Ballrooms See Big Season; NBC Tunes Up Dance Bands

Net Gives Orks
Plum Saturday
Night TV Time

Plans Production Layout for Sub of "Show of Shows"

Masse Vamos

In the last few weeks, NBC has been working hard to pull together a strong lineup of dance programs to attract a wider audience. The network has been focusing on showcasing its talent and bringing in new performers to keep the shows fresh and exciting.

COLOR VIDEO AIDS SURGERY

The network has also been working on promoting its surgery segment, which features colorful and engaging visuals to help viewers better understand the procedure. This has helped to boost attendance and keep viewers engaged.

Parks Do Okay; Carnivals Hurt by Inclement Weather

Motivated by the success of its previous season, NBC has been working hard to improve its ratings and attract more viewers. The network has been focusing on creating unique and engaging content to keep audiences coming back for more.

 Arenas to Get Minorstle Tour

The network has been working closely with local arena managers to ensure that all aspects of the tour are handled smoothly. This has helped to create a positive atmosphere and keep everyone happy.

The B M I Clinic Story

NBC has also been working on promoting its BMI Clinic Story, which features interviews with industry professionals and insights into the business of music. This has helped to boost interest and keep viewers engaged.

Locations Get Net for Best Year Since '46

The network has been working hard to improve its ratings and attract more viewers. The network has been focusing on creating unique and engaging content to keep audiences coming back for more.

4A's May Split Unless Merger Is Effectuated

NBC has been working closely with the 4A's to ensure that all aspects of the merger are handled smoothly. This has helped to create a positive atmosphere and keep everyone happy.

Index
Washington Once-Over

By BEN ATLAS

WASHINGTON, May 10—At D.C. TV-radio lawyer, Paul S. Jaffe, of the American Bar Association, went to the Federal Communications Commission (FCC) and asked for an investigation of the

Washington Post

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AGVA Backs Copa vs Martin-Lewis

NEW YORK, May 17 — The May 12 opening night of Copa Copas, originally started May 1, has been postponed again in an effort to prevent the show from playing any other dates until the situation is clarified.

William F. Rodgers, the producer of the show, has been called for a May 1 opening, a four-day delay from the original agreement. Foulke, who produced the show, called it a "first-class" effort for the opening.

The show is expected to open on the same dates as the Copa Copas, which was postponed last year.

Lewis said a $5,000 check at an ad.

Weather Hurts Chicago Shows

CHICAGO, May 18 — After five days of unrelenting spring weather, Chicagoans woke up this morning to find that the temperature had dropped to the lowest of the season. The temperature was only 42 degrees, with a slight possibility of showers.

The weather was predicted to continue throughout the day, with temperatures dropping to the 30s in the afternoon.

VAUDEVILLE

Durante's Riotous Palladium Turn

Moiders London; Kirkland Scores

By J. W. YANCE

The main fault with the new film "Palace," released in 48-theater-adapted, is that it is not enough. Durante only has a few minutes of footage in the entire picture. It was not enough for the audience to see, and it was not enough for the stars to see.

None of his jokes hit the Bob Hope joke, few of his jokes hit the Jerry Lewis joke, and even fewer hit the Tim Conlon joke. It was not enough for the audience to see, and it was not enough for the stars to see.

Spike 34: "I'm not sure if I should have made a movie, but I'm sure I'm not."

The London Palladium

Capacity: 2,500. Price range: $3 to $6. The Palladium was the best remembered of concerts I ever attended, and the one I enjoyed most.

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ABC's Sales Plan Offers Wide Choice

"Triples Exposure" Gives Sponsors Pick Of 1 to 15 Plugs on Wendy Barrie Strips

NEW YORK, May 10.—A new advertising plan, ABC's "Triples Exposure" offer will be introduced Wednesday. The plan is one that offers sponsors an opportunity to purchase three different time slots for the same price as a single time slot. The plan is designed to provide sponsors with greater flexibility and variety in their advertising efforts.

Rivals Pitch, But ABC May Keep Celanese

NEW YORK, May 10.—Despite the efforts of its competitors, the American Broadcasting Company may be able to keep its Celanese television show. The company is offering a larger budget to keep the show on the air. Celanese has been a staple of ABC programming for several years and is a major competitor of CBS's "The Tonight Show with Johnny Carson." The move could have significant implications for the network's ratings and revenue.
LEVER TAKES CBS Option

NEW YORK, May 10—Lever Brothers this week took an option for a new television station division on Tuesday and Thursday 4-7 p.m. in the National Broadcasting System's TV network. The station in question is proposed by Lindo & Myers for its Patina division, which is proposing the "Lindo Club" in the two states until the end of the season.

Lever Brothers is looking at a variety of options, while Steve Allen, as a potential replacement. It's true, however, that the network's designated star, probably Dumby Gloom, in the time slot vacated by fall radio missile dm in.

FOX FILM INKS Jim Hawthorne

HOLLYWOOD, May 10—Jim Hawthorne, producer-director, this week concluded a five-year exclusive contract with George Fox Film Corporation for a series of half-hour television programs tagged "This is Hawthorne." Fox will produce the situation comedy, which stars comedian Fred Baire and is co-produced with screen partner Arthur Heart.

Series of 56 is expected to start rolling in July. Fox firm and NBC interest in producing the series, with talks now going on for financial and distribution arrangements.

Hawthorne film deal was struck by Harold Zevin, of Music Corporation of America, who pushed Hawthorne into the TV medium. He had been with General Artists Corporation, and now is running concurrent with Zevin's ownership of MCA, the comic followed the agent to his new MCA headquarters.

Wrigley's May Acquire 'Liqui'

NEW YORK, May 10—Wrigley's Chewing Gum Company this week won what's described as buying the TV version of "Life With Liqui" before it is to be broadcast. Wrigley's sponsors "Liqui" on the Columbia Broadcasting System radio network.

The advertiser already has Gene Autry on the CBS-TV network, and a new deal will be in both shows too hefty. "Liqui" is a CBS-TV package.

Olds Returns To Net Radio

NEW YORK, May 11—Olds, the automobile division of General Motors, has returned to network radio Thursday (13) on the Columbia Broadcasting System with its "Sponsored by Olds Lanes" in three-hour segments, 7:30 to 10:30 p.m. In 70 net radio markets. Since Olds already sponsors news on CBS-TV, Monday, Wednesday and Friday, 7:30 to 8:30 p.m., its new buy will give it complete coverage of its radio schedules since it has already been broadcast on half-hour radio hook-up.

IDEAS ARE AS FREE AS AIR

CHICAGO, May 10—The only way for a performer to present an idea in a show is to use the airs. That is what Norman B. Tyr, Los Angeles lawyer, told the University of Chicago Conference on the Arts this week. An idea is free as air, Tyr told. And even though it has been made popular by advertising and large expenditures of time and money.

"An idea escapes the creator's domination when uttered. And cannot be held for copyrighted," he said.

WXZY BOOST

Promotion Ups Outlet Gross 30%

DETROIT, May 10—A practical proof that promotion still pays off in radio is evident at WXZY, Detroit, in the 30 per cent increase in business for the first four months of the year, compared to the same period of 1953. The figure is in contrast to the decline in radio grosses widely reported. This is the more startling because WXZY, following the trend of the times, reduced rate of about 10 per cent on May 1, 1953, when radio management was really getting wary of television.

The increase has been well scattered over various departments and programs, with three key points of improvement—others Ed McKenzie (from Detroit), Fred Wolfe and Jack Jackson, and new shows. The last is typified by the recent sale of three day-five-minute strips of news programs to Sinclair Oil Co. Improvement is laid squarely at the door of aggressive promotion and selling.

PSYCHOLOGICAL PRESSURES

Rate Cuts Cause Vicious Circle; Everybody Worries

NEW YORK, May 10—Rate cuts in radio are subjecting advertisers and agencies to psychological pressures and anguish that make it hard for radio clients to speak of. For the Affiliates Corporation, as an example, the broadcasting house got a check from one C.P. agency and could not profitably recapture the loss. That is why its advertising rates are subject to a vicious circle. The advertising house and its agencies have said that the advertising rates are subject to a vicious circle. The advertising house and its agencies have said that the advertising rates are subject to a vicious circle. The advertising house and its agencies have said that the advertising rates are subject to a vicious circle.

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Wm. Morris Sets Precendent in
Kine Use of Film Properties

Deal's Set With Warner's, Paramount,
Columbia, RKO: Fox and MGM Hold Out

NEW YORK, May 18.—Quitting
over the past two seasons the
William Morris agency has de-
developed a policy of consulting
for cooperation with motion pic-
ture producers, whereby top film
properties have been adapted for
TV use with full rights to air them
via inhabited sets.

The plan is precedent in that
a major booking standard for
dramatic series has been the
inhabitability of properties, such
as houses, gardens, hotels, etc.,
belonging to film companies.

The show involved in "Pulitzer
Price Playhouse," which is killed
and supplied with properties, by the Morris agency.

Three-Winged Wednesdays via the American Broadcasting
Television network. Deals have been set with four
film companies, use of properties—RKO, Warner's, Paramount
and Columbia. Two series, 'Hades Hand
outs, however, have been:,

Early Pic to Be Shown
in Video Series

NEW YORK, May 18.—Only
owner Paul Killiam and Sterling
Television, Inc., have announced
a new 15-minute film series, fea-
turing more than 100 of the
Wedeon movies. Collectors will be
impressed with TV footage, depicting
life in an early motion picture studio,

Killiam, who operates the Old
Pickwick, Inc., has been unable
in recent years to afford TV rights.

The series, to be broadcast
weekly, will present the best that
Edison movies have to offer, including
the heavier dramatic series, such as
"The Happy Man" and "The
Great Horse".

N.B.C.-TV Plans
Spot Standards

NEW YORK, May 19.—The
first of NBC's commercial spot
station identification breaks was
in the series this week at the
National Broadcasting Company's
spot stations, the result of the
eight TV outlets it represents.
The plan calls for each outlet to
have identical standards of art
work on each week, with all
standardized standards containing
a common element, such as a
comparted number in the lower
right-hand corner, for identification.

The plan will give sponsors
up to 30 seconds of each spot
for copy, with the stations using
the same spot in this manner.

MAXIMUM FOR MINIMUM

BBD&O Extends "Orbit" Plan to TV

NEW YORK, May 18.—The
Bassett, Dore & O'Gray
segment of the agency is now using
its test "Orbit" plan to the
increased potentialities of TV.

Diseydn Drops
CBS Program

NEW YORK, May 19—Colu-
muski and May, whose program
was scheduled for May 23, and
has been pulled after the first
20 weeks, and will not be
regarded as a failure or
success. The program
will be replaced by a new
series to be announced in
the near future.

Buick Buys
NBC-TV Slot

NEW YORK, May 19—Buick
is putting its "Ten for Ten"
series into NBC's network
schedule for the next 13 weeks.

The series will be shown
in 30 minutes, with a
high of $60,000 in
promotions.

<br>

Kaufman Out
In Upheval
At Snader's

HOLLYWOOD, May 18—An
alarming upheaval, starting with
the resignation of several names,
this week found Reuch Kauf-
mann, the post of Snader's
front office to be vacant.

Kaufman's interest in the
firm was practically
real in the terms
that Kaufman left the
firm, but the problems
at Snader's will remain
in place so long as
there are changes
expected within the firm to
be made. At first a
new name for Kaufman
was reported.

Kaufman joined the Snader
organization as a top executive
when Snader's list of services
was distributed only the Telscope
magazine, the "Herald Tribune" and
other TV film properties.

<br>-.---.<br>

Cioppa Preps
New Program
Format For CBS

BOLLYWOOD, May 18—Giuff-
della Cioppa, Columbia Broad-
casting's West Coast head of
programming, is preparing a
new program format, due to
be announced shortly.

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THE BILLBOARD
MAY 17, 1952

AVERAGE TV
PAY ROLL 60-70
ATLANTIC CITY, May 10—Com-
missioner Jack Hyde this
week headed the Southern Broad-
ing Association's
comprehensive television
survey of the market.

Commissioner Hyde
figured the 25 television
stations in his
area to be covered
in the next 10 years.

The average television
set pay roll is $60 to $70
per month.

<br>---

Thesaurus in
Tune Pic Buy

NEW YORK, May 18—RCA
Thesaurus this week acquired dis-
tribution rights to the
tune. "The Mousetrap" for
the next season. Miller's
"The Mousetrap" will
be continued in
Kaufman, the agency for
Buick, who will
produce a new series
which will be distributed
by Cecchi. B. DeSille.

Fort Industry to
Change Its Name

DETROIT, May 18—The Fort
Industry Company, probably the
largest independent owner
of television stations, is
planning to change its
name to the complete
fortieth anniversary of
the network. The
firm was founded by
George H. Snider, president, and
principal stockholder.

The name change will
be celebrated on the
network's 25th anniver-
sary this fall.

<br>

Robert's Films
MAY DAY RIOTS

HOLLYWOOD, May 18—
Cicero Robert's, recently produc-
ing his TV film series
of the Orient, scored a coup during
the recent May Day riots in
Tokyo by filming the demonstra-
tion. Roberts' photograph show
was rejected by the Japanese
military.

One week earlier, Cicero
Robert's, bedding the reader of
for two days at KLAC-TV in
Tulsa.

ABC, Agencies
Named in Suit
Of $800,000

NEW YORK, May 19—Claim-
ing that "Herb Stower Time" on
the ABC television network was un-
justly derived from one of
McGraw, and that the
agency's contract with
the American Broadcasting
Company, Inc., was being
violated, the lawsuit was
filed.

Rumors that the Snader firm
was in financial difficulties were
rife, but had his company
had a million-dollar
transaction which had
distributed throughout the
industry. Snader was the
in charges of all details secret.

Hyland's media
cost. It was
assumed that Snader had
come to an agreement
with the American Broad-
casting Company, Inc.,
and that the party would
be paying up.

The settlement, which
was the subject of
no further details,
was said to be
confirmed.

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White to Head Videotex Firm, To Speed Polls

NEW YORK, May 10—Robert F. White, former president of the National Broadcasting Co., has been named president of a new video communications firm, The Quirke Corporation, which he has organized.

The firm will operate a system of closed-circuit television for public-service purposes, including news, advertising and entertainment, and will also engage in the development of new electronic equipment.

DEFENDANT

The State of Illinois, plaintiff,

vs.

WILLIAM H. BUESCHER, defendant.

In the Supreme Court of the State of Illinois, Course of Civil Action.

The defendants, plaintiffs in error, have been granted a new trial, and the cause is now pending.

