Issues as Indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is Indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

-	ner, and einer re	noiou inciois.		
ABC Bowler	Issue of May 23	May 16	May 9	Issue of May 2 \$25.00
Bank Shot (American) Baseball (Bally)	\$275.00 75.00 79.50	275.00	275.00	\$75.00 79.50
(Chicago Coin) Big League Bowler (Keeney). Bowl-A-Ball, 6 player	185.00		69.50 195.00	195.00
(Chicago Coin)	390.00 40.00	390.00 40.00	390.00 25.00 40.00	390.00 29.50 39.50 40.00
Sowling Alley, 6 player (Chicago Coin)	245.00w/p 250.00(2) 255.00 295.00	235.00 250.00 295.00	225.00w/p 250.00 295.00	235.00 250.00(2) 275.00w/p 295.00
Bowling Champ (Keeney) Bowling Classic (Chicago Coin) Bowling League (Genco)	75.00 89.50	59.50 75.00 89.50	59.50 89.50	75.00 59.50 75.00 89.50
Bowling League , 4 player (Keeney)			25.00	25.00 50.00
Oe Luxe League Bowler (Keeney)	225.00 245.00	<b>2</b> 55.00	255.00	255.00(2) 295.00(2)
(Keeney) Deluxe Bowler (Williams) Deluxe 6 player	315.00		295.00 39.00	39.00
(Chicago Coin)	245.00 250.00	250.00 79.50	250.00 79.50	250.00 79.50
(Keeney)  Double Header (Williams)		99.50 75.00	99.50 45.00 75.00	99.50 45.00 75.00
Oouble Header, 2 player (Williams)  Oouble Shuffle Alley Express	49.50 69.50	49.50	49.50	49.50
Rebound (United)	119.50	119.50	79.50w/p 119.50	139.50
8 Player (Genco) Five Player Shuffle Alley	125.00			125,00
(United)	165.00 180.00w/p 185.00 195.00(2)	165.00 180.00w/p 185.00 195.00 225.00	160.00 179.00 180.00w/p 185.00 195.00 225.00	160.00 180.00w/p 185.00 195.00 200.00 245.00
Four Way Bowler (Keeney) Four Player Shuffle Alley	200.00 225.00 215.00			215.00
(United)	135.00 150.00 175.00 195.00	135.00 150.00 175.00 195.00	135.00 150.00 169.00w/p 175.00 195.00	135.00 150.00 175.00 220.00
Hi-Score Bowler (Universal). Hook Bowler (Bally)	115.00 100.00 149.50	49.00 115.00 89.50 95.00 149.50	115.00 95.00 149.50	95.00 100.00 149.50
King Pin (Keeney) League Bowler (Keeney)	125.00(2)	49.00 125.00	125.00(2)	35.00
League Bowler, 4 player	SERVED WITH VALUE	139.50	139.50	125.00(3) 139.50
(Keeney) League Bowler, 6 player (Keeney)	125.00 149.50	125.00 159.50 185.00	125.00 159.50	marenta o
League Bowler, 10 player (Keeney)		325.00	325.00 325.00w/p	185.00 325.00
Match Bowler 4 player) (Keeney) Matched Bowler, 6 player	185.00	185.00	CONTRACTOR OF THE PARTY OF THE	1
(United)	345.00	345.00		345.00
(Chicago Coin) Official 4 player (United)	300.00 345.00 375.00	300.00 345.00 375.00 249.50w/p	345.00 375.00	345.00 375.00
Official Shuffle Alley (United) Official Match Bowler (United)	325.00 340.00 325.00	335.00	335.00	335.00 340.06
Shuffle Alley (United)	\$45.00			\$45.00
Shuffle Alley DeLume 6 player (United)	250.00 295.00 315.00	\$199.50w/p 245.00 250.00 295.00 315.00	\$249.00w/p 250.00 275.00 295.00 315.00	250.00 275.00 295.00 345.00
Shuffle Alley Express (United) Shuffle Alley Express	45.00	IN PROPERTY.	25,457/50	45.00 79.50
2 player (United) Shuffle Alley, 6 player (Keeney)	109.50 250.00(2)	139.50 265.00(2)	139.50 199.00 250.00	139.50 255.00
Shuffle Alley, 6 player (United)	255.00 265.00	125.00w/p	265.00(2) 190.00	265.00(2) 174.50 190.00
	200.00w/p 215.00 225.00 235.00 245.00 250.00	169.50w/p 190.00 200.00w/p 215.00 225.00	200.00w/p 215.00 219.00w/p 225.00 245.00 260.00	200.00w/p 215.00 225.00w/p 225.00 235.00
Shuffle Champs (Bally) Shuffle Horseshoe (Chicago Coin)	100.00	29.00	99.00 100.00	99 00 100.00
Shuffle Line (Bally) Shuffle Slugger (United) Shuffle Target (Genco)	109.50 110.00 65.00 74.50 95.00	95.00 109.50 49.00 65.00 49.00 74.50	95.00 109.50 65.00 74.50 95.00	95.00 110.00 65.00 95.00
Single Shuffle Alley Rebound (United) Six Player, 10th Frame	89.50	95.00 89.50	89.50	89.50
(United)	75.00 79.00 45.00 50.00	385.00 49.00 75.00 29.00 45.00	79.00 50.00	325.00 75.00 79.00 45.00 50.00(2)
itar Bowler (United) itar Bowler, 2 player itar, 6 player (United)	375.00 350.00 375.00	50.00 350.00 300.00 375.00	350.00 325.00w/p	375.00 350.00 375.00 395.00
uper Deluxe League Bowler. (Keeney)			375.00 275.00	275.00
Super Six Shuffle Alley (United)	295.00 325.00 335.00 340.00	295.00w/p 295.00(2) 335.00(2)	295.00 299.00w/p 315.00	295.00 315.00 335.00 340.00 350.00
oper Twin Bowler	1922/2011/2012/0	18 720400	335.00(2)	Steritorii.

# BANNER

# Shuffle Alleys? **FIVE BALLS?** KIDDIE RIDES?

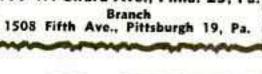
YOU NAME IT-WE HAVE IT! PRICE? **VERY ATTRACTIVE** INDEED!

Write-Wire-Phone

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SPECIALTY COMPANY

Endorsing Only the Best Home Office 199 W. Girard Ave., Phila. 23, Pa.





Joe Ash We are one of the leading exporters of coin-operated equipment. Our reputation EARNED-by honest effortdelivering only quality equip-ment—by virtue of the fact that

our experience in the field enables us to pack, route and ship in the most economical and safe methods. Contact us for your needs. We'll give your requirements our very best attention We are exclusive

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"You can Al WAYS depend on Active ALL WAYS!"

# IN STOCK!

SPOT LIGHT
PALM BEACH 395
FROLICS 375
ATLANTIC CITY 385
CONEY ISLAND 275
BRIGHT SPOT 195
BRIGHT LIGHTS 190
UN. TWIN REBOUND\$129.50
UN. 4 PLAYER 149.50
UN. 5 PLAYER
EASTN. ELEC. CIG. VEND 125.00
NATL. B-COL. CANDY VEND 89.50
UNIV. TWIN BOWLER 49.50
CHI, COIN CHAMPION 49.50
WILLIAMS DREAMY 74.50
WILLIAMS FRESHIE 69.50
NEW Beach Club Cabana Clover Cascade Gottlieb Evans
ME WY —Cascade — Gottlieb — Evans
Saddle & Turf-Wms. DeLuxe Baseball.
Keeney, United, Chicago Coin Bowling
Games,
Write for Complete List New and Used.