Dugan to Sub For Edwards

HOLLYWOOD, May 10—Irish actor Andrew Dugan, who is known for his role on the popular television series "The Andy Griffith Show," has joined the cast of the new CBS show "The Dugan Show," premiering this fall.

In his new role, Dugan will play the character of Andy Dugan, a former baseball player turned television producer.

Klee Signal Now is KLBS

HOUSTON, May 10—KLEE, formerly a station in the Houston area, has been rechristened KLBS and is now owned by the KLEE Corporation.

The station, which had been operated by a local company, has been sold to KLEE, which has a nationwide network of stations.

CAPITOL WIND BEATS LIGHT

WASHINGTON, May 10—The Capitol Windmill Company, which operates a wind turbine farm in the area, has announced that it will begin construction on a new wind farm.

The new farm, which will be located near the site of the old farm, will consist of 10 turbines, each capable of generating 200 kilowatts of power.

Your Top TV Sales Opportunity

WVDX

Wilmington, Delaware

In the Market which has highest income per family in the country.

Back by popular demand, Robert Meeker Associates

Robert Meeker Associates

New York, San Francisco

Your Top TV Sales Opportunity
NEWS CAPSULES-COAST TO COAST

Life, March of Time Ready Fall TV Package; FCC Stiffens Racing Policy

NEW YORK, May 13—Life Magazine and March of Time here announced a combination TV package for the fall, which will feature documentary-styled news films with spot news coverage. MOT's camera crew will set up in New York to film the news, which will then be edited and mailed to Life's on-the-spot live coverage of same event on the March of Time program.

The new series is the outgrowth of a technique Life and MOT developed this season for its 13-week production on "We, The People" for Gulf & Western. In this series, the full series will utilize MOT's vast film library to dramatize the historical significance of recent news events, via capsule coverage of events, in the present. MOT's managing editor, Will supervise production of all film sequences.

WITI Racing Features

Concerts FCC Hearing

WASHINGTON—A joint Federal Communications Commission hearing of airing of radio and TV stations' entire records was held last week. The FCC also announced a public notice of the August 16th in the case of a complaint by an owner of a station that he was not being given a fair hearing.

19600 "Bellevue" Salt

Pegged Again

DETROIT—The $600,000 law suit filed by WBKB, Chicago, Broadcast Inc., and Walter T. Wiatr, the owner of the "Jack the Rainmaker" program here, was postponed again in Federal Court until May 20 to suit convenience of counsel involved in the case. The suit was filed to prevent Edward Demetriades, president of MOT, and shortly after a pre-sale of $250,000 for the "Bellevue Salt".

Nokia Prexy Predicts

40-MV Set in 3 Years...

CHICAGO—Paul Gallina, president of Motorola, Inc., predicted on May 13 that the 40-MV set will be in 3 years with a 25% increase in sales. In 1959, his sales report to the company's stockholders, Gallina predicted that the firm's first quarter sales were the second highest in its history. Only the first quarter of 1955 hit a higher figure for Motorola.

United Tel Calls District

13 in new market orientation

NEW YORK—United Telephone Programs this week sold a package of 13-week programs. The show is to be broadcast on WJZ, radio station.

Hollywood—A film by the National Broadcasting Company, Inc., and the Columbia Broadcasting System, Inc., is the only one to be made in 1960. The show is the result of a joint effort between the two companies.

RATINGS

of past.

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Top 10 TV Shows
Each Day of the Week
in TOLEDO

5500.

I love Lucy was the top TV show in Toledo the first week in April, according to the Viodex report, with "The Ed Sullivan Show" and "The Andy Griffith Show" following closely behind. The Nielsen report states that these three shows had the highest ratings in the city, with "I Love Lucy" taking the top spot with a 55.0 rating.

The Viodex report also shows that the "Ed Sullivan Show" and "The Andy Griffith Show" were among the top ten most-watched shows in Toledo during the week ending April 11.

The report notes that ratings are based on meter readings and cover a period of 15 minutes each hour, from 8:00 PM to 11:00 PM, during the week of April 6.

Top 5 Radio Shows
Each Day of the Week
in RICHMOND

9, (1,600 families)

The Pulse Radio survey was conducted monthly in 12 markets, and reports are based on meter readings. The survey covers all radio stations in the city, including AM and FM formats.

The Pulse report states that the top five radio shows in Richmond during the week ending April 11 were: "The Ed Sullivan Show," "The Andy Griffith Show," "The Andy Griffith Show," "The Andy Griffith Show," and "The Andy Griffith Show."

The Pulse report notes that ratings are based on meter readings and cover a period of 15 minutes each hour, from 8:00 PM to 11:00 PM, during the week of April 6.

Next Week

Top 10 TV Shows
Each Day in MILWAUKEE

According to Viodex Reports

Top 5 Radio Shows
Each Day in SAN FRANCISCO

According to Pulse Reports

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 one of the service 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, N.Y.

For full details of the Viodex service write to AMERICAN RESEARCH BUREAU, National Press Building, Washington, D.C.

Two More Buy into "Today"

NEW YORK, May 18—Two more clients bought into "Today" via the National Broadcasting Co.

Added to the early morning TV show's roster were Bowers & Black, with a five-week participation, and Armour, with a four-week reports daily on a 56-week basis.
Television—Radio Reviews

Those Endearing Young Charms—(Continued)

White House Tour

CAPSULE COMMENT

The Happy Students (TV), WPXJ, New York Saturday 8:30 p.m., EDT. Sponsored by the National Dairy Council, this prime time program is broadcast from the White House. The episode features the combined network staffs. It features the special event of the Coolidge, Calvin, Franklin, and Theodore. Each president is portrayed in his own unique style. The show is well-acted and well-produced. (See full review this issue.)

White House Tour (TV), ABC-TV, Sunday, 4:50 p.m., EDT. The White House tour is conducted with a truly great production. It shows the power and resources to present in a manner that is both informative and enjoyable. The President was particularly charming in presenting a running commentary on the tour. (See full review this issue.)

Broadway TV Theater (TV), WOR-TV, New York. Monday, 8:30 p.m., EDT. Despite an admirable performance by the cast, the production is marred by its use of the network's production of "An American in Paris," which is not well-suited for the role of the story. The climax of the play is not adequately resolved, leading to some confusing staging. (See full review this issue.)

The New Porsenon (TV), ABC-TV, Sunday, 11:15-11:45 p.m., EDT. Despite his obvious nervousness on the program, Mr. Porsen was surrounded by an audience that seemed to enjoy his performance. The characterizations were well-drawn, and the setting was quite realistic. (See full review this issue.)

Some of those Endearing Young Charms (TV), NBC-TV, Monday, 9:30-10:30 p.m., EDT. This family situation comedy is a good choice for 15-minute segments. The writing is well-paced, and the performances are strong. (See full review this issue.)

Drew Pearsson

TELEVISION—Reviewed Saturday (5), 8:30-9:15 p.m., EDT. Sponsored by the American Broadcasting System, this hit program features the combined network staffs. It features the special event of the Coolidge, Calvin, Franklin, and Theodore. Each president is portrayed in his own unique style. The show is well-acted and well-produced. (Continued on page 16.)

Sporting Chance (TV), WBBM, Chicago. Saturday, 9:30-10 p.m., EDT. Featuring the popular television show "The Sporting Chance," this episode of the series features the combination of the Coolidge, Calvin, Franklin, and Theodore. Each president is portrayed in his own unique style. The show is well-acted and well-produced. (See full review this issue.)

The Happy Students (TV), WPXJ, New York Saturday 8:30 p.m., EDT. Sponsored by the National Dairy Council, this prime time program is broadcast from the White House. The episode features the combined network staffs. It features the special event of the Coolidge, Calvin, Franklin, and Theodore. Each president is portrayed in his own unique style. The show is well-acted and well-produced. (See full review this issue.)

For an inexpensive laugh, try looking into young local newspapers and see if they have any stories about the famous take-off on television. For an inexpensive laugh, try looking into local newspapers and see if they have any stories about the famous take-off on television. For an inexpensive laugh, try looking into local newspapers and see if they have any stories about the famous take-off on television. For an inexpensive laugh, try looking into local newspapers and see if they have any stories about the famous take-off on television.
The BMI CLINIC STORY

Exchange of Experiences and Ideas Vital to Radio's Future Welfare

By JOE CSIDA

If you attended one of the 45 Broadcast Music, Inc. Clinics in the United States and Canada during the past two weeks we think you'll enjoy refreshing your memory on some of the events of the occasion by reading about them in the pages which follow. But more important, whether you made one of the clinics or not this special section will give you a comprehensive picture of all of the Clinics.

We've said previously that radio, in these critical evolutionary days, can only maintain its great position by sticking together, by freely exchanging ideas and experiences, by pooling and selling with an aggressive ness, a vitality, and an ingenuity never before attained. The BMI Clinics themselves are a living, exciting example of radio doing all of these things.

The condensations of the speeches made at the Clinics; the "catalogs" of ideas in programming, selling and promotion extracted from those speeches; the latest and news stories emanating from the Clinics constitute an up-to-the-minute instructional manual on profitable radio broadcasting which can prove invaluable to any radio man who takes the time to read them.

Here are a thousand and one thoughts on effective, saleable programs stemming from proper usage of musical libraries, transcription and other packaging of offerings, commercial records and every other material available to broadcasters. Here are countless tips on serving the local community, on putting together news shows with intriguing new titles and slants. Here are inspirational nudges by the score on selling styles. 1932, on promotional gimmicks and techniques. And not from theorists, but from practical grass-roots broadcasters from large cities and small, from 250-watters thru 50,000-powerhouses. From the men who create the music libraries and transmitted shows which have accounted for millions of dollars in time billings.

Here is radio, at the working level, where the medium reaches its greatest heights of effectiveness. And here is radio, swapping the ideas and inspiration which will keep it great.

It is somewhat remarkable that the organization which sponsors these Clinics, Broadcast Music, Inc., was born out of one of radio's most critical battles, the fight against excessive demands for music usage. It is remarkable, too, that BMI, which, of course, was created for the purpose of developing a music pool upon which the broadcasters might draw, should have taken on the tough task of spreading to broadcasters the best available information on the key phones of radio operations.

Obviously BMI would never have been able to accomplish this without the unstinting co-operation of the busy men who have taken time out of their tight schedules to travel thousands of miles to share their experiences with their fellow-broadcasters. All radio owes these men a vote of thanks. But behind an enterprise of this kind, too, there is always a single originating spark. That spark, of course, is Carl Haverlin, president of BMI. Haverlin would be the first to concede, however, and we hasten to add the point here, that neither he nor any other man, alone, could have instituted and developed so ambitious a project as these Clinics without the able assistance of many colleagues.

To Haverlin, then, and to his colleagues—Stanley Kaye, Charlie Wall, Bob Burton, Roy Harlow and Glenn Delberg of BMI, radio owes a large vote of thanks, too. And to the BMI men in the field—Ralph Westlund, Al Maffio, Ken Sparrow, Lae Patton, Jim Cox, Burt Squire, Bob Fullen and Dewey Owings—a low bow for their notable contributions. And last, but for certain, BMI's Harold Moore, who did a tremendous job in organizing and running the Canadian Clinics.

All these BMI men, all the speakers, all those who worked hard to make these Clinics possible deserve kudos, but perhaps the biggest one is due the thousands of broadcasters who attended the Clinics. While these radio people were, of course, doing themselves a favor, the fact remains that without their support the Clinics could not exist.

So much for the poses, however. Here you can attend the Clinics yourself. Not one, not two, but practically all of them. Take time out to read this BMI CLINIC STORY. You'll find at least one idea you can put to work in your own operation. We are proud to present the BMI CLINICs to you...
4,000 Radio Execs Attend 42 BMI Program Clinics
Common Problems, Particularly Programming, Thrashed Out

NEW YORK, May 10—One of the last stops on this time-tested road was held last week in Toronto, Canada. More than 4,000 radio station managers attended the series of BMI Clinics in a little over two weeks. The clinics were conducted with the understanding that the executives had to attend each session in order to qualify for a certificate of attendance. The clinics were wide-ranging in scope and covered a variety of topics, from programming to sales techniques.

The series was designed to provide radio station managers with practical information and strategies that they could use to improve their operations. The clinics were held in cities across North America, including Toronto, Los Angeles, Chicago, and New York City.

The last clinic of the series was held in Toronto, and it was well attended. The participants included station managers from a variety of stations, including both large and small operations. The clinics were conducted by BMI executives and featured guest speakers from the radio industry.

The clinics were a success, and the participants left with a wealth of knowledge and strategies that they could use to improve their operations.

TV Clinics Set for N.Y., Chicago & L.A.

NEW YORK, May 10—Cherry Hill, N.J., will be the site of the upcoming summer program for radio station managers, BMI will hold its 42nd annual convention this month in New York City. The program will feature seminars on a variety of topics, including programming, sales, and management. Speakers will include radio industry executives and experts.

The program will be held from June 5 to 8, and it is open to all radio managers. The program will be held at the Sheraton New York Hotel, where a number of hotels will be available for attendees. The program will feature seminars on a variety of topics, including programming, sales, and management. Speakers will include radio industry executives and experts.

The program will be held from June 5 to 8, and it is open to all radio managers. The program will be held at the Sheraton New York Hotel, where a number of hotels will be available for attendees.

Five-Day Seminar Planned for Denver

NEW YORK, May 10—The BMI will hold its annual seminar in Denver, Colorado, this month. The seminar will be held at the Hyatt Regency Denver at the Colorado Convention Center, where a number of hotels will be available for attendees.

The seminar will feature seminars on a variety of topics, including programming, sales, and management. Speakers will include radio industry executives and experts.

The seminar will be held from June 5 to 8, and it is open to all radio managers. The seminar will be held at the Hyatt Regency Denver at the Colorado Convention Center, where a number of hotels will be available for attendees.
Answer to Health, Wealth & Wisdom

New York, May 10.—Broad casting is becoming more recognised as the most spectacular of all programming. A major program was launched this week by station WEAF, the broadcast division of the large newspaper company, which has been experimenting with similar programs. The feature, known as the "Health and Wealth Crusade," will be presented by Dr. William Henry, who is well known to millions as the author of "The Picture Book of Health and Wealth." Dr. Henry has been a leader in the field of public health and has made many contributions to the science of nutrition. His work has been recognized by the award of the Carnegie Medal, and he is also the recipient of the Albert Lasker Award for his services to public health.

The program will be broadcast daily from 3:00 to 4:00 p.m., and will consist of talks on various aspects of health and wealth, with special emphasis on the prevention of disease and the improvement of living standards. Dr. Henry will be assisted by a panel of experts, including doctors, nutritionists, and social workers, who will provide advice and information on topics such as diet, exercise, and housing.

The program is expected to be a great success, and will undoubtedly attract a large audience. It is a tribute to the ingenuity and forward-looking attitude of WEAF management, which has recognized the potential of radio for educational purposes and has committed itself to the development of a series of programs designed to improve the health and welfare of the community.

CONFIDENCE IN FUTURE

Programing Way To Renounce Fear

New York, May 10.—Radio station men speaking at the Broadcasters' Institute Conference of May 7th were agreed that radio must now be more than a medium for entertainment. They spoke of radio's potential as a powerful tool for education and social reform. The conference was attended by leading radio figures from all parts of the country, including broadcasters, educators, and social workers.

One speaker, Dr. John Smith, the president of the Broadcasters' Institute, emphasized the need for radio to take a more active role in the community. "We can no longer think of radio as simply an entertainment medium," he said. "Radio has the power to touch the lives of millions, and we must use this power to the fullest." He spoke of the need for radio to be a force for change, to address issues such as poverty, discrimination, and injustice.

Another speaker, Mr. John Doe, a well-known broadcaster, agreed that radio had a role to play in addressing social problems. "Radio is a medium with the power to reach millions," he said. "We must use this power to make the world a better place." He spoke of the need for radio to be more than just entertainment, and to be a force for positive change.

The conference was well attended, and many of the speakers called for more funding and support for radio as a medium for education and social reform. They spoke of the need for radio to be more than just an entertainment medium, and to be a force for positive change in society.

Perennial Cry

Continued from page 11

Should work closely with services in serving the community. A newspaper man stated that "the simple method of proving that the station was doing its share of the work for the community was to do it. When that was done, the station had become an active participant in the community, and the program had become an important force in the community."

Dr. Henry's talk was well received, and the audience was enthusiastic about the potential of radio as a medium for education and reform.
Numerous Topnotch Ideas Spring From Clinic Sessions

RAL BUMPUS
KYBD, Colorado Springs, Colo.

A number of items of local news copy of each local story that is contained in the company name. We stumped the copy as if it were a local one. An item of interest to us was the type of commercial run, purely public relations promotion.

LOUIS READ
WEEI, Lincoln, Nebras.

This program manager can add much to the listener appeal of a station. Announcing, periodically, reports on his observatory programs, he builds up the service is always making the advertiser feel that the station is doing him. We have a program that we call the weekly opinion poll and gets promotion men on a panel. They discuss their reports—that they are played. If these aren't available, I suggest using doctors, music teachers, etc.

ED YOCUM
KGGP, Billings, Mont.

The best news is local news. But then all news is really local because even national items when broken down will tie in with some activity in your own community. If you look for this to-tum and make use of it. Make every member of your staff a news correspondent.

BOB WATSON
KONK, Amarillo, Tex.

In our city, the station has hired a retired college professor who teaches the music and speech departments at a State college. The professor monitors the station every day through the use of a local news program and conducts a class for announcers once a week. Class work includes pronunciation, general liberal arts discussions and outside readings assignments. In addition, a column is given on reading, interpretation of music, dictation, projection and proper breathing. It's been a tremendous asset to the station and an incentive to the announcing staff.

RUSS COUGHEEN
KRNA, Oakland, Calif.

If you want announcers who can sell, give them a reason to sell. Let them meet the client. When a client comes to the station, let him know the man who, in the long run, is the man who makes the selling and upon whom the success of failure of the campaign must fall. Don't be afraid to give the amplifier and the bureau go out with salesmen. Let announcers know what's happening in the business. If the station does badly, so does he. Be the person who the announcer is the best selling job for the station.

JOE BURBY
KEL, Waukegan, Ill.

In any of our papers, first in sales and news of the day, then sports items, then regional and national news. We try to get the news and we go into world news. It is my firm conviction that the people in our area, with the all-news newspapers and network radio stations to listen to, would just as soon hear about things in this state that weren't particularly earth-shaking, as to be told for the hundredth time that the peace negotiations in Korea were still dragging.

GENE ACKERLEY
KABJ, Alliance, Neb.

A friendly and profitable use of personnel, make a job task easier and make sure it is done. Make sure all work is done and the top management is aware of successful cooperation. Give each employee an active supervised training program that will help him to the level needed. We supplied our personnel with a book on the job, we bought booklets, we made them available to them and we asked them to think of ideas and offer suggestions. When they became interested in their job, we began teaching them a second job. Thus, with the greatest possible personal effort, we have a very profitable and every department working with little or no disruption. Sometimes as busy as they do not have time for a lot of petty grievances.
I venture radio.

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Billion Round-Up Presents Highlights of All Clinic Talks

NEW YORK, May 10. - The presentations by broadcast music firms have been given a boost by Billboard's new publication, "The Largest Listing of All Clinic Talks," which is now available to all interested parties. The publication contains the most complete and accurate information on all clinics and their programs, giving their observations, suggestions, and experiences on practically every phase of the radio business, including public service, news and music programming, promotion, sales and station management.

The selection of talks is based on an in-depth analysis of a large number of sources and the following four fundamentals of a good news releases.

1. Accuracy: The news releases are checked and verified by the news editor.
2. Tips: These are items that are not necessarily news, but are tips that broadcasters can use.
3. Distribution: The news releases are distributed to as many broadcasters as possible.
4. Distribution: The news releases are distributed to as many broadcasters as possible.

The following is a partial list of some of the talks that will be included in the publication:

- "Tops in Broadcasts," presented by the National Association of Broadcasters.
- "Public Service in Broadcasting," presented by the Public Broadcasting System.
- "The Role of the Local Radio Station in the Community," presented by the National Association of Broadcasters.
- "The Use of Radio in Education," presented by the Radio Education Foundation.
- "Radio's Role in Public Relations," presented by the Public Relations Society of America.
- "The Future of Radio," presented by the National Association of Broadcasters.
- "The Role of Radio in Politics," presented by the National Association of Broadcasters.

The publication will be available to all interested parties for a small fee. For further information, please contact the Billboard office at 111 W. 42nd St., New York 18, N.Y.
The thousands of broadcasters who have attended the second swing of Program Clinics, just concluded, have praised their solid contributions to programming. • The impact and inspiration of the splendid teams of industry speakers were especially increased this year by the stimulating discussions of attendees during the bull sessions. • BMI takes this opportunity to acknowledge the industry's obligation to all speakers and participants and to cordially invite all broadcasters to attend one of the forthcoming TV Clinics.

**Now It's TV CLINIC TIME**

**WITH THREE ALL-INCLUSIVE 2-DAY ROUND TABLE DISCUSSION MEETINGS**

**NEW YORK**
May 19-20
Waldorf-Astoria

**CHICAGO**
May 22-23
Palmer House

**LOS ANGELES**
May 26-27
Hollywood-Roosevelt

Television leaders from Coast to Coast will be sitting down with you to discuss TV in all of its aspects... exchanging their ideas and experiences... giving solid coverage to such topics as:
- Low-cost, Local Programming
- Cutting Production Costs
- Handling Local News and Special Events
- Buying, Selling and Programming Films
- Camera Techniques and Scenic Effects
- Public Service Programming
- Short Cuts and Time-Saving Devices
- Legal and Copyright Problems
- TV as a Sales Medium
- and many other general and specific matters.

**EVERY SPEAKER A PRACTICAL TV BROADCASTER**

Panelists include: Robert Swezey—WDSU-TV; Chris Whitting—DuMont; Chuck Holden—ABC-TV; Paul Adanti—WHEN; Ralph Burgin—WNBW; Joel Choseman—WAAM-TV; Don Fedderson—KLAC-TV; Klaus Landsberg—KTLA; George Moscavics—KNXT; Robert Purcell—KTTV; Philip Losky—KPIX; Donn Tatum—KECA-TV; Walter Preston—WKB; Bruce Wallace—WTMJ-TV; Theodore Streibert—WOR-TV; Walter Emerson—WENR-TV; Richard Moore—KTTV; Bill Edwards—KNXT; Roger Clipp—WFL-TV; Don Norman—KNBH; Ward Ingrim—KHJ-TV; Jules Herbeaus—WNBC; Frank Fogarty—WOW-TV; Ted Cott—WNBT.

Also plan to attend BMI's Summer Seminar at Denver University
August 3 to 10
- In vacation surroundings for you and your family.
- Room and board $22.50 per person
- No fee for registration
- Attendance limited to 150
- ENROLL NOW!

Your future in TV, or as affected by TV, makes your attendance at one of these TV Clinics a must! Register now!
Rural News and Weather

ST. LOUIS, May 10—In his talk on reaching the rural audience, Joseph Slattery, assistant director of the rural radio program in Springfield, Mo., brought several ideas to the idea of farm and rural radio. He also discussed the potential of the program director to become an executive and the problems of finding and training the farm radio man to perform the station manager's duties.

"Service to the farmers is most important," he said. "It is an experience that farmers are elected to the new radio industry, weather, and market, above all else.

TINCHER

Don't Neglect Night Shows, Rural Areas

BATTLE CREEK, Mich., May 10—Robert S. Tinchier, vice-president and manager of WSBT, in his address to the radio station manager's conference that the network's radio stations would be more important and more often overlooked, regardless of the station's location in the rural areas.

Tinchier also said that the radio station managers were very much interested in their radio stations, though they may not be as well informed about them as they should be, particularly in their relation to their listeners and to urban listeners.

PHILLIPS

Crucial Thing For Success: Right Shows

SYRACUSE, May 10—Better shows are the crucial thing in the radio business today, according to T. C. Phillips, manager of WIPR, in this city. "The station," he said, "is part of the community. When the station is informed, the community is informed."

He also said that the station must be interested in the community and in what is happening in it. It is a part of the community and must be a part of it.

SNEGLOAVE

Canada Co-op of 5 Stations Share Tapes

NASHVILLE, May 10—The BMI Clinic held here last week included a presentation of a small station there from Rural Slattery and the program director of CBS in New York. Over the past few years Slattery had told his listeners about Community Broadcasting Service, a co-operative venture of five stations on the

SLATTERY

Programing and Selling For Profits

HOLLYWOOD, May 10—The program director should be the friend and guide of the station manager. Roy W. Green, general manager of KGB, told broadcasters at the conference that the program director must work with the station manager in a spirit of cooperation, not in opposition. Good program directors will not sell, station managers will have to sell.

"If an advertiser is interested in a program, he can get a half hour of advertising for $5.00. The income from such advertising is the only thing that makes the station worthwhile.

He attributed the growth in the station's revenue to the good promotion and to aggressive sales tactics and market analysis.

Ellis explained the program format established at KIPM, a unique sales format which was set up.

PLAMBECK

Noon Is Best, 6:30 Next For Farmers

DENVER, May 10—Robert S. Plambeck, farm service director of Colorado Radio Network, announced that farmers in the state will have a new program beginning Monday. The program will be "The Farmer's Hour," and will be broadcast at noon on Monday and at 6:30 on Tuesday.

Plambeck said that the station would have a new program each week and that the farmers would have a chance to talk about the things that are important to them.

FLETCHER

His Subject: Radio's Short Cut to Suicide

WASHINGTO, May 10—"Mental health is part of radio," he said. "The station is a part of the community and must be a part of it.

BOHR, May 10—In a talk before the station's "Short Cut to Suicide," Henry F. Bohr, general manager of WKBW, told broadcasters that there was one way in which radio can help prevent suicides. That was, he declared, "is through untruthful, unscrupulous and unbalanced extension of your stations.'

LEESON

Importance of Merchandising Still Growing

SALT LAKE CITY, May 10—In a talk before "The Importance of Merchandising," cf. the station's "Short Cut to Suicide," Henry F. Bohr, general manager of WKBW, told broadcasters that there was one way in which radio can help prevent suicides. That was, he declared, "is through untruthful, unscrupulous and unbalanced extension of your stations.'

More Sparkle Needed in Building Shows

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LOGGAN

Promotion Held Vital To Stations
PORTLAND, Ore., May 10—Frank E. Logan, president and general manager of KBOO, Portland, Ore., told broadcasters that the thing that their stations need is a promotionist to give them the added public relations help that would bring in the necessary listeners.

In discussing his topic, "Promoting Local Sales," Logan enumerated several methods best suited to the promotion of local sales, based on the own experience. Among these were air promotion, which he stressed as being the most important, newspaper advertising and direct mail.

Logan believes that a good job of promotion will accomplish several important things for a radio station: (1) It will sell new business; (2) It will reduce account turnover and (3) good promotion will raise selling easies for salesmen and servicing even more pleasant for the men who handle this important detail.

CSIDA

Accentuate The Positive, Says Editor
VANCOUVER, May 10—Broadcasters should accentuate the positive factors in American life, according to Elford C. Goodson, editor of "The Billboard," declined in a recent wire before the CSIDA Clinic. The newspaperman claimed that the recent overflow of news about crimes, corruption and social evils have given citizens a belief that the world is going to pot.

He said no indication that this was true, that there is too much emphasis on aspects of moral decay in our country. He suggested that broadcasts that they create programs which would tell listeners of the many worthwhile endeavors being pursued by idealists, that they convince the audience that "evil is not so far-fetched as we sometimes think it is.

Coul @ also told broadcasting executives that there had to be a built-in audience if they wanted to save the world. He stated that only radio executives who made money had the financial resources to back public service programming and promotion.

OSWALD

'Music Mood' Important to Best Results
PHOENIX, Ariz., May 10—The manager of radio station KCOA of Tucson, Wayne Sanders, told BMI Clinic broadcasters to "get the music mood!"

Sanders said: "You can't be all things in music to all listeners. The greatest error made in radio today, in my opinion, is that lack of distinction that marks the fine line between all broadcasters sounding alike and awareness to anything of radio music.

The KCOA executive pointedly declared: "Teenage count. Watch the specialists—Negro, foreign language and vertical programmers. They know where they are going."

SANDERS

Match Music To Listeners And the Hour
MISSOULA, Mont., May 10—Mr. Haluckt, program director for KMOG, Great Falls, Mont., discussed the subject of "programming music tailored to your audience's taste."

Haluckt feels that there should be a set of rules that would establish a maximum audience for every station at any given hour of the day. He says that technicians differ, because each station has its own operation problems.

PARHAM

Stations Should Lead Local Affairs
NASHVILLE, May 10—Speaking on the subject of "Building Stations Relations in Your Community," Carter B. Parker, president of WSM, Nashville, told a BMI Clinic here:

"We are licensed to serve the community or the area in which we operate. We are pledged to serve our community, and how better could we build station relations than with service to our community, every phase of our community and community life!"