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IRV OVITZ

2027 N. Halsted St. Chicago 14, III. WHItchall 3-0813

TERRIFIC BUYS:
United Four Player, F. Top,
7-10 Split Fa \$125.00
UNITED TWIN REBOUNDS,
F. TOP, 7-10 Split, Ea 99.50
Keeney 4 Player Bowling Leagues.
Ea 35.00
Genco Bing-a-Roll 35.00
Exhibit Six Shooter 165.00
Exhibit Gun Datrol
Exhibit Gun Patrol 185.00
Chico Classic, F. Top, 2 Player 35.00
Send for complete bargain list and \$ave.
OLSHEIN DIST CO.
1100 Broadway Albany 4, N. Y.

To Service Wurlitzer Music Machines and Pin Games. Must have references and experience. Contact

69.00 59.50

JOHN WASSICK 205 Waitman St. Morgantown W. Dist Morgantown 22118

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# Coinmen You Know

### Chicago

Company, reports a contract to produce venders for another firm is in the final signing stage. Deree is continuing to manufacture its Southern market. The cooked unit is the re-vamped United States Vending Corporation vender introduced several years ago.

Victor Vending officials are enthusing over the initial operator reception of the firm's new Twin Window Topper bulk vender.... Al Pierz, local National Rejector representative, reports dent Ray Molony had the unit plans to remodel headquarters on made under the direction of Paul a grand scale.

Charms are continuing to key Service, still forges ahead expanding his coffee operations. He stated that in one instance recently, his 7-cent equipment replaced a competing firm's straight nickel cups after outselling the Hartford latter. Installation is in a local plant.

Recent visitor at the Rock-Ola plant was Red Wallace, of the Wallace Music Company, Oak Hill, W. Va. Red spent a few minutes at the Marciano-Walcott fight. . . . Joe Brilliant, Brilliant machines thruout metropolitan Music Company, Detroit, and his wife, Sylvia, celebrated their 10th wedding anniversary May 23. They have two boys, Larry, 9. and Barry, 6. Joe has been in the music business in Detroit for 23 years.

Marvel Manufacturing will start shipping its new overhead shuffleboard scoreboard next week. It is called Shuffle-Score and President Ted Rubenstein has a lot of orders on it. . . . . Herb Perkins, Purveyor Distributing Company, is due back at his office Tuesday (26). His planned long trip to Hawaii to study export conditions was cut short when he had to rush back to Los Angeles to attend the funeral of his father.

Visitors at United Manufacturing Company this week included Harold Lieberman, Lieberman machines, Waterbury, Conn.,
Music Company, Minneapolis, elected Daniel J. Leary, former and Herman Paster, Mayflower, Milwaukee. Billy DeSelm, United sales manager, reports sales of Cascade and Clover Shuffle Alleys and the Cabana inline game are keeping the night Frank A. Leary, last year's presishift plenty busy.

the game is drawing a lot of ex- Sullivan.

port inquiries since it only Detroit weighs 190 pounds and occupies A. W. Deere, Alco-Deere little floor space.... Sol and Alvin Gottlieb are winding up trips thru the Eastern States where they found five-ball game interest at a high pitch. . . . First refrigerated and non-refrigerated Distributors has been getting a candy machines, mainly for the lot of requests for new and latemodel games, Wally Finke and Joe Kline report. Sam Kolber completed a good sales trip thru Central Illinois.

The fine publicity resulting for the Lion breath control unit on TV sets for the handicapped was one of the pleasantest developments of the week. Presi-Eckstein, general manager of the Lion TV division. Anyone knowing Moloney would realize that bulk operator interest over at he gets a kick out of helping Jack Nelson Jr.'s Logan Distrib- others. The resulting publicity in uting. The feature "charm bar" is all the local papers, wire services proving to be the magnet ... Ber- and on the TV newsreel just hapnard Kiley, Airport Vending pened to be the result of perfection of the breath control unit and the application it has for helping out so many thousands of handicapped.

2 Robbins Vending Company has been co-operating with the Hartford Times Farm Camp Fund in its efforts to raise \$22,000 to cover 1953 operations. The company operates some 500 vending Hartford and is displaying on Council split 4-4 and agreed to front of each machine a poster, abandon plans to install parking noting work accomplished with meters in a section of the town underprivileged youngsters at the when more than 150 citizens Times Farm Camp and urging turned out in "special buses propublic support of the project.

Jack Greenbaum, Radio and Appliance Distributors, was director of "Spring Scandals," an-Roth, recently returned from an shopping hours, and 3) changing extended vacation to Europe and Israel. . . . Ralph Colucci, of Seaboard Distributors, was a New York business visitor.

George Novickas is taking flying lessons.... Members of the board of Diamond Ginger Ale Company, supplier of beverage Waterbury city controller, to the posts of president and treasurer.

Joseph P. O'Leary was renamed first vice-president, and Joseph H. Lawlor second vice-president. dent, was named to the new post Genco is buzzing with activity of third vice-president, and Arthur Sullivan was appointed secretary. Board members innet game. Sam Lewis and Avron clude Charles A. Templeton, Gensburg had a steady run of Harry C. Coe. Daniel and Frank visitors all week. Sam reports Leary, Lawlor, O'Leary and

H 1 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Issue of May 23	Issue of May 16	Issue of May 9	Issue of May 2
Team Bowler, 10 player (Keeney)	400.00 425.00	425.00	450.00	400.00
10th Frame Bowler	400.00 425.00	423.00	450.00	400.00
(Chicago Coin)	345.00	345.00	3 4000	425.00
10th Frame Star Shuffle Alley (United) Ten Strike Shuffle	7	W/	X	485.00 99.50
Trophy Bowl (Chicago Coin).	75.00 99.50	59.50 75.00 99.50	59.50 75.00 99.50	59.50 75.00 99.50
Twin Bowler (Universal)	49.00 49.50 50.00	49.00 .49.50(2)	A9.00 49.50	49.00 49.50(2) 69.50
Twin Rotation (Exhibit)	275.00 395.00	195.00 275.00 395.00	275,00 395.00	275.00 395.00
Twin Shuffle Alley Rebound	200	THE PHINAS IN		
(United)	125.00 145.00(2)	49.00 125.00 145.00	125.00 129.50 145.00	125.00 145.00 165.00
Twin Shuffle-Cade (United)	150.00	150.00	150.00	150.00
Two Player (United)	110.00	110.00	110.00	110.00
	15,0780.00	100000000		

### NATIONAL 5-BALL GUARANTEED VALUES Triplets ......\$100 Double Feature...\$100 Basketball .... \$145 Cyclone ...... 140 Control Tower.... 100 Chinatown . . . . . 195 Rockettes . . . . . 95 K. C. Jones . . . . . 100 Coronation . . . . 210 4 Horsemen . . . . 115 Old Faithful . . . . 100 Crossroads ..... 175 Spot Bowler .... 115 3 Musketeers .... 85 Domino ...... 165 Hit 'n' Run..... 145 King Arthur ..... 90 Hong Kong ..... 180 Flying High ..... 235 Four Stars ...... 185 Joker ...... 95 Queen of Hearts. 235 Quartette ..... 190 Mermaid . . . . . 140 Silver Skates . . . 225 Rose Bowl . . . . . 135

Skill Pool ..... 210 Shoo Shoo ..... 100 Happy Days ..... 215

ATTENTION, FOREIGN IMPORTERS We can furnish almost any type or kind of coin operated equipment. In our 15 years' experience we have shipped to all parts of the world. Your inquiries are

COIN MACHINE EXCHANGE 1411-13 DIVERSEY BLVD. (Phone: Buckingham 1-6466) CHICAGO 14

Miss Estelle Starr, new owner of the Evergreen Wash-O-Mat, is planning to add new equipment to clean larger rugs of the 9 by 12 size. The shop formerly owned by Elizabeth Jonas, is located in the Northwest section of the city. Irving B. Ackerman, counsel of The Music Operators' Guild, has

been buzzing busily around town arranging for the civic cele-bration of the 65th Anniversary Week . . . Bernard Palugi and Frank Bertani, who operate a Woodward Avenue Arcade as the Woodward Amusement Company, are expanding their route of metal-typers.

Fred and Nick Kascas, owners of the recently incorporated Friendly Music Enterprises, Inc., have temporarily suspended operations. The company supplies and sells music machines. Peter T. Jameson, agent for the company, said that the company had hopes to resume business soon.

### Pittsburgh

Operator Sidney Reinwasser's restaurant has an outside barbeque for catering to customers along the highway. . . . Report is that the pistachio nut situation remains bad with prices beyond control. Operators who cannot operate as they have in the past are changing over to peanuts, mixed nuts, domestic items.

Wilmerding (Pa.) Borough vided by one of the residents" to back their petition "that the project be halted."

North Side businessmen thru nual variety revue produced by protests are actively attempting the Business and Professional to speed up Pittsburgh's action on Group of the Emanuel Synagog North Side's request for 1) more (Hartford) Young People's parking meters, 2) keeping the League. Jack's boss, Louis K. meters in operation during night

> Automatic Catering reports the Pittsburgh territory has yet to be developed wih coffee and beverage machines. . . . Harry Rosenthal, Banner Specialty, says operators are enthusiastic about the AMI 80-selection wall boxes.

### Twin Cities

Irv Gorsen, identified with the phono record business in the Twin Cities for years, has opened his own one-stop record shop, the Gorsen Music Company, in the S. L. London Music Company Building, Minneapolis. Gorsen started in 1946 as manager of a one-stop operation for the Bush Distributing Company, later go-ing with Hy-G Music Company when that firm bought out Bush. Gorsen is credited with discovering "Rag Mop" on the Bullet Label, which started Hy-G in the distributing end of the platter business. In addition to his record experience, Gorsen was a featured vocalist with a local dance band the last two years. In the short time he has been open for business, he said, response from his operator friends has been "most gratifying."

Mr. and Mrs. Louis Gordon, operators of the Playland and Bluebird Arcades at Winnipeg Beach, spent several days in the Twin Cities this week buying new equipment and parts for their expanded operation which they have conducted for 12 years. With them was their 3-year-old grandson, Bert Dubow, of Little Falls, Minn., who wanted all to (Continued on page 98)

### Vital Statistics Births

Fred Zemke, owner of the Zemke Coin Company of Ann Arbor, Mich., and an old-timer in the Michigan industry, father of a newcomer, Frederick, Jr.

### Deaths

Leo Perkins in Los Angeles Tuesday (19). He was the father of Herb Perkins, owners of Purveyor Distributing Company, Chicago.

OPERATORS IN 25 STATES SAY: "IT'S WAY OUT IN FRONT"

EVANS'

# Saddle & Turf

Exciting . . . Entirely Different



- ★ Sensationally new Replay AMUSEMENT MACHINE. Fast colorful! Flashing lights and high speed action attract and hold players as well as spectators.
- # High scores possible with single coin for top play incentive!
- ★ As many as 7 players can deposit coins.
- ★ LOCATION TESTED AND OK'd for mechanical perfection and top earnings.
- ★ Single coin drop with slug rejector, for 5c or 10c play. Available without coin drop.

SEE YOUR DISTRIBUTOR QUICK!

OR CONTACT FACTORY DIRECT . . .

H. C. EVANS & CO.

1556 W. CARROLL AVE.

CHICAGO 7, ILLINOIS

# IT'S NO SECRET

WHY LONDON CUSTOMERS MAKE BETTER BUYS!

NEW SELECTION FIVE BALLS **NEW PRICES!** 

Carnival Hit Parade One-Two-Three Aquacade Tampico Piayland Floating Power Serenade Tennessee Super Hockey Thrill	49.50 Buccaneer 34.50 Mardi Gras 29.50 29.50 Cinderella 29.50 Merry Widow 29.50 34.50 Ali Baba 34.50 Puddin Head 39.50 39.50 Barnacle Bill 34.50 Three Feathers 64.50 89.50 St. Louis 44.50 Big Top 64.50 44.50 El Paso 39.50 Wisconsin 34.50 34.50 Dallas 44.50 Oktahoma 64.50 29.50 Maryland 49.50 Dew-Wa-Ditty 34.50 59.50 Screwball 34.50 Saratoga 39.50
EXCLUSIVE	SEEBURG in Wisconsin, Minnesota, North and South GOTTLIEB in the State of Wisconsin.

KEENEY in Wisconsin, Minnesota, North and South Dakota, and Upper Michigan. WILLIAMS in Wisconsin and Upper Michigan.

WALL BOX SPECIALS! Seeburg Postwar Se \$9.95

Packard Boxes \$7.50

SPECIALS CHICAGO COIN Traphy Bowl .....\$59.50 Bowling Classic .... 59.50

USED

KEENEY " League Bowler ...\$139.50 Double Bowler .... 79.50

PHONOGRAPH SPECIAL! PACKARD MANHATTAN \$79.50



when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

COIN MACHINES

PROTECTS YOUR INVESTMENT THREE WAYS!

1-pre-tested games

2-gauged production

3-controlled distribution

Buy Gottlieb Games to Insure Maximum Earnings . . . Top Performance . . . Finest Quality . . . Highest Resale Value!

SHUFFLE

GAMES

Un. 6 PLAYER....\$225
Un. OFFICIAL
MATCH BOWLER 325
Keeney DELUXE
MATCH BOWLER 295
Keeney & PLAYER. 225
Chi, Coin 6 PLAYER
W/ Formics tops.

w/ Formics tops, large lite-up pins 225 Chi. Coin 6 PLAYER

w/ Formica top, large fly-away pins 235

**NEW GAMES** 

Wms, DeLuxe BASE-BALL Wms, STAR BASEBALL United CLOVER United CASCADE

Bally BEACH CLUB Wms, NEW HORSE FEATHERS ....\$295

MISC. & ARCADE

EQUIPMENT

(Peek Film) .... \$295
Bally TURF KING... 125
Universal WINNER... 55
Ex. SIX SHOOTER 165
Scient. BAT.
PRACTICE .... 75

Chi Coin BASKET-BALL CHAMP . 225 Chi Coin GOALEE . 125 LOVE CLINIC . . . . 40

WHEE-GEE MYSTIC BS

Mills PANORAM



"There is no substitute for Quality!"

BETTER BUY-EVERY TIME!

### ACE COIN COUNTER

Counts coins and wraps them. Weight less than 8 lbs. Counts 1¢, 5¢, 19¢, 25¢. \$159.50.

### 5-BALLS

FINEST IN QUALITY AND VALUE!

ALL-STAR BAS-KETBALL ....\$165 BASKETBALL ... 85 CAMPUS ..... 65 CARAVAN .... 180 CYCLONE .... 175 

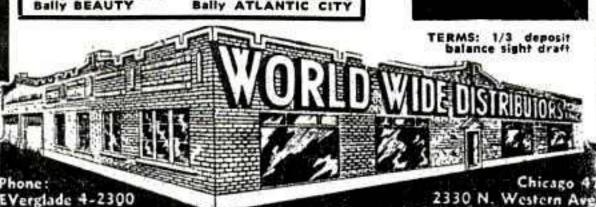
HONG KONG .... 195

JALOPY ......\$125
HAYBURNER ... 115
KNOCKOUT .... 75
LONG BEACH ... 195
MAJORETTES ... 125
MINSTREL MAN. 145
OLD FAITHFUL .75
PARATROOPER ... 153
PIN BOWLER ... 75 PIN BOWLER ... ROCKETTE ..... SHOO SHOO ... 85 SKILL POOL ... 225 SPARK PLUG ... 125 TRIPLETS .... 95

### THE ONLY GENUINE DE LUXE FORMICA TOPS FOR UNITED SHUFFLE GAMES

SPECIAL PRICES 1-5 ......\$15.00 , 6-10 ......\$13.50 11-25 ......12.50 | Over 25 ..... 11.50

WANT TO BUY FOR CASH! Bally BRIGHT SPOT Bally BRIGHT LIGHTS Bally BEAUTY



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



a and Pin

YOU CAN'T BUY A BETTER RECONDITIONED PHONOGRAPH ANYWHERE!