In Parker's opinion it would be a good feeling to be responsible for a community's progress along the lines of better government—better schools, better public health programs, the kind of good and wholesome things that a strong community could accomplish through a good radio station.

"But there's still a wonderful opportunity in a differing degree for every station that in every minute, whether his outlet be a mighty McCloud or a work horse, regional or of the important local community, be a part of that community and make that part a mighty big one. Don't go along reluctantly on community affairs and give of your time grudgingly. Take a lead in things. Every community effort is short on leadership. Too many broadcasters are gone about under protest."

T. B. TIGHE

Women on Air Mean Balance In Station Diet
RALEIGH, N. C., May 10—Mrs. Frances Jarman, of WDNC, Durham, N. C., stated that it is the consensus of opinion that a woman doesn't make much sense when she talks—she's more interested in the subjects of conversation, but the act of having a woman on the air of your station can make a great many dollars and cents for you.

Mrs. Jarman maintains that radio schedules planned by alert program directors reflect good diet in radio fare. Just as housewives and dieticians study a balanced diet, she feels that radio, too, should balance its diet and budget with women programs.

GOODSON - TODMAN PRODUCTIONS

Creative Programming for Radio and Television

49 East 52nd Street
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MARK GOODSON

BIL T. T. TIGHE
ACKERLEY

Stresses Aim of Training & Organization

OMAHA, May 10 — Organizations and training staff for radio at national and local stations have been handled by Gene Ackerley, president of the National Association of Broadcasters, and members of the NAB. Arnold, who has been a member of the NAB for 30 years, said that the training programs for local stations are important because the stations are the first contact for the public with radio. Arnold said that the training programs for local stations have been designed to help stations meet the needs of the public and to prepare them for the future.

ALEXIS

Radio Still Most Dynamic Ad Medium

RALEIGH, N.C., May 10 — In a talk titled "The Most Dynamic Ad Medium," Alexis said that radio is the most dynamic medium for advertising. He said that radio is the medium that people turn to for news and entertainment, and that it has the ability to reach people in a way that no other medium can.

SMITH

Bally Strength Long & Hard For Dividends

CHARLESTON, W. Va., May 10—Joe L. Smith, president of the Bally Company, said that Bally is working hard to increase its strength and to increase its dividends.

GINGLE

Urges Closer Community Relations Ties

ATHENS, Ga., May 10—Delivering a talk on "Building Station Community Relationships," George A. Gingles, vice-president for publicity at WSB, said that stations are in a position to build closer relations with their communities.

DENNIS

Get Rolling on Pubserv, Gov't May Step In

DENVER, May 10—Robert Dennis, manager of the KOTA station, said that the Colorado State Legislature may consider legislation to require radio stations to provide more public service programming.

SCHNEIDER

Farmer of Today's Runs Big Business

OKLAHOMA CITY, May 10—Charles Schneider, owner of the OKC radio station, said that radio is a big business that can be profitable if it is managed properly.

ARNOLD

AM Must Get Going Now on New Angles

PHOENIX, Ariz., May 10—Musicians and announcers of WPTL, Phoenix, are planning to go into new angles in order to attract more listeners. The announcers are planning to use a new studio sound and to use different music to attract more listeners.

CRAIG

Want Radio's Cognizance of Own Strength

CHARLOTTESVILLE, Va., May 10—Craig said that radio is the most important medium for advertising. He said that radio is the medium that people turn to for news and entertainment, and that it has the ability to reach people in a way that no other medium can.

BATTLE

Radio Folks Attitudes Can Cure Medium

CHARLIE C., May 10—Charlie said that radio is the most important medium for advertising. He said that radio is the medium that people turn to for news and entertainment, and that it has the ability to reach people in a way that no other medium can.

MILLER

Cites Value Of Pubserv Programs

MINNEAPOLIS, May 10—Advising that public service programs should be sponsored by the station, George Miller, executive director of the National Association of Broadcasters, said that programs that are not sponsored by the station are not viewed as important by the public.

COBB

Take Part In Community's Social Life

OMAHA, May 10—Grover Cobb, manager of KVNO in Great Bend, Kans., recommended that radio station personnel participate in community activities.

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ZIMMERMAN

Care of Radio: Varied Shows, Local Slants

CHARLESTON, W. Va., May 10—Discussing "The Commercial Programming of Broadcast Music," Fred Zimmerman, manager of WEKC, Charleston, W. Va., told broadcasters that in small, laborious and expensive programs, they have at last had time to realize that diversity of programming among stations represents the very heart and soul of the American system of commercial broadcasting, and the very reason for a small station's existence.

Zimmerman believes that what is basically sound and financially feasible programming for a station in one market may prove ridiculous in the extent of bankruptcy for a station operating on the same market and for the competing stations down the street.

"Now that we realize that there is a convincingly good for all, it seems as though we can at last settle down to business and upon such occasions as those, get together for a profitable exchange of ideas.

McLAUGHLIN

Tele Closes In On Ad $ As AM Dawdles

BATTLE CREEK, Mich., May 10—"What the advertising experts say from radio is the chance of the B. McLaughlin's address before the BMI Clinics.

McLaughlin, advertising manager for Kraft Foods, Chicago, emphasized that radio is a living organism and it is no longer the case that advertising is just throwing money at the medium. He declared that television is becoming more and more a financial dollar.

McLaughlin said that radio stations should seek for something new and fresh. "Let's remember the medium doesn't belong to us," he said. "It belongs to the people, the stations, the audience. They are the ones who will decide if the station is successful. Whatever the station does, it makes it in terms of the people in the living room and in their cars, listening on the radio.

He said that if radio and television can both live side by side, own their own jobs for the public, the advertisers and for themselves.

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WAGSTAFF

Claims Radio Has Monopoly On Local News

BOISE, Idaho, May 10—In a speech before the BMI Clinics here last week, Walter Wastaff, general manager of local station KIDO, pointed out the value of local news programs. "It is the one part of our programming on which we can realize complete money back," he said.

Wastaff told about his own station's "Hometown Reporter," which was started more than eight years ago. It had a full-time reporter, and it was on the air in the afternoon. A mailbox was set up in the drug store that had sponsored the show, and listeners were invited to leave letters for broadcast in the mailbag.

The program is still on the air, Wastaff noted, and it is now on in the evening, competing with Ed Murrow. It is not as long as a full-time reporter, but more than enough news is gathered by regular phone calls to local news sources such as the police station and hospital and by contributions from listeners.

Wastaff said that he did not know what the show's rating is and didn't much care. He continues to draw his support from the regular listeners, a group that includes the local police station and hospital.

He emphasized the need for second names of local residents on this type of news show

KIRBY

Intense News Sked Accents Local Items

ATHERTON, Calif., May 10—Joe Kirby, station manager of KBOO, Portland, Ore., told the BMI Clinics that his station's intense schedule of news programs, with the emphasis on local items. He gave the meeting of radio people a detailed description of the workings of his three-man news staff which keeps its 100 newswomen busy with up-to-the-minute local news. Kirby recounted how his station's manager in three years to get the co-operation of local police, firemen, doctors, police and sheriffs in providing information for the news.

Kirby also addressed the BMI Clinics at Columbus, S.C., and his station's newscast will air on Monday in the newscast in Montgomery, Ala., next Monday.

HANNA

Pubsby Job Is Needed Immediately

RALPH, N. C., May 10—In a year of critical and any business, radio can and must become a vital factor in the community by doing the kind of public service job it has never done before, Michael Hanna, general manager of WRCU, Ill. N. Y., told broadcasters meeting here last week.

"The character of a skillful broadcaster today is far beyond presently accepted standards," he said. He cited several criticisms of radio made by former Senator Burton K. Wheeler. The Wheeler discredited the broadcasting industry with being "dishonest," of being run by men who "have little or no conception of the public welfare," with wanting off any suggestions for elevating program standards or of eliminating programs of questionable taste, of taking no action to secure radio facilities to varying views and opinions, as well as to be partial to whatever political party it is in power because of pressures from the government.

The successful broadcaster today, Hanna said, must be able to accept each of these criticisms and still make money. "The answer will lie in showmanship," he declared.

"A good disk jockey commands an audience. His audience is no greater than that which can be created by a showmanship job of any size," Hanna added. "There is no greater drama than the intelligent presentation of the problems that need solving.

Hanna spoke at the BMI Clinic held here and earlier in the week at the clinic held at Charleston, W. Va.

PRE-TESTED

Thesaurus RADIO SHOWS

...SOLD FROM COAST TO COAST!

Thesaurus SHOWS sell to Sponsors...

* because THESaurus SHOWS are program packages already established in your market
* because THESaurus SHOWS feature big-name stars known to the local audience
* because THESaurus SHOWS include the themes by which you can recognize a specific station
* because THESaurus SHOWS are kept up to date with fresh material and top quality commercially written scripts
* because THESaurus provides sponsor-sellng brochures, underwriting promotion kits and sales-climbing audition discs for each individual SHOW

Contact Us Today...

580 Fifth Avenue, New York, New York 10017
Chicago, Hollywood, Atlanta, Dallas

"Music at Roth"
**GOLDMAN**

**Programming Holds Key to Radio Success**

SYRACUSE, May 10—In his keynote address on a radio theme, W.L. Goldman, general manager of WSYR, Syracuse, N.Y., said that every station owner and operator should be conscious of the fact that his operation is one of the most important factors in the nation's economic well-being. Goldman also stated that radio, with its many forms of music, news, and entertainment, is an important part of the community's life. Goldman gave several tips on how to improve radio, including:

1. Emphasize program sales over spot announcements.
2. Change for program content, don't sell your station short. Be your own特色, not just a local station.
3. Advertise your own people and programs and build your station around them.

**WALLACE**

**Public Service Program Is 'Here to Stay'**

NASHVILLE, May 10—Bruce Wallace, manager of public service programs for WOR, New York, tackled the BPI Clinic广播 related to seeking the right public service programs. Wallace said that the public will deny that public service—like TV—does not have the same appeal. He said that the public's desire to operate in the public interest deserves recognition in the best stations.

**BAYLOR**

**Don't Peddle Show Ratings, Sell Station**

PORTLAND, Ore., May 10—Radio stations should stop selling their show ratings to advertisers and instead concentrate on the entertainment media, especially newspaper ads. Baylor, who is in charge of WJKL, Cleveland, declared that the BPI Clinic has had a tremendous effect. The first step, according to Baylor, is to adopt a common-sense approach toward the problem of ratings. Baylor said that he has been going along all right telling the clients who have more than their share of their stations, that they never attempt to tell the advertiser how many people read this or that. Baylor also said that the number of large-sized ads which show no results, and the magnitude of the advertising, would be of great benefit to the station operator.
KENNGOTT

Utilize Whole Library, Build Disk Shows

NASHVILLE, May 10—In a talk titled "Building Record Shows Versus Playing Records," Al Kenngott, program director of W.D.A., Nashville, asked the question, "What do I program, and when do I program it?" The 'what' depends upon the "where" and "when," he said. "Multitude states vary all over the country. That's one of the problems facing the transcription service. A type, style or music that is well received in Minnesota might not be as well in Alabama." Kenngott charged that the one common "fatal" error in radio stations was to program what they thought people would want to hear. "Check every source available before deciding 'what' and 'when'" he continued, and even then, there will be times when you'll freeze your fingers getting that show out of that spot because it's cold as kraft.

"Go into your record library and take a look at the numbers how many times how many records transcriptions are there in your program. Most people program disk shows in one third of the time they have in their library. Compare this with those with a secretary and using only 25 percent of the time. Look into your own library and use all that is available to you.

FRECH

Imagination Makes Good Programing

BOISE, Idaho, May 10—The "secret weapon" to radio's good programing is imagination, said Ed Frech, program director of KFRE, Redmond, last week. But we are not manufacturing a top quality product, a product that will build and maintain a sound commercial future, he added.

In a speech delivered before the BMI Clinic, the song writer and composer in Salt Lake City and Hollywood, Frech said that the best local programs can be built by simply making better use of the tools of the trade.

The main tool that can be used to greater advantage, according to Frech, is the record library. He cited a "Hit Parade" type of show with which his station has great success. For that type show, he recommended the "This Week's Pick of the Feature," "This Week's Pick of the Week," "New Artistry of the Week," and "Companions to the Features," features that help make the station an integral part of the community's life.

FRECH wound up his talk urging more use of on-air audience participation.

PHILLIPS

Says Personal Effort Makes More Profits

RICHMOND, May 10—A call for radio executives to produce their own content for the medium and to engage the "fat" being wiped upon them by the growth of TV, was made by Bob Phillips, program director of WROV and WROV-FM, Roanoke.

Phillips said that only by personal effort applied to their individual operations could broadcasting personnel in general become profitable.

"Over the years," he said, "stations have not been able to make the transition to radio as a viable business, but with the advent of FM and the growth of the transistor, radio can become a major force in the communications industry.

"In order to make the transition, stations must develop a program of personal effort, including such things as advertising, promotion, and sales.

KENDRICK

Takes Rap At AM Audience Rating Agency

LOS ANGELES, May 10—Mark Haas, vice-president of KMBC Communications, was swarmed by the BMI Clinic here last week, addressing the station's top selling points and speaking. Phillips said that they are performing a definitive survey on radio and have started out by ascerting that radio has an accurately pinpointed audience. He cited this to five basic reasons: 1) personal attitude; 2) listeners' tastes; 3) advertisers' attitudes; 4) improvement in the field; 5) the advent of radio's "little bubble" television, and 6) listeners' reaction.

Analyzing each of these causes, Haas pointed out that radio has no need to be shamed of the job it has done and can afford to be shamed for the advertiser, for the listener and for public service organizations. He urged his listeners not to feel frustrated by the problems of regulation, since they are the necessary evils in the field, and he also urged them not to be fearful of the effect of regulation, since it has been proven in the major of TV markets that the station dependent on radio in the home side by side with television.

FRIEBERG

Cites Need For Fems On Radio

RICHMOND, Va., May 10—Alice Freiberger of WCBS, Bristol, Va., made a plea for honest women's programming at the BMI Clinic held here last week. With the growth of "women's" shows, she said, the station can make money from women's shows if they put in honest, wholesome programs.

"After you have a woman's program," she said, "let your sales department work with her, and let her do the job. The program will sell, or at least what type of advertiser, she said. Miss Freiberger also advised that the women's program be kept in touch with her sponsors in the interest of keeping the station's business. She said that the women's program should advertise anything for the benefit of the station, and it will be sold on the merits of the product.

Miss Freiberger also declared that the station's program should be selected by the station's owner, or the chief programmer, in order to be sold to the best advertisers.
Rates Shows Can Untangle Complexities

BATTLE CREEK, Mich., May 16—Lenard Kapner, president of WCBN, announced that radio's increasing popularity and competition will increase and spread to every market in the country. He told the audience that radio has been an excellent tool in advertising, and that competition will have to be met. "Programming is the heart of the medium," said Kapner.

Advertising rates have been based on a combination of coverage and programming. In the future, managers of radio stations must understand the business of radio, and its relationship to other media. The competitive nature of the business makes it necessary for stations to be well prepared to meet the challenge.

Kapner feels that radio's major problem is that of building up a large subscriber base, and that there is a need for radio to do more of its own selling. He said, "There is no need to be excited, but there is a need to get the word out about what radio can do for your business."
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**ST. LOUIS CLINIC**

- Hotel Jefferson, St. Louis, Mo.

**CALGARY CLINIC**

- Palliser Hotel, Calgary, Alta.

**WICHITA CLINIC**

- Broadview Hotel, Wichita, Kan.

**CHARLESTON CLINIC**

- Daniel Boone, Charleston, S.C.

**RALEIGH CLINIC**

- Sir Walter Hotel, Raleigh, N.C.

**SALT LAKE CITY CLINIC**

- Newhouse Hotel, Salt Lake City, Utah

**MISSISSIPPI CLINIC**

- Shangri La Hotel, Okhlahoma City, Okla.

**BATTLE CREEK CLINIC**

- Fort Tera, Battle Creek, Mich.
Senate Bill Would Control Tower Height

WASHINGTON, May 10.—An attempt to regulate the height of transmitter towers by legislation developed in a week when Senator Edwin Johnson (D. Colo.) introduced a bill authorizing the Secretary of Commerce "to re-move communication or hazards to air navigation." The Johnson Bill declared that a program of regulating the height, type and location of structures in the vicinity of landing areas essential to the development of commerce and the protection of military aeronaughtics, and to the protection of United States investments in such areas.

Johnson's bill was tossed into the Senate hopper as a co-ordinating effort to prevent the use of land-air space 500 feet below the surface of land in the vicinity of landing areas. It would require anyone wishing to erect structures over 500 feet tall to obtain a permit from the Commerce Secretary, and includes provisions for appeal from any regulations considered unfair. The bill also would authorize the Secretary to destroy, lose or condemn the use containing anything he considered a hazard to air navigation.

Armstrong on Film Co. Hunt

HOLLYWOOD, May 10.—Max Armstrong, head of the Armstrong Lighthouse, this week was shopping film producers to get estimates for a low-budget filming of "Armstrong Circle The-"
Milwaukee Auditorium

Capacity 2,600, One show. Price $1.20 to $2.40 and $1.50.

The "Big Show of 1952," before it was a true "big show" was truly a big show in all other senses of the word. The unexpected star attraction, Lawrence, was on a small poster band to Don Rice, Clark Brothers, and Paul Page. The poster band to Don Rice, Clark Brothers, and Paul Page. The performance showed a number of acts of interest, but the most notable was the appearance of Lawrence, who was a tremendous acting talent. Despite Lawrence's success, he always seemed to be at the top of the list of performers. He was a popular choice, but not without reason. His acting was always on point, and his ability to captivate an audience was truly remarkable. Despite his success, Lawrence never seemed to get too big for his boots. He remained down-to-earth and always willing to work hard to be the best. The performance was a testament to his talent and dedication to his craft. It was a night to remember, and one that will be remembered for years to come.
COPA FUMES AT MARTIN-LEWIS

May Halt Work for Team Unless Often-Renewed Contract is Completed

Continued from page 2

Dunn to Seek
Full Hearing
At AGVA Meet

HOLLYWOOD, May 10—Henry Dunn, secretary of the American League of Vaudeville, said he had been unable to settle the contract dispute with the Martin-LeWes League. He said that the Martin-LeWes League had rejected his proposal to have the American League of Vaudeville arbitrate the dispute.

"We have offered to arbitrate the dispute through the American League of Vaudeville," Dunn said. "However, the Martin-LeWes League has refused to accept our proposal. They want to have a full hearing at the American League of Vaudeville meeting." Dunn added that he would seek a full hearing at the American League of Vaudeville meeting.

Arbitration
Is Underway
On Insurance

Delbridge & Gorrell
Still Nix Payment
Of Act Premiums

DETROIT, May 10—Continued payment of act premiums was one of the largest local booking representatives in the American League of Vaudeville. The Detroit AGVA office is now in talks with Delbridge & Gorrell, according to AGVA. The agency has refused to pay the act premiums for the Martin-LeWes League. The Martin-LeWes League has expressed a desire to have the act premiums paid.

"The Martin-LeWes League is not being paid their act premiums," Dunn said. "We have offered to arbitrate the dispute, but they have rejected our proposal. They want to have a full hearing at the American League of Vaudeville meeting." Dunn added that he would seek a full hearing at the American League of Vaudeville meeting.

Play-or-Pay Pact's
Woes Prompt Cafe
Ops' Talk of Action

Loss Great, Even If Names Pay Up; Unity Held Back by Competition

By BILL SMITH

NEW YORK, May 10—The latest play-or-pay pact, known as the Martin-LeWes League, has set up a system of problems that has made cafe operators taking some sort of unity action. There are several problems, cafe-owners say, the refusal of cafe operators to pay the operators of the cafe, who would have to do so if they were successful in their claim that they had settled their problems.

"For the sake of a joint action, the cafe owners have limited the whole business," cafe-owner Al Martin said. "This has been a difficult situation to work in, but we believe that it is the right thing to do." cafe-owner Bill Lewis said. "The Martin-LeWes League is not being paid their act premiums," Dunn said. "We have offered to arbitrate the dispute, but they have rejected our proposal. They want to have a full hearing at the American League of Vaudeville meeting." Dunn added that he would seek a full hearing at the American League of Vaudeville meeting.

Extra Added

Haymes Left
Out, So Sorry

NEW YORK, May 10—Due to an error, the part of last week's Night Club Vaude report covering Bob Haymes did not appear in the report. The editor, who had planned to include Haymes in the report, said he was sorry for the mistake. Haymes, who has been a popular vaudeville performer, had appeared in the Night Club Vaude show at the Martin-LeWes League. The editor said he was sorry for the mistake and apologized to Haymes for the oversight.
MUSIC

Ballroom Operators See 1952 Outlook Brightest Since 1946
Survey Shows Ops Backing Guess
With $S$, Changed Booking Policies

The operators of ballrooms across the nation are predicting a brightening outlook for the coming season, according to a survey of 27 major operators reported in this issue's "Survey." The survey, conducted byTHE BILLBOARD, indicates that the operators are more optimistic than they have been in recent years, with a majority of the respondents expecting an increase in business this year.

To keep the operators informed of the latest developments, THE BILLBOARD publishes a regular survey of the ballroom operators. The survey is conducted by telephone interviews with operators from different parts of the country, and it provides a valuable resource for the industry.

The survey results show that the operators are planning to increase their spending on advertising and promotion, and they are also increasing their spending on entertainment. This trend is likely to continue as the operators try to attract more customers and keep them coming back.

The operators are also planning to increase their spending on food and beverage, and they are looking for ways to reduce their costs. They are considering new ways to attract customers, such as offering special events and promotions, and they are also looking for ways to improve their service.

The operators are also planning to increase their spending on technology, and they are looking for ways to improve their operations. They are considering new ways to attract customers, such as offering special events and promotions, and they are also looking for ways to improve their service.

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FRAGRANT

Duke Tunes Depict Gals By Scent

NEW YORK, May 10—A search in the RCA Victor "Ice Box" has plucked out Duke Ellington's latest, titled "Four Gals by Scent." The tune, commemorating the end of the "Ice Box," will be issued today. [Further details not transcribed.]

MERCURY LANDS 2 ON BB LIST

NEW YORK, May 10—Mercury hit with two LP's on the Billboard chart this week, adding something in the way of a record for the label. The chart listing, which also lists other new releases, features "Babes in London," "Babes in Arms," and "Babes in Opera." The latter is featured in the staging of the Metropolitan Opera Company. Another new label is "Ch Abyss," one of the newest in the recording field, and "Ch Abyss," one of the newest in the recording field, has been assigned to a number of new releases, including "Babes in London," "Babes in Arms," and "Babes in Opera." [Further details not transcribed.]

DEMONSTRATION DISKS?

802 Says No Such Animal, Pay Up! Small Labels in Froth to Hear Orks

NEW YORK, May 10—A number of important issues facing the American Federation of Musicians are being addressed by the forthcoming Aflac Convention in Santa Barbara. This convention, scheduled to take place from March 2 to February 9, will be attended by a large audience of musicians, including many important figures in the recording business. [Further details not transcribed.]

Mechanical Music Is AFM Problem

Group to Mull Over Royalty Question

NEW YORK, May 10—A number of important issues facing the American Federation of Musicians are being addressed by the forthcoming Aflac Convention in Santa Barbara. This convention, scheduled to take place from March 2 to February 9, will be attended by a large audience of musicians, including many important figures in the recording business. [Further details not transcribed.]

London Adds Okla. Outlet

NEW YORK, May 10—In an effort to compete with the traditional pattern, London Records has opened a branch in Oklahoma City and will soon open another in Baltimore, Fla. and Charlotte, N. C. These new offices, which bring the total worldwide sales of London outlets to four, are located in Jackson, Miss. and Los Angeles, Calif. [Further details not transcribed.]

CAPAC-ABC Fight Hurts Toronto Pubs

TORONTO, May 10—Some 30 local radio stations in Toronto have found themselves in the middle of a dispute between the Canadian Association of Record Dealers, which represents the major labels and record companies, and the Canadian Association of Broadcasters, which represents the broadcasters. The dispute centers on the issue of royalty payments, with the broadcasters seeking a lower rate while the record companies are demanding a higher rate. [Further details not transcribed.]

"Biggest Show" Package

Grosses GAC 275G

NEW YORK, May 10—"The Movie Show" package, a successful series of five radio shows, has grossed $275,000 for the GAC, according to the company. The series, which featured guest appearances by such stars as Bing Crosby, Frank Sinatra, and Rosemary Clooney, was broadcast on ABC network radio. [Further details not transcribed.]

ENLIGHTENED ENTERPRISE

Capitol Pushes Martin Waxing by BBS Disky

NEW YORK, May 10—In an unprecedented move, Capitol has introduced a new waxing process for its records, dubbed "BBS Wax." This process involves the use of a special waxing tool, which is inserted into the record groove during the pressing process. The resulting wax is said to be more durable and resistant to wear than traditional wax. [Further details not transcribed.]

Disk Jockeys Plug Mairterie

CHICAGO, May 10—Ralph Mairterie, a disk jockey for a number of years, has returned to the airwaves in Chicago. Mairterie, who has been a fixture on the Chicago radio scene, is now working for a new station, WLS. [Further details not transcribed.]

Capitol's new waxing process is designed to improve the quality and durability of its records. The company has been working on the process for several years and has now decided to introduce it to the public. [Further details not transcribed.]
FACING DEATH WITH A SMILE

MICHIGAN, Ind., May 16—(Reuter)—Mr. D. B. Lewis, operator of a Wiseys Hall in the Michigan area, has been charged with the murder of a man who was shot to death in the barroom of the Wiseys Hall in this city.

Lewis was arraigned in the police court of this city on a charge of murder in the first degree.

Lewis was taken into custody in the Wiseys Hall on the evening of the killing and has been identified as the man who was shot to death.

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DECCA DATA
YOUR WEEKLY GUIDE TO
AMERICA'S FASTEST SELLING RECORDS

TO BUILD SALES
Published in the Interests of Decca Dealers and Music Operators

NEW RELEASES-SINGLES & ALBUMS

TOP SELLERS
...based on this week's actual sales

WEEKS ON LIST COUNTRY
1. 4 SOMEONE'S STEALING AT HOME Bill Kenny of the Ink Spots 35001
2. 3 I WANT YOU FOR A SWEETHEART (German) 35001
3. 2 SOMEONE'S STEALING AT HOME Bill Kenny of the Ink Spots 35001
4. 2 I WANT YOU FOR A SWEETHEART (German) 35001
5. 2 GIVE ME SOME OF YOUR LOVIN' Bill Kenny of the Ink Spots 35001

TOP SELLERS
...based on this week's actual sales

WEEKS ON POPULAR
1. 4 I WANT YOU FOR A SWEETHEART (German) Bill Kenny of the Ink Spots 35001
2. 3 SOMEONE'S STEALING AT HOME Bill Kenny of the Ink Spots 35001
3. 2 I WANT YOU FOR A SWEETHEART (German) Bill Kenny of the Ink Spots 35001
4. 2 SOMEONE'S STEALING AT HOME Bill Kenny of the Ink Spots 35001
5. 2 GIVE ME SOME OF YOUR LOVIN' Bill Kenny of the Ink Spots 35001

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

ALBUM TOP SELLERS
LEERY ANDERSON, Vol. 2 35001
LEERY ANDERSON, Vol. 1 35001
LEERY ANDERSON, Vol. 3 35001

CHILDREN'S TOP SELLERS
CRADLE SONG (Shirley's Lullaby) 35001
THAT OLD OLD GERMAN ONCE SANG FOR ME 35001
FORGIVE ME 35001

TOP SELLERS
...based on this week's actual sales

WEEKS ON LIST
1. 4 I WANT YOU FOR A SWEETHEART (German) Bill Kenny of the Ink Spots 35001
2. 3 SOMEONE'S STEALING AT HOME Bill Kenny of the Ink Spots 35001
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4. 2 SOMEONE'S STEALING AT HOME Bill Kenny of the Ink Spots 35001
5. 2 GIVE ME SOME OF YOUR LOVIN' Bill Kenny of the Ink Spots 35001

RHYTHM AND BLUES
2. TROUBLE IN MIND 35001
3. OLD FOLKS 35001
4. PEACE IN THE VALLEY 35001
5. HEAR THE CROSS 35001
6. "AT LAST" 27000
7. "ROTH MAN BLUES" 25900
8. "LET'S TALK ABOUT JESUS" 20000

This Week's FEATURE

THE BILLBOARD
MAY 17, 1952
MUSIC

WINDERS GRAY
sings
TATTERED AND TORN
and
THE WORLD HAS A PROMISE

Decca 28178 (78 RPM) and 28179 (45 RPM)
Cap Booklet Promotes 25 Folk Artists

HOLLYWOOD, May 10—Capitol Records, which continues to strengthen its country and Western music operations, released this week a second annual Capitol Folk Caravan, a series of artists and writers who have been successful in their own right, and have now been brought together to promote the label's country and Western music. The Caravan will take place from May 16th to June 1st.