### MONEY BACK GUARANTEE

WURLITZER 

1250's \$365 850's and 950's as is, uncrated 25 SEEBURG 25 146 \$85 147 95 148ML 105 148ML 105 M100A \$565 AMI "B" 375 Wms. Hayburner 106 Coven's All-Purpose Cleaner, \$3.75 Per Gal. (\$3.50 Per Gal., 4 Gal. Lots) Trial Bottle—40¢ Coven's Cart Sied—\$38.50 Exclusive Wurlitzer Distributors in No. Illinois and Indiana

distributing company

### **COMING JUNE 27**

in The Billboard 43rd Annual

### SUMMER SPECIAL

West Coast Kiddieland Pulls the Dollars

. . . How one Kiddiepark gets set for the big outdoor season. and many other valuable, exclusive features.

### SPRING CLEARANCE

Ready for Location 2 United Skee Alley 45.00
1 Keeney League Bowler, 4 Pl. 115.00
1 Telequir with film 115.00
Add \$7.50 for packing. You have never received used machines in better shape.

WE WILL ACCEPT IN TRADE Pin Games, flipper type, high score. Delivered to our plant, complete, no broken parts, 25% under lowest Bill-board Prices.

NATIONAL NOVELTY COMPANY 183 E. Merrick Rd. Merrick, N. Y.

### FOR THE FINEST Coin Machines at the LOWEST PRICES See Us First

### PURVEYOR DISTRIBUTING COMPANY

4322-24 N. WESTERN AVE. CHICAGO 18, ILLINOIS PHONE: JUNIPER 8-1814

### WANT TO BUY USED OR NEW

COIN-OPERATED TELESCOPES WIRE OR WRITE MEL LEVY, 1012 Beverly Road Brooklyn 18, N. Y.

WANTED 5 STARS LATE BINGO GAMES

### State Price and Condition in Letter.

DISTRIBUTING COMPANY
4 N. Western Ave., Chicago 18, III.
Phone: JUniper 8-1814

# 1952 Game Exports

Country	No.	Value
Canada		\$1,248,322
Japan	1 102	337,375
Cuitaniand	1 705	
Switzerland	0.000	272,227
France		220,163
Belgium	1,933	141,121
Netherlands	1,632	97,291
Venezuela	306	80,877
Philippine Rep	206	23,742
Cuba	421	23,720
Canal Zone	87	22,513
Netherlands Antilles	51	21,047
British Malaya	83	18,370
Mexico	163	14,255
Australia	124	9,985
Colombia	50	9.905
Algeria	154	7,660
Union South Africa	36	6,535
Panama	43	6,423
Sweden	110	5,043
Brazil	2	4,700
Tangier	43	4,170
Ceylon		4,161
Bermuda	18	4,142
Hong Kong	16	4,020
Guatemala	13	3,538
Israel-Palestine	48	2,650
Ecuador		2,172
Honduras	12	1,780
Greece		1.769
Peru		1,597
Italy		1,493
Ireland		1,463
West Germany		1,425
Dominican Rep		1,235
Turkey		1,215
Argentina		1,000
Other countries (under \$1,000		3,903
TOTALS	20 102	\$2.613.007



YOU SHOULD BE DOING **BUSINESS WITH** 

COIN OPERATED EQUIPMENT

 Trimount has New England's largest stock of used phonographs including SEEBURG SELECT-O-MATIC M100A. Also Seeburg 46, 47, 48; Wurlitzer, AMI Models B and C and Rock-Olas.

e Trimount offers all types of 5 Balls and Arcade Equipment.

 Every machine is guaranteed mechanically and electrically perfect—all have been completely reconditioned. Trimount has New England's largest parts department and finest service

 Export Shipping Department specially packs equipment to insure delivery in perfect condition.

WRITE FOR NEW PARTS CATALOG, EXPORT BROCHURE, CATALOG SHEET AND PRICE LISTS. Exclusive Gottlieb, Williams, Seeburg and Chicago Coin Distributors



Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS

### READY FOR DELIVERY-A-1

CIRCUS .....\$295.00 | SOWBOAT .....\$395.00 STARS ..... 195.00 SPOTLIGHT ..... 225.00 \*You are cordially invited to attend Southern Automatic Thirtieth

Anniversary Party, June 13th and 14th.



Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Built"

### SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923 735 S. Brook St.; Louisville 3, Ky 1000 Broadway, 1535 Delaware Ave., Lexington, Ky. 3011 E. Maumee 129 W. North St., Indianapolis, Ind.

1000 Broadway, Cincinnati, Ohio 3011 E. Maumee Ave., Ft. Wayne 4, Ind

### EVERY PIECE GUARANTEED

BINGO GAMES A-B-C
BRIGHT LIGHTS
BRIGHT SPOTS
CONEY ISLAND
SPOT LITES
ATLANTIC CITY
PALM BEACH
FROLICS
BEAUTY
S 95.00
\$ 95.00
265.00
265.00
375.00
425.00
510.00 

 SUNSHINE PARK
 \$295.00

 FUTURITY
 225.00

 TURF KING (A-1)
 75.00

 JOCKEY SPECIAL
 15.00

 5 BALLS DOMINO \$160.00
DOUBLE ACTION 50.00
GEORGIA 60.00
TRIPLETS 60.00 PHONOGRAPHS 

ONE-THIRD DEPOSIT, BALANCE SIGHT DRAFT PARKER DISTRIBUTING COMPANY

311 8th AVENUE, SOUTH NASHVILLE, TENN. PHONES: 4-0194 & 42-1231



Your key to SALES RESULTSthe advertising columns of

THE BILLBOARD!



# in better quality buys

Like New!

# SEEBURG M-100-A

78 rpm-100 selections

\$595.00

Mechanism cleaned, rebuilt, checked. Cabinet refinished. Electric Selector cleaned and adjusted. New Pick-Up Cartridge. Solenoid Assembly cleaned and rebuilt.

### POST WAR WALL BOXES

Seeburg 5/10/25 Wireless.\$24.50 Seeburg 5c 3 Wire..... 12.50 Wurlitzer 4820 (48 Sel.). 39.50 A.M.I. 5/10 Wall Box.... 17.50

### SEEBURG

148-ML (Blonde)	\$209.50
147 Hammerloid	159.50
146 Hammerloid	129.50
1946 Hideaway	89.50

### EXTRA SPECIAL , SEEBURG SHOOT THE BEAR .....\$219.50 WURLITZER 1250 (48 Selection).......... 319.50

Terms: 25% Deposit, Balance C.O.D.

Write for Illustrated Catalog of Late Model Phonographs

606 S. High Street MAin 5563

1200 Walnut Street MAin 6310

Indianapolis, Ind. 1327 Capitol Ave. Lincoln 3571

SPECIAL:

**EXCLUSIVE SEEBURG DISTRIBUTORS** 

### BINGO BUYS

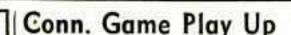
BRAND NEW AJAX CIGARETTE VENDORS— EXHIBIT BIG BRONCO HORSES, PETER RABBIT, RANGER, RAWHIDE—WRITE. Write for Late List: Shuffles, etc., New-Used

SPECIAL-PANORAMS

**NEW!** Write for Prices!







HARTFORD, May 23 .-Operators here report amusement game play on the increase following a brief seasonal slump caused by hot weather. Now that the shoreline resort type locations are beginning to draw crowds-especially on week-ends-they feel play will continue on the upgrade. The closing of schools for summer vacations in a few weeks is expected to give the resort stops an additional play boost.