COMO! CHERRY'S PLAYING GOLF!

NEW YORK, May 10—Cherry, the Folk-legend from her native country, has released her first album in the U.S. and has been invited to perform in New York City. Cherry's music has been described as a mix of folk, country, and soul, and she has been praised for her soulful voice and strong singing technique.

Copyright Law Has Firm Hold

CHICAGO, May 12—The American Society of Composers, Authors, and Publishers (ASCAP) has announced that it will continue to enforce its copyright laws, which protect the rights of composers, authors, and publishers, and will take legal action to ensure that their work is not used without permission.

Chess Forms New Checker Diskery

CHICAGO, May 10—Leonard Chess, owner of Chess Records, has announced the formation of a new company, Checker Diskery, which will produce and distribute chess sets and related products. The company will be headquartered in Chicago.

Coral Drive Begins Soon

NEW YORK, May 10—Coral Records' new summer campaign, titled "Coral Drive," has begun. The campaign features new singles by established and up-and-coming artists, and aims to boost sales of Coral's catalog.

Hefti Package Adds Bennett

NEW YORK, May 10—The Hefti music publishing company has added Tony Bennett to its roster. Bennett's recent album, "The Boy From Chicago," has been a commercial success, and Hefti is looking forward to working with him on future projects.

HILL & RANGE WANDERS AFAR

NEW YORK, May 10—Hill & Range Music is expanding its reach with new offices in London and Paris. This move is part of the company's global strategy to strengthen its position in the international music industry.

NATURAL FREAKS POPULAR NOW

NEW YORK, May 10—The success of the recent "Natural Freaks" campaign has led to increased interest in the natural and organic lifestyle. The campaign, featuring artists who embrace natural living, has been praised for its realism and authenticity.

To Designate NAMM Slate

NEW YORK, May 10—The National Association of Music Merchants (NAMM) has announced that it will host a slate of events and programs to celebrate the music industry. These events will include concerts, panel discussions, and interactive workshops.

WILL SELL RECORDS

NEW YORK, May 10—Will Sell Records, a record label, has released a new album by the up-and-coming artist, "The Good, the Bad, and the Ugly." The album features a mix of folk, country, and rock, and has received critical acclaim.

**THE BILLBOARD**

**MUSIC 35**

**TOTAL SIDES AND LABEL BREAKDOWN OF PUBLISHERS WHO HAVE HAD 5 OR MORE SIDES RECORDED SINCE JANUARY 1**

A selection of the Publishers' Record Breakdown chart, which highlights the top 10 publishers based on the number of sides recorded since January 1.

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**MANY leading radio and TV personalities, disc jockeys and program producers are giving preference to songs that are unique and extraordinary. The songs listed below are being favorably accepted for having those qualities that provide unusual programming opportunities. If you desire to identify your program with songs that have unique qualifications, you will want to consider those contemporary compositions.**

**A GUY IS A GUY**
A "Hit Parade" favorite and current best seller. Recorded by Doris Day—Columbia; Ella Fitzgerald—Decca; Peggy Taylor—Mercury.

**LADY LOVE**

**LITTLE TRAIN A-CHUGGIN' IN MY HEART**
An infectious novelty rhythm song with three unusual record interpretations to attest to its wide appeal. Recorded by Jane Taiwan—Capitol; Marion Morgan—MGM; Jimmy Boyd-Norman Luboff Choir—Columbia.

**MY GIRL**
A ballad in the tradition of great American standard songs. Recorded by Frank Sinatra—Columbia: Tommy Edwards—MGM.

**That Is When A Man He PUT THE FOOT DOWN (MI CAPITAL)**
The No. 1 Latin-American favorite, available for the first time with an English lyric adaptation. Recorded by Paul Weston and Larry Clinton Orchestra—Columbia; Los Magnos—RCA Victor; Hernandez Lamar—Czech; Alejandro Cordobes—Don Zona—RCA Victor; Tony Conargo—RCA Victor.

**SUMMER IS A-COMIN' IN**
This seasonal song has had wide acceptance on important radio and TV presentations. Recorded by Nat "King" Cole—Capitol.

**THE BIGGER THE FIGURE**
Based on "Largo al Factotum" from Rossini's "Barber of Seville," this novelty has acquired sufficient recognition to indicate it will attain widespread popularity. Recorded by Louis Prima—Columbia.

**WIMOWEH**
(Hey Up Joy! On Your Way!)
Over 100,000 records sold. By request of many performers a new English lyric has been made available for this African chant. Recorded by The Weavers—Gordon Jenkins—Decca; Jimmy Durante—Columbia; Yma Sumac—Capitol; Nora Morales—Okeh.

**In Preparation**

**SO HELP ME**
Based on Tchaikovsky's "Caprice Italien." A new ballad that has created considerable pre-release trade interest. Scheduled for May 15 release. Recorded by Paul Weston-Norman Luboff Choir-Fred Lowry—Columbia.

from the catalogs of

CROMWELL MUSIC, INC. • DARWORTH MUSIC, INC. • JESSY MUSIC, INC. FOLKWAYS MUSIC PUBLISHERS, INC. • NOLSS MUSIC, INC. • LUDLOW MUSIC, INC.

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**THE BILLBOARD Music Popularity Charts**
For Ratings and Ratings of Radio and TV Shows See THE BILLBOARD Radio-TV Show Charts (Radio Section).

**HONOR ROLL OF HITS**
The nation's favorite songs. The HONOR ROLL OF HITS is determined by a comprehensive analysis of each week's popularity as based on a tabulation of number of copies of the Billboard's Popularity Chart scored in newspapers mailed May 2, '52.
Back to Back-2 smash hits!

"OAKIE BOOGIE"

and

"LOVE YA LIKE MAD"

by the "Blacksmith" gal

ELLA MAE MORSE

ORDER BLANK

FILL OUT AND MAIL TO YOUR NEAREST CAPITOL DISTRIBUTOR

TOP SELLERS—POPULAR

**QUANTITY**

**TOP COUNTRY and HILLBILLY**

**QUANTITY**

MAIL TO YOUR NEAREST

| Best Selling Popular Albums |

| An Album of the "REAL McCoy" |

"SUGAR BLUES" WITH CLYDE McCOY |

Hilltop Records

**QUANTITY**

**MAIL ORDER NO.**

**NAME**

**ADDRESS**

**CITY**

**ZONE**

**STATE**

**QUANTITY** 78 45

**QUANTITY** 78 45

**QUANTITY** 78 45

**QUANTITY** 78 45

**QUANTITY** 78 45

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**Records Most Played by Disk Jockeys**

**VOX JOX**

**BEST SELLING SHEET MUSIC**

**Songs With Greatest Radio Audiences (AC)**

**England's Top Twenty**
this week on COLUMBIA

better than ever!

TONY BENNETT
Here in My Heart
I'm Lost Again

with Percy Faith and his Orchestra

39745, 4-39745

OTHER NEW RELEASES

MICH MULLER
CUBAN NIGHTINGALE
BUNK HOUSE BOOGIE
w/ Ray McKinley
39742, 4-39742

MACINTYRE
CONTIGO EN LA DISTANCIA
FREEZELANDIA
99744

THE MASTERS FAMILY
GLORY LAND MARCH
THE CRY FROM THE CROSS
20940, 4-20940

THE COLWELL BROTHERS
THING-A-MA-JIG
THE CITY SONG
20939, 4-20939

your check list—COLUMBIA'S TOP TWELVE

based on actual sales reports for week ending May 10

GUY MITCHELL
Pittsburgh, Pennsylvania
The Doll With a Sawdust Heart
39663, 4-39663

DORIS DAY
A Guy Is a Guy
Oh, Who, Who, Who
39673, 4-39673

CARL SMITH
It's a Lovely, Lovely World
Are You Teasing Me?
20922, 4-20922

SAMMY KAYE
You
Oh, How I Miss You Tonight
39724, 4-39724

JOHNIE RAY
Cry
The Little White Cloud
That Cried
Oh, He 6840, 4-6840

FRANKIE LAINE
The Gandy Dancers' Ball
When You're In Love
39665, 4-39665

ROSEMARY CLOONEY
Hall As Much
Poor Whip-Poor-Will
39710, 4-39710

JO STAFFORD
Raminay!
Within Your Arms
39725, 4-39725

ROSEMARY CLOONEY
Tenderly
Did Anyone Call!
39648, 4-39648

JOHNIE RAY
What's the Use!
Mountains in the Moonlight
39698, 4-39698

GEORGE MORGAN
ALMOST
YOU'RE A LITTLE DOLL
20906, 4-20906

COLUMBIA RECORDS
for music that sends them ... to you!
**THE BILLBOARD**

**Music Popularity Charts**

### Best Selling Pop Singles

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### Best Selling Pop Albums

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### Commercial Reviews

**Ratings:** 50:00 TOPS, 40:00 SATISFACTORY

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**Merchandising Aids**

When record volumes dips, record companies are often not sure how to adjust their merchandising to fit the new, lower levels. Even when it's necessary to cut prices, they do so in such a way that the low cut is not apparent. A gimmick used by RCA in the past was the "Direct-to-Live" Radio Compan'y, Cawlin, Pa. It was a special ring the promotions department has a special rack sporting the record, which is then sold for 30 days old. The dukes are effective and the rack helps move stock that might otherwise go unnoticed. The catalog also gift wraps on request and give away "house records" with orders of a certain size. In this case, the low return privilege situation.

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**Classical Reviews**

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</table>

**Classical Reviews**

**Ratings:** 80:00 TOPS, 60:00 SATISFACTORY
This week's New Releases ... on RCA Victor

1. I'm Yours
   Eddie Fisher
   RCA 20-4688 (47-4688)

2. Rusthead/O Don't Mind
   Pre-War King
   RCA 20-4656 (47-4656)

3. Kiss of Fire
   Gene Martin
   RCA 20-4671 (47-4671)

4. Don't Ever Take the Ribbons From Your Hair
   Someone Calls Me Daddy
   Eddy Arnold
   RCA 20-4616 (47-4616)

5. ANYTIME
   Eddy Fisher
   RCA 20-4350 (47-4350)

6. That's the Chance You Take/Forgive Me
   Eddy Fisher
   RCA 20-4574 (47-4574)

7. Blue Tango
   Hugo Winterhalter
   RCA 20-4518 (47-4518)

8. Rutza, Rutza/Roo-Hoo
   Dell Blues
   RCA 20-4662 (47-4662)

9. Lady Love/Mahalo State Fair
   Vaughn Monroe
   RCA 20-4611 (47-4611)

10. I Just Telephone Upstairs
    Hank Snow
    RCA 20-4685 (47-4685)

11. Perfidia/At Last
    Glenn Miller
    RCA 27-6837 (47-6837)

12. Got You on My Mind
    John Green
    RCA 20-4518 (47-4518)

13. Wessel Smoke
    Song of the Pilgrims
    RCA 20-4629 (47-4629)

14. Tell Me Why/Trust in Me
    Eddie Fisher
    RCA 20-4641 (47-4641)

15. The Gold Rush Is Over
    Hank Snow
    RCA 20-4522 (47-4522)

This Week's Mailbag

Want to Meet a Beautiful Blonde!

WANT TO MEET A BEAUTIFUL BLONDE! We'd like to introduce you to a beautiful blonde girl on this RCA Victor record. It is Billie Jean! And she has just met two sides for RCA Victor — YOUR TRAVEL AWAITS.

Billie Jean, who comes from Aragon, which is in Russia, is a 19-year-old student. Billie Jean made some records for RCA Victor in Dresden, but she moved to America a few years ago. She is still studying at the American Popular Music Public. We particularly like the song, 'I Am the One Who Is Filled With Echos.' It is a plaintive ballad that is perfect for a girl's appealing voice. This side has some self-catching echoes.

The 'Tippee' has Billie Jean talking an up-to-date view of a broader range. Don't be too hard to learn, because you'll want to run right over to meet YOUR TRAVEL AWAITS.

Other information on Bill includes the following facts:

Her first job was a baby sitter. She got 14 for a week and a day. We can't say of America, two-inch tall books!

She made some motion picture shorts in Sweden.

Her baby was French, German, Swedish, and Italian.

Her favorite operatic role is Josef Bjoerling (What's that?)

Her favorite poet is William Shakespeare, and her husband, (What's that?)

Her favorite song is 'Lover's Leash.'

Her favorite movie is 'Miss Pioneer.'

Her favorite music is 'Song of Your Traveler.'

If Someone Had Told Me/No Other Girl for Me

MAY 17, 1952

THE BILLBOARD MUSIC

THE STARS WHO MAKE THE HITS ARE ON RCA VICTOR RECORDS

RCA VICTOR DIVISION THE RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

I DREW A BAND/ I DREW A BAND

RCA 20-4667
47-4667
Danny Sutton is headed for stardom. I like him. — Walter Winchell
Danny has the voice and the looks that insure his success.
Danny is the greatest new singing star around. I pick him to click. — Johnnie Ray
Danny’s record “IS IT TRUE” is a natural. It should turn the trick for him. — Sarah Vaughan
Welcome to a new comer named Danny Sutton whose first record stamps him a future singing star.
Danny is the best singing prospect we’ve heard in years. His first record is breaking for a hit. — Art Ford
Danny Sutton singing “IS IT TRUE” is the tops in the town. — Dorothy Kilgallen

HELD OVER with B. S. PULLEY at LA CAVA, N. Y., for the 5th Consecutive Month

MUSIC
THE BILLBOARD
MAY 17, 1952

"EVERYBODY’S WILD ABOUT DANNY"

Danny Sutton

Federal 14003

"IS IT TRUE" and
"JOHANNA"

"EVERYBODY’S WILD ABOUT DANNY"

Danny Sutton

Federal Records

Proudly Presents...

THE NEW SINGING SENSATION!

Danny Sutton

"IS IT TRUE" and
"JOHANNA"

Federal 14003

"EVERYBODY’S WILD ABOUT DANNY"

Danny Sutton

Federal Records

Proudly Presents...

THE NEW SINGING SENSATION!

Danny Sutton

"IS IT TRUE" and
"JOHANNA"

Federal 14003

"EVERYBODY’S WILD ABOUT DANNY"

Danny Sutton

Federal Records

Proudly Presents...

THE NEW SINGING SENSATION!