### GET ON OUR MAILING LIST NOW

For New and Used Bargains in Coin-Operated Equipment BALLY BEACH CLUB is going stronger than ever! DONAN DISTRIBUTING COMPANY

Phone: JUniper 8-5211 5007 N. Kedzie Avenue, Chicago 25, Illinois. Bally Distributors for Wisconsin and Northern Illinois

SAY YOU SAW IT IN THE BILLBOARD!



It has been held in U. S. District Court of Cheyenne, Wyo., Case No. 6159, to be "not a gambling device" under the "Johnson Act," and can be shipped in Interstate Commerce.

### TAX-FREE

McMANUS

'Not taxable as an amusement or gaming device" as ruled by the Internal Revenue Department.



Hundreds of JOKER machines already in use in Clubs and similar locations. Amusement feature proved even more popular and profitable than the familiar bell type machine.

Adapted to all Foreign Countries as it is NON-COIN OPERATED.

WRITE, WIRE OR PHONE For Complete Details Today!



**FULL-SIZE** 

Fits any Standard Bell-Type Cabinet or Stand . . .

### DISTRIBUTORS!

Many State Territories Still Available . . .

P. & M. ENTERPRISES

PHONE 700

Guaranteed Reconditioned C.C. Crown Bowler, United Clover, Keeney
10-Play, Club Bowl., Bally Beach Club.
CLAYT NEMEROFF • CHARLEY PIERI Monarch Coin Machine, Inc. 2257-59 N. Lincoln Ave. Chicago 14, III.

### CLOSE OUTS

RECONDITIONED LIKE NEW

CONEY ISLANDS ........\$305.00 LEADERS ..... 300.00 HOLIDAYS ..... 235.00 LITE-A-LINES ..... 95.00 HOT RODS . . . . . . . . . . . . . 40.00 CITATIONS ..... 25.00 GENCO 400's (see below)... 225.00 FROLICS ..... 350.00

The Genco 400's now perfected better than Jumpin' Jacks, Gold Nugget or latest Bingos. You try 3 weeks and return if not satisfied. We refund full purchase price.

1/3 deposit, balance C.O.D.

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### HELP WANTED

Mechanics—Experienced Only for Bingo Games. Need car.

> GOOD PAY-In vicinity of Chicago.

Write, giving complete details of past experience, etc., to

BOX 624, THE BILLBOARD 188 W. Randolph St., Chicago, Ill.

### ARCADE FOR SALE

SEE DISPLAY AD PAGE 187, MAY 23 155UE DETROIT AMUSEMENT CO.

# BANK - THE NEW ACTION GAME OF LICENTERS THE NEW ACTION GAME OPERATORS HAVE

LANDER, WYOMING

BANK-IT HAS EVERYTHING! 1. The Competitive Player Appeal Of Bowling &

Shuffleboard

2. The Cushion Skill Of Pool & Billiards 3. The Speed Action Of Shuffle-Alley-2 to 8 Players . . BOTH ENDS

4. Compact-Quick Installation-Minimum Upkeep-Long Life PLUS--"PLAY CONTROL"

**That REALLY Means** NO PAY . . NO PLAY!

> GET THE FACTS NOW

Without Obligation SEND COMPLETE INFORMATION ON HOW I CAN BANK IT WITH BANK-IT

For Quick Action WRITE ... PHONE ... WIRE NATIONAL SHUFFLEBOARD CO. 291 CLEVELAND AVE, ORANGE, N. J. **PHONE ORANGE 2-9100** 

· We Will Accept Collect Calls ..

# Coinmen You Know

Continued from page 95

doctor."

Mayflower Distributing Compa- ager. Another Lieberman new- boss man, "is doing nicely and

know that his daddy is "an eye ny, recently purchased by Lieber- comer is Norton Lieberman, Har-

man Music Company, has joined old's cousin, who is traveling the the Lieberman firm as assistant Iowa-Nebraska territory for the Matt Engel, formerly of the to Harold Lieberman, sales man- firm and who, according to the



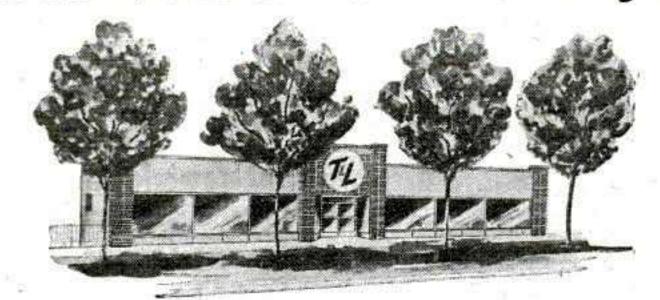
 Tested Trouble-Free Action — proved in actual locations!

WRITE-WIRE-PHONE YOUR GENCO DISTRIBUTOR TODAY!



MANUFACTURING & SALES CO. 2621 N. Ashland Avenue, Chicago 14, Illinois

# The New Home of T & L Distributing Co.



### 1633 Central Parkway

June 7, 1953, when we move to this new modern building will mark another milestone in the history of our organization.

Larger Display Rooms . . . Modernized Service Department . . . Better Loading and Shipping Facilities . . . Everything the finest in the Coin Machine Industry's newest and most modern building . . . Just 4 blocks north of present location.

# GRAND OPENING, SUNDAY, JUNE 7

Gifts

**Prizes** 

Refreshments

Mark this date on your calendar and be sure to attend.

DISTRIBUTING

1321 Central Parkway Cincinnati, Ohio

operators."

Charles Rose, long-time opera-Harold, have bought out the music-pins route of Ben Kappel for 10 years as the Novelty Sales Company of Fargo. Some 50 pieces of equipment were involved ... Archie LaBeau, of La-Beau Novelty Sales Company., St. Paul, bought the 100-piece covering in Mount Sina Hospital route formerly operated by from a heart attack suffered Herman Paster, of the Paster several weeks ago ... Harold Lie-Distributing Company in St.Paul. berman, because of a persistent Archie's son, Archie Jr., is handling the new route chores for his dad ... Rumor has it that in about 60 days, Irving Sandler, of Sandler Distributing Company, Des Moines, will open in Minneapolis as a Wurlitzer distributor.

Rock-Ola 120 Rocket is moving to open his own distributing firm, well... Bally's Beach Club, Kenny Sales, has quit business United's Clover and Chicago Coin's Crown Bowler are among Wenzel of Automatic Games in the many pin units at Lieberman St. Paul. Music Company which are getting good operator attention, according to Sid Levin ... Francis Beffera, Hibbing, whose baby son is pushing two months, said on a visit to the local market that "there's nothing like a baby to make a real home."

Tom Kady, Grand Forks, N. D., was in the Twin Cifies buying phonographs...Lew Ruben was due back at week's end after a trip to North Dakota and Montana.... S. A. Patton, Oelwein, Ia., picked up several new phonographs on his trip to this mart... Pin games were the object of Don English, Thief River Falls, Minn., when he came to town... Hy Sandler, of Des Moines, who travels Iowa for the Liberman wholesale record department, reports business good. Herbert Sandell, in charge of the department, reports that Coral, London, Dot and Cadence records are gaining new friends daily.

Amos Heilicher, Advance Music Company says business here has been good and that the

### **Atom Jet Back**

Conitnued from page 90

roduction, with a starter order of

The Atomic Jet had been in prouction for several months, but the rm had discontinued making the ide four weeks ago. However, Cohn said that an influx of orders had depleted the inventory and hat new orders are coming in.