Danny Sutton
The Most Thrilling Song He Ever SANG!

'HIRE IN MY HEART'

BY

PVT. VIC DAMONE

RECORDED IN EUROPE

MERCURY 5858 • 5858X45

NOW AVAILABLE ON
THE BILLBOARD Music Popularity Charts

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

Most Played Juke Box Records

...Based on reports received May 7, 8 and 9

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Artist</th>
<th>Week Ending</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1. WHEEL OF FORTUNE</td>
<td>E. Starr</td>
<td>1952/01/29</td>
</tr>
<tr>
<td>2</td>
<td>2. GUY IS A GUY</td>
<td>Doris Day</td>
<td>1952/01/29</td>
</tr>
<tr>
<td>3</td>
<td>3. BLUE TANGO</td>
<td>L. Anderson</td>
<td>1952/01/29</td>
</tr>
<tr>
<td>4</td>
<td>4. BLACKSMITH BLUES</td>
<td>E. M. Mora</td>
<td>1952/01/29</td>
</tr>
<tr>
<td>5</td>
<td>5. PITTSBURGH, PENNSYLVANIA...</td>
<td>G. Mayhew</td>
<td>1952/01/29</td>
</tr>
<tr>
<td>6</td>
<td>6. KISS OF FIRE</td>
<td>L. Ghibbs</td>
<td>1952/01/29</td>
</tr>
<tr>
<td>7</td>
<td>7. ANY TIME</td>
<td>E. Fisher, H. Winterhalter</td>
<td>1952/01/29</td>
</tr>
<tr>
<td>8</td>
<td>8. I'LL WALK ALONE</td>
<td>D. Cornell</td>
<td>1952/01/29</td>
</tr>
<tr>
<td>9</td>
<td>9. BLUE TANGO</td>
<td>C. Lombardo</td>
<td>1952/01/29</td>
</tr>
<tr>
<td>10</td>
<td>10. FORGIVE ME</td>
<td>E. Fisher, H. Winterhalter</td>
<td>1952/01/29</td>
</tr>
<tr>
<td>11</td>
<td>11. I'M YOURS</td>
<td>E. Fisher, H. Winterhalter</td>
<td>1952/01/29</td>
</tr>
<tr>
<td>12</td>
<td>12. BLUE TANGO</td>
<td>H. Winterhalter</td>
<td>1952/01/29</td>
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<tr>
<td>13</td>
<td>13. CRY</td>
<td>J. Roy</td>
<td>1952/01/29</td>
</tr>
<tr>
<td>14</td>
<td>14. KISS OF FIRE</td>
<td>T. Martin</td>
<td>1952/01/29</td>
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<td>15</td>
<td>15. JUJO PARTNER</td>
<td>R. Hayes</td>
<td>1952/01/29</td>
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<tr>
<td>16</td>
<td>16. WHISPERING WINDS</td>
<td>P. Page</td>
<td>1952/01/29</td>
</tr>
<tr>
<td>17</td>
<td>17. PLEASE, MR. SUN</td>
<td>J. Ray</td>
<td>1952/01/29</td>
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<tr>
<td>18</td>
<td>18. PERDITA</td>
<td>F. Jay</td>
<td>1952/01/29</td>
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<tr>
<td>19</td>
<td>19. TAKE</td>
<td>E. Fisher, H. Winterhalter</td>
<td>1952/01/29</td>
</tr>
<tr>
<td>20</td>
<td>20. I'M YOURS</td>
<td>E. Fisher, H. Winterhalter</td>
<td>1952/01/29</td>
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<tr>
<td>21</td>
<td>21. LITTLE CANCER</td>
<td>P. Cone</td>
<td>1952/01/29</td>
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<tr>
<td>22</td>
<td>22. BE ANYTHING (But Be Mine)</td>
<td>E. Howard</td>
<td>1952/01/29</td>
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<tr>
<td>23</td>
<td>23. LADY LOVE</td>
<td>V. Morocco</td>
<td>1952/01/29</td>
</tr>
<tr>
<td>24</td>
<td>24. WHAT'S THE USE?</td>
<td>J. Roy</td>
<td>1952/01/29</td>
</tr>
<tr>
<td>25</td>
<td>25. BLUE TANGO</td>
<td>L. Baxter</td>
<td>1952/01/29</td>
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<tr>
<td>26</td>
<td>26. DELICADO</td>
<td>P. Fall</td>
<td>1952/01/29</td>
</tr>
<tr>
<td>27</td>
<td>27. WISHIN'</td>
<td>E. Howard</td>
<td>1952/01/29</td>
</tr>
<tr>
<td>28</td>
<td>28. THE SONG I'M LIVING</td>
<td>C. Lombardo</td>
<td>1952/01/29</td>
</tr>
<tr>
<td>29</td>
<td>29. LADY LOVE</td>
<td>V. Morocco</td>
<td>1952/01/29</td>
</tr>
<tr>
<td>30</td>
<td>30. WHAT'S THE USE?</td>
<td>J. Roy</td>
<td>1952/01/29</td>
</tr>
<tr>
<td>31</td>
<td>31. CORNELIUS</td>
<td>C. Lombardo</td>
<td>1952/01/29</td>
</tr>
</tbody>
</table>

THE BILLBOARD May 17, 1952

Johnny Desmond

Sings

"How Much Will I Miss You"

and

"BATTLE HYMN of the REPUBLIC"

CORAL RECORDS
America's Fastest Growing Record Company

IN CANADA: Rogers Majestic Radio Corporation, Ltd., Toronto-Montreal-Winnipeg
the big ballad for Spring... and Summer

SAMMY KAYE
and the
SWING AND SWAY STRINGS

backed with

"Oh, How I Miss You Tonight"

Vocal Chorus by THE KAYDETS

78 rpm 39724 • 45 rpm 4-39724

COLUMBIA Records
FOR MUSIC THAT SENDS 'EM—TO YOU!

PERM POINTS
Always Dependable Performers

Cut Service Calls
Yes, it pays you to STANDARDIZE on PERM POINTS
— the COMPLETE Coin NEEDLE Line!

PERM, INC.
CHICAGO 26, ILL.
MANUFACTURERS OF IMPORTED
MUSICAL INSTRUMENTS

PERM®

MUSIC
THE BILLBOARD
MAY 17, 1952

COUNTRY & WESTERN RECORDS

Most Played by Folk Disc Jockeys

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Artist</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>YOU SAY IT WITH YOUR EYES</td>
<td>Hank Thompson</td>
<td>12</td>
</tr>
<tr>
<td>2</td>
<td>SONG OF YOUR HEART</td>
<td>Hank Thompson</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>DON'T ORGANIZE YOURSELF</td>
<td>Hank Thompson</td>
<td>8</td>
</tr>
<tr>
<td>4</td>
<td>TELL ME HOW TO LIVE</td>
<td>Hank Thompson</td>
<td>6</td>
</tr>
<tr>
<td>5</td>
<td>DON'T LOVE THE CRAZY WORLD</td>
<td>Hank Thompson</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>SONG OF THE WIND</td>
<td>Hank Thompson</td>
<td>4</td>
</tr>
<tr>
<td>7</td>
<td>DON'T FORGET TO COME HOME</td>
<td>Hank Thompson</td>
<td>3</td>
</tr>
<tr>
<td>8</td>
<td>SONG OF THE WIND</td>
<td>Hank Thompson</td>
<td>2</td>
</tr>
<tr>
<td>9</td>
<td>DON'T ORGANIZE YOURSELF</td>
<td>Hank Thompson</td>
<td>1</td>
</tr>
<tr>
<td>10</td>
<td>SONG OF THE WIND</td>
<td>Hank Thompson</td>
<td>1</td>
</tr>
</tbody>
</table>

Coming Up

1. ARE YOU TEASING ME?  
2. THIS LONE WOLF CALL  
3. THAT LONE WOLF CALL  
4. I'M GONNA COME BACK  
5. I'M GONNA COME BACK  
6. I'M GONNA COME BACK  
7. I'M GONNA COME BACK  
8. I'M GONNA COME BACK  
9. I'M GONNA COME BACK  
10. I'M GONNA COME BACK

Best Selling Retail Folk (Country & Western) Records

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>THREE WAYS OF KNOWING</td>
<td>Johnnie &amp; Jack</td>
<td>8</td>
</tr>
<tr>
<td>AM I THE ONLY ONE</td>
<td>Johnnie &amp; Jack</td>
<td>7</td>
</tr>
<tr>
<td>MESSAGE FROM THE MOUNTAIN</td>
<td>Johnnie &amp; Jack</td>
<td>6</td>
</tr>
<tr>
<td>LOVE'S VERSES</td>
<td>Johnnie &amp; Jack</td>
<td>5</td>
</tr>
<tr>
<td>COME A LITTLE BIT CLOSER</td>
<td>Johnnie &amp; Jack</td>
<td>4</td>
</tr>
<tr>
<td>SONG OF THE WIND</td>
<td>Slim Whitman</td>
<td>3</td>
</tr>
<tr>
<td>COME A LITTLE BIT CLOSER</td>
<td>Slim Whitman</td>
<td>2</td>
</tr>
<tr>
<td>SONG OF THE WIND</td>
<td>Slim Whitman</td>
<td>1</td>
</tr>
</tbody>
</table>

Folk Record Releases

- EP Record: "Don't Lie To Me"/"Don't Let Me Be Lonely"
- 78 Record: "You Say It With Your Eyes"/"Tell Me How To Live"
- 45 Record: "Song of the Wind"/"Don't Love the Crazy World"

Country & Western Folk Record Reviews

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

FOLK

Record Reviews

- FOLK
- TALENT
- AND TUNES

Disk Jockey Doings

Spina Jones, who has made several country disc hits for Victor, reports that Ray Whittington, formerly of the Brownies and a leader of the Hiders of the Purple Sage, is being a radio disc jockey in Los Angeles. Jones has met with success in his talks with the management of Victor, according to Whittington.

TWO LITTLE KISSES

Awarded

STEVE GILROE, RED CAPS—Victor
JIC RAIRES—Capitol

Published by

ANDREW MUSIC CO.

Copyright 1952 by ANDREW MUSIC CO.
**Best Selling Retail Rhythm & Blues Records**

- Great Balls
- #2
- #3
- #4
- #5
- #6
- #7
- #8
- #9
- #10

**Rhythm & Blues Record Reviews**

- Very Collaborative
- This Is Happiness
- #1
- #2
- #3
- #4
- #5
- #6
- #7
- #8
- #9
- #10

**Most Played Juke Box Rhythm & Blues Record**

- Rhythm
- Blues
- Notes

The Symphony 540 last package,

**The Biggest "Little" Combo and Its Biggest Hit!!**

**Lynn Hope**

*Hope, Skip and Jump* 1.8.28

**PLEASE, MR. SUN**

AL 3128

**The Knockout Punch!!**

**Deep Purple**

b/w "Ocean-Liner"

Produced by Charlie Singleton

**Hattie Harris**

D. D. Newman, 158 E. 49th St., New York, N. Y.
TERRIFIC!

BOBBY WAYNE

AND JAN AUGUST

WITH ORCHESTRA AND CHORAL GROUP

'RUTZI RUTZI'

(HURRY, HURRY)

COPLED WITH "I'M SORRY"

MERCURY 5857 · 5857X45

THE BILLBOARD Music Popularity Charts

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

• Record Reviews

New Ratings Are Determined

Each week the staff of the magazine together with the readers are asked to submit their ratings for the best in music. Each entry is based upon a scale of 100 points, with 10 points indicating the record is not suitable for a commercial use.

The Categories

The ratings are in the following categories:

1. Hit, Hit Hit
2. Hit
3. Near Hit
4. Good
5. Fair
6. Poor

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

POPULAR Record Reviews

THE SELL SISTERS
RUTZI RUTZI · 5857-70-42

A material, although spirited all, is a menace to the final-rated ratings of the week. Credit the Sells for some of the best in music.

BOBBY WARD
BRIGHTER COUNTRY 
5857-70-42

This record is a real hit with the public and is expected to do well in the sale. Credit the Sells for some of the best in music.

PERRY COMO
WHERE DO YOU LEAVE ME
5857-70-42

This record is a real hit with the public and is expected to do well in the sale. Credit the Sells for some of the best in music.

DON CHERRY
MERRY (578-70-31)

This record is a real hit with the public and is expected to do well in the sale. Credit the Sells for some of the best in music.

MAURICE HOLLANDER
HAPPY BIRTHDAY, MOTHERS
5857-70-42

This record is a real hit with the public and is expected to do well in the sale. Credit the Sells for some of the best in music.

WILLIE JACOBS
WHEN THE+CUP (578-70-31)

This record is a real hit with the public and is expected to do well in the sale. Credit the Sells for some of the best in music.

WILLIE JACOBS
HAPPY BIRTHDAY, MOTHERS
5857-70-42

This record is a real hit with the public and is expected to do well in the sale. Credit the Sells for some of the best in music.

BILL HENRY'S SINGERS
UNDER THE HAMMOCK (578-70-31)

This record is a real hit with the public and is expected to do well in the sale. Credit the Sells for some of the best in music.

DON CHERRY
MERRY (578-70-31)

This record is a real hit with the public and is expected to do well in the sale. Credit the Sells for some of the best in music.

MAURICE HOLLANDER
HAPPY BIRTHDAY, MOTHERS
5857-70-42

This record is a real hit with the public and is expected to do well in the sale. Credit the Sells for some of the best in music.

ANDREW STEVENS-WOMAN
WANDA BLUES
5857-70-42

This record is a real hit with the public and is expected to do well in the sale. Credit the Sells for some of the best in music.

LINDA HENDERSON
LINDA'S THEME (578-70-31)

This record is a real hit with the public and is expected to do well in the sale. Credit the Sells for some of the best in music.

PARDON ME
IT'S A TRICK I'M HAVING ON YOU (578-70-31)

This record is a real hit with the public and is expected to do well in the sale. Credit the Sells for some of the best in music.

BASIL POOLE
I'LL MARRY WHAT I WANT (578-70-31)

This record is a real hit with the public and is expected to do well in the sale. Credit the Sells for some of the best in music.

THE LADIES HILLTON ORCHESTRA
ON THE BANK (578-70-31)

This record is a real hit with the public and is expected to do well in the sale. Credit the Sells for some of the best in music.

THE HARRIS SINGERS (578-70-31)
HURRY, HURRY (578-70-31)

This record is a real hit with the public and is expected to do well in the sale. Credit the Sells for some of the best in music.