The last order cleaned out the New York showroom, so Cohn is elling mainly from photographs. Cohn said that sales of the nidget-sized Nasco Tank Ride are trong, but that most of the inter-est seems centered on the standardsized rides, particularly the Aqua

### Marvel Hikes Output

CHICAGO, May 23. - Marvel Manufacturing Company this week stepped up production on both its overhead and wall models of electric shuffleboard scoreboards. President Ted Rubenstein stated the move was made following a sharp increase in demand for the units for league and tournament play.

being well received by the spring-summer season should be one of the better ones in recent years ... Fred Gates, the Minnetor of Fargo, N. D., and his son, tor, reports he's pleased with the way his business has been mov-ing ahead...D. K. Carter, of and Phil Gillerstein, operating D. K. Carter Sales Company, has been out of the city for a short spell.

Phil Moses, Phillip Sales Company, Minneapolis operator, is revirus flu, missed the Marciano-Walcott heavyweight champion-ship fight. Mrs. Tony Trucano, Deadwood, S. D., accompanied by her son-in-law and daughter, are back home following a vacation in California and Nevada ... Kenny Glenn, who several years ago left Archie LaBeau reports the La Beau Novelty Sales Company and is now associated with Bob

> Don Kohnen, who has been running a pins-music route in Winona for his father, Ray, since the latter was elected a county commissioner last November, was in the Twin Cities looking for equipment and parts.

### Miami

Miami was made conscious of the 65th anniversary of the juke box industry thru the efforts of the following: Willie Blatt, president of the AMOA; Billboard correspondent Al Denny: Harry Burge, of radio Station WQAM; AMOA secretary Doris Shapiro, who assisted in the clerical chores for Juke Box Week, and Raoul Shapiro, Supreme Distributors, who shopped for many of the records donated to the radio stations by the AMOA.

Harry Zimand, Acme Music Company, will be a proud papa when his son, Julius, is confirmed in June. A reception will be held at the Promenade Hotel, Miami Beach, June 27. Harry says "April in Portugal" is getting the heaviest play on his juke route. Eddie Petrocine, North Dade Amusement Company, was named by the Amusement Machine Operators Association as vice-president to fill out the unexpired term of Al Soke, who recently sold his coin machine operation and purchased a motel in Ocala.

# COIN MACHINES

FOR SALE

Complete and in good condition. Send pay with order.

5 KING ARTHUR@	\$35.00
5 COLLEGE DAZE@	50.00
4 CC FOOTBALL@	50.00
1 CC GOLDEN GLOVES@	50.00
1 ROBIN HOOD	25.00
1 ACQUACADE	25.00
2 SCIENTIFIC POOL@	75.00
2 SHOOT THE MONK	
RIFLE RANGE@	50.00
1 ACE BOWLER	50.00
- 10 CHALLENGER TARGET SKILLS. @	10.00
5000 USED RECORDS, Each,	
Any Amount Over 100 Ea.	.05
ALL VI	•

### Alabama Vending Co.

Tuscaloosa, Alabama

Seeburg Teardrop Speaker

Arcade Equipment

**Bally Beauty** 

# WANTED TO BUY FOR CASH

Rock-Ola 1428 Rock-Ola 1432

Rock-Ola 1434

Seeburg Bear Guns

Chicago Coin 6-Player Bowler Chicago Coin 10th Frame Bowler, etc.

State Quantity, Condition and Quote Lowest Price in First Letter.

### FRANCO DISTRIBUTING COMPANY, INC.

24 North Perry Street

Phone 3-6463

Montgomery, Alabama

# ·Money Makers in MUSIC! -

WURL	ITZER 1	100			 	\$275
	MODEL					
A.M.I.	MODEL	B			 	395
A.M.I.	MODEL	C			 	425
A.M.I.	WOM (5	/10	١		 	25
	OLA 142					
	-OLA 142					
ROCK	-OLA 142	28 (	Blo	(br	 	250

Reconditioned—Refinished! Terms: 1/3 Deposit, Balance C.O.D. FOREIGN BUYERS—Write for Latest Postwar Phonograph Catalog

2200 N. WESTERN AVE., CHICAGO 47, ILLINOIS, Phone: Armitage 6-5005





WURLITZER 1400's, 1450's, 1100's.

UP TO 60% MIDGET MOVIES **AUTOMOBILE KIDDIE RIDES** 

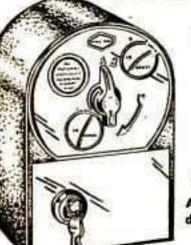
WANTED: Will pay cash or trade above machines for BALLY BRIGHT SPOTS.

DISTRIBUTING CO., INC.

298 LINCOLN STREET

Exclusive distributors for

ALLSTON 34, MASS. AL 4-4040.



COIN OPERATED

EASILY ADAPTABLE TO THE

APPLIANCE OF YOUR CHOICE

Available settings seconds to hours. Slotted for both dimes and quarters. Dust proof—rust proof—tamper proof.

MONROE COIN MACHINE EXCHANGE

2423 PAYNE AVE., CLEVELAND 14, OHIO

Write-Wire-Phone

ELECTRIC SCOREBOARDS Overhead, 15-21 pts. Horsecollar \$125 ea. 15-21-50 pts. \$125 ea. Wall Model 15-21 pts. and 15-21 \$95.00 ea. 

TICKETS 2500 7-11 ....\$1.15 bag 2170 R.W.&B. 1.00 bag 2460 Lucky 7, 1.10 bag

Got. Bowl. Champ. . \$50.00 Three Record, 22' Chi. Coin Shuffleboard, cab., new maple top, complete and crafed. Each. . . \$160.00 Recond, Natl, Wall

Recond, Natl, Wall
Elect, Scoreboard 45.00
22' Maple Tops, brand
new, crated ... 90.00
Keeney 4-P. Leag,
Bowler, 9 ft. ... 125.00
Bally Shuffle Line, 109.50
Genco Shuf, Target 74.50
ACE Pin Game Locks,
Keyed Alike,
ABT & Monarch Push
Coin Chutes,

Got. Bowl. Champ. \$50.00
Genco Mercury. 59.50
Genco 1-2-3 34.50
C.C. Holiday. 39.50
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Un. Carolina 34.50
Un. Summertime 59.50
Jumpin' Jacks 295.00
BINGO GAMES
Lite-A-Line 57.50
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United Stars 279.50
5 Stars 79.50 5 Stars 79.50
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Coney Island 290.00
Spot Lite 290.00
Leader 269.50

MID-STATE COMPANY 2369 Milwaukee Ave. Chicago 47, III. THE THE PERSON NAMED IN CO. S. D. C. S.

# DAVIS PHONO SATISFACTION! EASY AS A - B - C



SEEBURG M-100 A with DAVIS Guarantee \$595.00

Looks and Operates Like New

-CHECK THESE FEATURES-Mechanism overhauled v Electric selector checked v Solenoid Unit disassembled and

cleaned New pick-up cartridge Amplifier tested

Cabinet refinished

-WIRED MUSIC BARGAIN-50 Units-PANTAGES-MAESTRO Music Complete with Studio Equipment-Like New WRITE for Details and Price

SEEBURG 147 M or S...... 115.00 146 M or 5...... 99.00 1941 HIDEAWAY ..... 49.00

WURLITZER .....\$125.00 1217 HIDEAWAY ..... 249.00

1017 HIDEAWAY .....

14 Station Solotone Unit with 12 Boxes . . . Write

A .....\$225.00

C ..... 350.00

ROCK-OLA

1426 ......\$99.00

1422 ..... 79.00

Phonographs listed are complete, in working order. They may also be purchased reconditioned and refinished with Davis 6 Point Guarantee for \$35 additional per machine.

- WALL BOXES Wurlitzer 219 Stepper ..... Seeburg 3W2-L56, 3-Wire, Reconditioned, Refinished ..... Seeburg W1-L56, 5¢, Wireless, Reconditioned, Refinished .... TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE CO.D. WE SPECIALIZE IN EXPORT TRADE

Bronches in BUFFALO . ROCHESTER . ALBANY

SEEBURG FACTORY DISTRIBUTORS

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### SAM SOLOMONS' BUYS

**All Games Reconditioned** 

Palm Beach.....\$415.00 Atlantic City ...... 395.00 Brite Spot ...... 265.00 Coney Island ..... 275.00 Bright Lights ...... 175.00

UNIVERSITY COIN MACHINE EXCHANGE

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**Brand New!** 

**Buckley CRISS-CROSS** JACKPOT BELLS

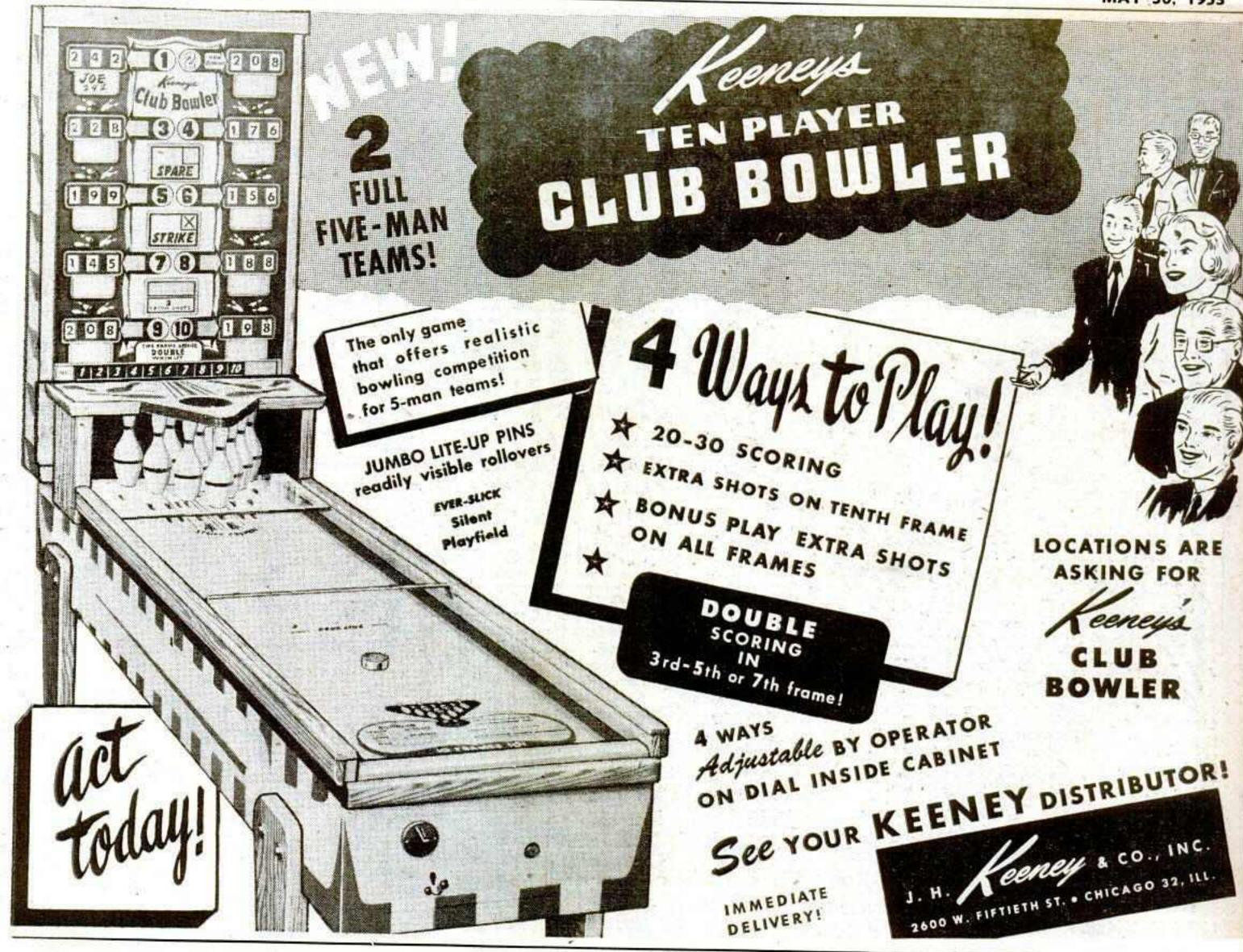
5c-10c-25c-50c-\$1.00 Also made for many foreign coins.

BUCKLEY WALL AND BAR MUSIC BOXES

20-24-32 Record Selections 5c or 10c Play

Buckley Manufacturing Co. Chicago 24, III. 4223 W. Lake St.

COIN MACHINES





### ACORN

Ball Gum or All-Purpose Merchandiser

le or Se 6# or 8# Globe Models

WRITE FOR QUANTITY PRICES!

GENCO

400, 5 or 10c. \$249.50

Harvest Time 109.50

Tri-Score ... 89.50

Stop and Go. 89.50

So. Pacific .. 79.50

3 Feathers ... 64.50

Canasta .....

### 5-BALLS

UNITED CABANA BALLY BEACH CLUB GENCO GOLDEN NUGGET

CHI. BIG HIT GOTT, GRAND SLAH WMS. TIMES SQUARE

Palm Beach \$450 Frolics .... 395 Atlantic City 415 Circus ..... 375 Spot Life .. 295 Long Beach 275

Coney Island 295 Bright Spot. 295 Bolero Bright Lights 225 A-B-C ..... 175

5 Star ..... 140

Tampico 79.50 Oklahoma Aquacade .... Monterrey Rondeevoo Moon Glow Baby Face ... 49.50 WILLIAMS Shoot the Shoo Shoo ... 119.50 Dreamy ..... 89.50 Georgia ..... 99.50 De-Icer .... 99.50 Boston .... 89.50 Lucky Inning 84.50 Maryland ... 84.50 El Paso ..... Virginia .... Dew-Wa-Ditty 49.50

Campus ..... 94.50 Samba ..... 49.50 Mills 20 rec., 40 selec. CONSTELLATION \$169.50

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PROFIT

MAKERS

Saratoga .... 49.50

Be Bop ..... \$94.50

EXHIBIT

EXH, SPACE GUN ABT RIFLE SPORT ABT CHALLENGER EVANS BAT-A-SCORE

Midget Movies ..... 295.00 Ev. Bat-A-Score ..... 275.00 Shoot the Bear ..... 269.50 Ch. Basketball Champ. 250.00 Photomatic, Pre-War. 250.00 Muto, Sky Fighter .... 195.00 Muto, Ace Bomber ... 195.00 4 Player Derby ...... 195.00 Scientific Field Goal 175.00 Telequix & Film ..... 169.50 Chicken Sam, Rebuilt 150.00 Star Series .......... 139.50 Bally Rapid Fire ..... 125.00

Black Gold ... 59,50 Big Top .... 54.50 Screwball ... 49.50 Mardi Gras ... 49.50 Floating Pwr., 49.50 GOTTLIEB Skill Pool ..\$195.00 Quartette ... 185.00

Rose Bowl... 175.00 Glamor .... 175.00 Minstrel Man 159.50 Happy-Go-Lucky .... 159.50 College Daze 89.50 Double Shuf, 79.50 Bowling Ch., 74.50 Buffalo Bill. 74.50 Buttons &

Buccaneer .. 59.50 King Cole ... Cinderella ... 49.50 Humpty ... 49.50 Dumpty Alice in Wiland BALLY Hot Rod .... \$99.50

Select-A-Card 59.50

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Ballerina .... 49.50 CHICAGO COIN King Pin ...\$124.50 Pin Bowler ... 99.50 Thing .... 89.50 Majors .... 74.50

### CIGARETTE VENDERS

TERMS: 1/2 DEPOSIT; BALANCE SIGHT DRAFT OR C.O.D.

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AUTO-PHOTO WMS, DELUXE BASEBALL

Photomatic, Late .... 650.00 Voice-o-Graph, 35¢ ... 525.00

Kenn. Air Raider .... 125,00 2¢ Electricity Is Life .. 129,50 Chi. Pistol ..... Goales

Evans Tommy Gun ... Pokerino Jr., New .... Mercury 13-Way Athletic Scale, New .... Pokerino ...... Life League ...... Exh. Dale Gun ..... Batting Practice ..... 89.50 Marion Scale ...... 89.50

Quarterback ..... 89.50 5¢ Elec. & Grip Test ... 79.50 2¢ Scientific Baseball ... 79.50 Flash Hockey ..... 75.00 

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Hit-A-Homer ..... \$ 24.50 Pikes Peak .......... 29.50 View-a-Scope & Film .. 39.50 Art Show & Film, New. 49.50 Mercury Counter Grip, ABT Skill Gun ...... 39.50 Ex. Love Meter ...... 39.50
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Flip Skill and Stand ... 69.50
Groet, Skill Test, New 59.50
Texas Leaguer ..... 69.50

FACTORY REBUILT, 25c, KING SIZE COLS. Rowe President, 10 Col. or 8 Col.....\$155 Rowe Royal, 10 Col. 140
National Model 950, 9 Col. 145
National 930, 9 Col. 130
Uneedapak Model 500, 9 Col. 135

Stay with the winners . . . RIFLE SPORT

and CHALLENGER have produced profits

for others . . . why not for you? Write.

A.B.T. MANUFACTURING CORP.

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UNITED CLOVER S. A. UNITED CASCADE S. A. CHI. CROWN BOWLER, 6 PLAYER

Bally Hook Bowler 149.50 Keeney League Bowler, 4 Player ..... 149.50 Keeney Double Bowler, 2 Player ..... 79.50 Exh. Super Twin Rotation ...... 395.00 WMS. 2-PLAYER DOUBLE HEADER..... 49.50

Exclusive National Distributors!

COINWAY CHANGEMAKER Unconditionally guaran-

teed. Takes dimes and \$69.5 Distributor Inquiries Invited

ELECTRIC SCOREBOARDS CENTER OVERHEAD .....\$125.00

WALL MODEL .... 95.00

VENDERS

ACORN VENDOR. 1c or 5c .... \$14.95 Mills 8 Col. Candy 89.50 Mills 5 Col. Candy 89.50 27.50 Mills Tab Gum. 27.50 Mills Tab Gum, Rebuilt .....

Silver King .... N.W. 49, 1¢, 5¢... 25¢ Razor Blade. 5.K. Hot Nut ... 29.95 72-Bar U-Select-It ... N.W. Tab Gum . 25.95 N.W. Stamp . 69.00 U-Pop-It . . . . Write U-Pop-It ..... Write Kleenex, 5 or 10¢ 49.50

Loboy ...... 239.50

1-BALLS

Bally Futurity .. Write Turf King .....\$149.50 Winner ..... 99.50 Champion ..... 89.50 Citation Gold Cup Jockey Special ... Special Entry

UNITED'S Genuine 8' FORMICA TOPS \$15.95 ea. 9' Tops, \$16.95 Minimum Order

EVANS' 100 Selections CENTURY Now on Display

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once for route. Must be able to repair all types of coin operated Amusement Machines. Honest, sober, reliable. Good pay for right man willing to work. Do not call unless you can qualify. INDEPENDENT AMUSEMENT CO.

Anderson, S. C.

SHUFFLE BOWLERS

DeLuxe ...... 250.00 6 Pl. Supers ..... 295.00 6 Pl. 10th Frame ... 385.00 

Genco Target Skill .. 95.00 Bally Base Ball .... 75.00 Bally Base Ball ... 75,00
Ex. Twin Rotation ... 275,00
Bally Speed Bowler 45.00
C.C. Horse Shoes ... 100,00
Got. Bowlettes .... 40.00

AMI A ...... \$295.00 AMI B ...... 375.00 AMI C ...... 450.00 Mills Constellation .. 150.00

Rock-Ola 46 ...... 125.00 Rock-Ola Blond 48 Magic-Glow ..... 295.00 Seeburg 46 ...... 125.00 Seeburg 47 ...... 150.00 Seeburg 100-A ..... 585.00 Seeburg 100-B ..... 795.00 Wurlitzer 1015 ..... 150.00

Wurlitzer 1100 .... 395 00 Wurlitzer 1080 .... 150.00 BINGOS

Bolero \$175.00 Brite Lites 190.00 Brite Spots 250.00 Spot Lites ...... 250,00

M. S. GISSER

Sales Manager

Star Series ...... 100.00 Siro's Brush Up .... 50.00 Sci. Pokerinos ..... 85.00 Seeburg Bear Gun .. Standard Metal Typer, new .....

All merchandise factory reconditioned. deposit

C. O. D.

B Distrib-Northern with all Ohio orders. NOW DELIVERING balance MODEL D

Rodeo, new ..... 450,00

ARCADE EQUIPMENT

Auto Photo ...... \$2500.00 Astroscope, 10c .... 125.00 Bally Big Inning .... 150.00

Bally Heavy Hitter 65.00
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Chi. Coin Hockey... 75.00
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Chicken Sam ..... 105.00 Chi, Coin Goales .. 125.00

Ex. 6 Shooter ..... Ex. Silver Bullets... Fist Striker .....

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Mut. Photo, early
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Pitch'm & Bat'm

Pokerino Jr. .....

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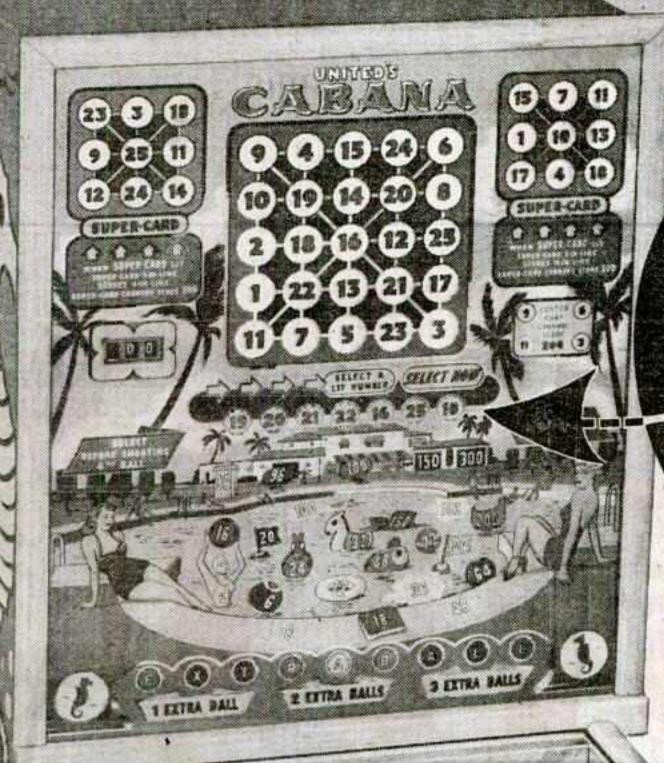
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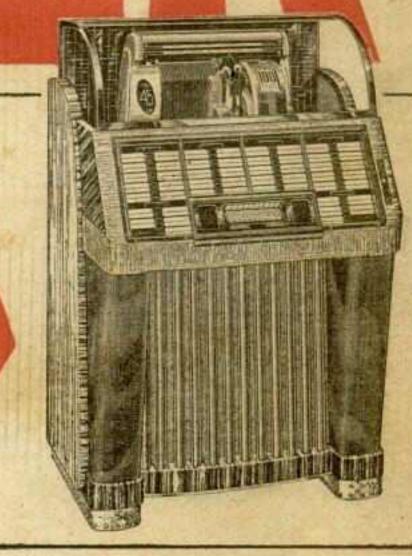
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