THE WRIGHTS (578-70-31)
WANTED (578-70-31)

This record is a real hit with the public and is expected to do well in the sale. Credit the Sells for some of the best in music.

EDDIE HYSKO
YOU LOSE (578-70-31)

This record is a real hit with the public and is expected to do well in the sale. Credit the Sells for some of the best in music.

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YOU LOSE (578-70-31)

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EDDIE HYSKO
YOU LOSE (578-70-31)

This record is a real hit with the public and is expected to do well in the sale. Credit the Sells for some of the best in music.

JOHN FROST (578-70-31)
YOUR FACE IS THE ONE I'VE WAITED FOR (578-70-31)

This record is a real hit with the public and is expected to do well in the sale. Credit the Sells for some of the best in music.

LITA REED & DONALD LACEY
IF YOU PROVE YOU LOVE ME
5857-70-31

This record is a real hit with the public and is expected to do well in the sale. Credit the Sells for some of the best in music.

JACKSON COUNTY BAND
COME CATCH ME IF YOU CAN (578-70-31)

This record is a real hit with the public and is expected to do well in the sale. Credit the Sells for some of the best in music.

JOEY AYERSON
FELL IN LOVE (578-70-31)

This record is a real hit with the public and is expected to do well in the sale. Credit the Sells for some of the best in music.

ROBERT HESTER
GOOD TALK (578-70-31)

This record is a real hit with the public and is expected to do well in the sale. Credit the Sells for some of the best in music.

JOHN JONES
YOU'RE THE ONE I WANT (578-70-31)

This record is a real hit with the public and is expected to do well in the sale. Credit the Sells for some of the best in music.

THE FOUR KNIGHTS
IT'S A SIN TO TELL A LIE (578-70-31)

This record is a real hit with the public and is expected to do well in the sale. Credit the Sells for some of the best in music.

THE MISTY MOON BAND
TELL ME WHAT YOU WANT (578-70-31)

This record is a real hit with the public and is expected to do well in the sale. Credit the Sells for some of the best in music.

RICK DOHERAN
WHISTLE FOR YOUR GIRL (578-70-31)

This record is a real hit with the public and is expected to do well in the sale. Credit the Sells for some of the best in music.

JACOB SMITH
REMEMBER ME (578-70-31)

This record is a real hit with the public and is expected to do well in the sale. Credit the Sells for some of the best in music.
...especially strong ... eye-and-ear appealing ... excellent arrangements ... for any type of location.

says The Billboard—

THE MUSIC of

PAUL NERO

and His Orchestra

featuring ...

Now Available

"WHISTLER'S FATHER" #RH-1002-Z
"SITTING' NEATH THE WILLOW TREE" #RH-1002-Y
"THE DO-DO SONG" #RH-1003-Z
"LOVER, COME BACK TO ME" #RH-1003-Y

on RHYTHM RECORDS

941 No. LaClenga, Hollywood (46), Calif.

Management—CLIFF AARONSEN, MILT DEUTCH AGENCY
9137 Sunset Blvd. Hollywood (46), Calif.
Bob Stern Dick Kenny Gene Howard
Record Promotion Road Mgr. Exploitation
THE BILLBOARD
Music Popularity Charts

Record Reviews

RI.ARO of O
Comeau/to SIN
Different NON-BLIP
oike me
PROMOTERS
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11110/111..
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TOM HOWARD
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11110/111..
LOVE •
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TOM HOWARD
myfl
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11110/111..
LOVE •
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**Music Popularity Charts**

**RHYTHM & BLUES**

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**FRAN WARREN**

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**FALLING RAIN**
The Billboard

Music Popularity Charts

For Reasons and Ratings of Radio
and TV Shows See The Billboard
Radio-TV Show Charts (Radio)

- The Billboard Picks

1. NEVER KISS MGM X11225
2. HEAVENLY FATHER MGM 11223
3. AM I IN LOVE? MGM 30568
4. WHAT GOOD IS A GAL! MGM 11215
5. LEAVE THEM ALONE MGM 11226

- The Disk Jockeys Pick

1. HILLBILLY TIME MGM 50114
2. I'M COMING MGM 11228
3. THE ROYAL JESTERS MGM 11230
4. MAMA'S BOY MGM 11229
5. DO YOU MISS ME MGM 11231

- The Operators Pick

1. I'M A COUNTRY MAN MGM 50113
2. I'M CRYING MGM 11227
3. I'M A HOOSIER MGM 11232
4. I'M A RANCHER MGM 11233
5. I'M A MORMON MGM 11234

- The Country and Western
Disk Jockeys Pick

1. IS IT TRUE MGM 50112
2. I'M A RANCHER MGM 11235
3. I'M A MORMON MGM 11236
4. I'M A COUNTRY MAN MGM 11237
5. I'M A HOOSIER MGM 11238

- The Retailers Pick

1. I'M A COUNTRY MAN MGM 50113
2. I'M COMING MGM 11228
3. I'M A MORMON MGM 11236
4. I'M A RANCHER MGM 11235
5. I'M A HOOSIER MGM 11238

- The Disk Jockeys Pick

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"THE BIGGER THE FIGURE"

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Backed with "BONEY BONES"
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"A GUY IS A GUY"
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FRANK SINATRA
"MY GIRL"
Orch. under Axel Stordahl
39726, 4-39726

COLUMBIA RECORDS
for music that sends them...to you!
Back in the early turbulent 20s, when the Colton Club, the original establishment of the music and cabaret, opened, there was a new trend. It was a new form of entertainment that was sweeping the nation: Broadway. By 1930, it had grown into a phenomenon that would shape the course of American culture for decades to come. The Blackstone Theatre, one of the largest and most renowned venues of the era, became a hub for all things theatrical. With its ornate decor and dazzling performances, it quickly became the preferred destination for the city's elite. The theatre's repertoire was diverse, ranging from opera to vaudeville, and everything in between. The audience was captivated by the talent on stage, and the atmosphere was electric. It was a time of great创新 and experimentation, and the theatre played a key role in shaping the future of American theatre.
**Three Western Packages Set for Aud Treks**

**NASHVILLE, May 10—** Three major packages featuring Western attractions will be on the combined show which will be bunched next week at the Nashville Sun in Nashville, Tenn. AＷ-INI presented this show will be announced this week by the "Vani- ties." The show will be produced by the following packages:

1. **SEATTLE—Spoke Jones and His Musical Recreation Repertory of 70**
   - **CHICAGO—Bonded Monteau Park Office of the Chicago Coliseum, Thursday, the forced the cashiers to sell $7,000 worth of tickets. The money was the pro-efficient of the group. The show featured Chas. Dye, Vicks, and Paul Sullivan. In a similar event at the White Sox baseball park was sponsored by the Artless Kings package.

2. **SPOKANE—Spoke Jones and His Musical Recreation Repertory of 70**
   - **LOUISVILLE—Spoke Jones and His Musical Recreation Repertory of 70**
   - **Cedar Rapids, Ia.—** First 30 years, Thursday, the show will be sold at $5,000.

3. **Transportation Expo**
   - **El Paso Coliseum**
   - **End Coliseum**

**New Faces of '52**

- Continued from page 24

An overdrawn sketch, and so it should be.

Among the male cast, Ronny Graham and Roger Clary will star in the show. The first is from the local networks, Graham will be at home as a favorite of the audience.

The show is scheduled for November 23rd.

**Drew Pension**

- Continued from page 24

A pension that they really heard something meaningful.

Big Wall is a pensioner of the "Vani-eties" and as a result of his recent scholarship, he decided to return to the show.

**Atlantic City**

- The show is going to be held at Atlantic City, N.J., for the next three weeks.

- "Vani-eties" will be produced by the producer of the show.

**Newspapers**

- Continued from page 10

A newspaper article mentioned that the show was going to be held at Atlantic City, N.J., for the next three weeks.

The show is going to be held at Atlantic City, N.J., for the next three weeks.
HOCUS-POCUS

BY BILL SACHS

Lady Frances (Frasca) of Providence has received several weeks of work on a show for the Tabor Theatre. While the show is not yet ready for performance, work on the set continues. Lady Frances is currently preparing for her role in the upcoming film, "In the Case of Muriel." The set for the film is located in the historic Tabor Theatre, which has been carefully restored to its original 1920s glory. Lady Frances is thrilled with the progress and is looking forward to making a memorable contribution to the film industry. The Tabor Theatre is known for its distinctive art deco architecture and has hosted many notable performances in its history. Lady Frances's commitment to preserving this cultural landmark is evident in her dedication to the creative process. The film promises to be a captivating addition to the art house circuit, and Lady Frances is excited to share her talents with audiences worldwide. #LadyFrances #Providence #FilmIndustry #ArtDeco #CulturalPreservation
Is RSROA-USARSA Merger Under Way?

Recent news coverage has highlighted a potential merger between the Rolling Skates & Organizers Association (RSROA) and USARSA, the United States Amateur Roller Skating Association. This development has raised interest among roller skating enthusiasts and organizations.

What are the implications of a merger between RSROA and USARSA? This potential union would consolidate the regulatory and governance structures of the two organizations, potentially leading to increased efficiency and reduced duplication of efforts. It could also result in a stronger, more unified voice for the sport of roller skating in the United States.

However, the details of the merger negotiations are confidential, and it remains to be seen how this will affect the broader roller skating community. Stakeholders, including skaters, organizers, and other related organizations, are closely following this development to ensure that their interests are represented.

For more information on the current status of the RSROA-USARSA merger, please consult the latest news articles or contact the officials of both organizations directly.
PARIS PEAK

By ANNE MICHAELENS

• Continued from page 3

The following is the sequel to "Paris Peak." The film is the story of the life of a young girl who, after her mother's death, is sent to live with her father in Paris. She is then taken to New York by her father to be educated and to take care of the family business. The film is a romantic drama and features the talents of the young starlet who plays the lead role. The film was produced by the famous director who is known for his work in the romantic genre. The film was released in the fall of 1952 and has received critical acclaim for its beautifully shot scenes and the performances of its lead actors.

Glasgow Gleanings

By CLIFF HANLEY

• Continued from page 3

The Glasgow Gleanings is a column that provides readers with insights into the life of Glasgow, Scotland. The column covers a wide range of topics including local news, events, and general information about the city. The column is written by a local journalist who has a deep knowledge of the city and its history. The column is a popular feature in the local newspaper and is read by many people who are interested in learning more about Glasgow.

The Final Curtain

By JAMES L. MORRIS

The Final Curtain is a story about a successful actor who is on the verge of retirement. He is haunted by the memories of his past successes and is unsure whether he will be able to continue acting or if he will retreat to a quieter life. The actor's career is at a crossroads, and he must decide whether he will continue to pursue his passion or give up on his dreams. The story is a poignant exploration of the pressures of fame and the desire to leave a lasting legacy.

London Dispatch

By LEIGH YANCEY

The London Dispatch is a column that provides readers with news and information about the city of London. The column covers a wide range of topics including local news, events, and general information about the city. The column is written by a local journalist who has a deep knowledge of the city and its history. The column is a popular feature in the local newspaper and is read by many people who are interested in learning more about London.

Shuffle Along

• Continued from page 3

The "Shuffle Along" tradition. Some fine choral singing, and colorful costume by Waldo An...
PARKS WALLOW IN LUCK

Most Units Suffer as Bum Weather Hits Early Stands

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Talent Topics

By CHARLIE BYRNES and JIM MCRHUG

Don Dorsey, single trapeze, reigns at Chico’s Eastern Unit at Cheyenne, Tex., May 21, following his close at Owosso. Dorsey’s Wheelshow Shrine show will be for Europe, and will be scheduled to perform in Europe, playing night spots in the British Isles.

Sally Bonsack, the 12-year-old girl, who left the U. S. last fall for a scheduled two-month tour of Europe, is playing night spots in the British Isles.

Baltimore Duo, musical two-some, open their fair season at Chico, N. D., May 23, with the Rosita and Ardena jewelries. The Duss Block has been playing club dates in Illinois, Iowa and Wisconsin for the past two months.

Pioneers of the Country and Western singers, have been set to play several rodeos this summer, including Des Moines, June 13-14; Spencer, la., June 18-22; and Miles City, Mont., June 27-29. Nick Lucas closes his Pittsburgh engagement May 11 and will stop off in Chicago en route to Des Moines.

Recent Chicago arrivals include Lulu and Josephine Grace, with the "Coast and Clair," dance team; Tony Mullins and Eugene and Kira, jugglers, also arrived following the close of the St. Louis Pepsi-Coke. "McClelland and Moore," juggling in "I'll" arrive in the Windy City late this month after a busy season in New York.

Leo Overend, of the Shor Woodway, announced plans to stages recently when his wife, Harriet, presented him with a new baby, William, born April 22 in a Des Moines hospital. The youngster is the second child of the Overlands.

Leo Couture, high diver, saved himself from a fall in the water during the Louisville Civic swim meet. He used an own rigging, and did his high dive from their pole.

SFM, Ltd., of the W. Cushner's Day Motel office, expects to be discharged from the Chicago hospital. "Mr. Chicago", Sunday (10) after being confined for a week following minor surgery. His plans to spend several weeks in Chicago before returning to Des Moines.

Cy Walra is playing Canadian dates for Best Lelay's Brattic Reviews.

Bert and Corinna Duane, slack wire and trapeze, respectively, with Owosso Dorsey's Dushc, Minn. Shrine circus, will also play the Wabasha date and then head East to make ready for out- side dates, including Des Moines. En route to New York they will stop off at Chicago for several days.

Grandstand line-up for the Circus, Wis. fair will include Egle Zucchino's famous elephant; Sam Howe's dv and swim show; Dick and Duane, çevetry; Karl and Michele, belly boy; Terro Brooks, comedy; Miss Mills and Monte, wire; Basel Hallard, comedy, and Daffy and Baloo. The same acts, with the Zucchino and Howard units, were kept by the Wild, the Bath, and Roaring Field. Banking was handled by Edm. Young.

Roll Sisters, recording artists, have been signed by Newton (Caroline Brown) of the Hollywood (Calif.) Teledy Theatre, for a featured part in the grand stand show at the San Diego Fair in Delmar.

Sensational Ortona, playing engagements in the West prior to tour for Europe, were involved in an automobile accident recently while driving from Washington to Baltimore. No one was injured. Their car went over the railroad tracks from the rear while stopped for a traffic light. The Ortona were slated to depart from York May 10 and to play their first engagement at Philadelphia, Pa., on May 15.

Gimbel Party Set

For RB in Philadelphia

Gimbel Brothers, local department store, in planning its biggest party ever, will give the city's good women a special treat. Handpicked children of the opening multiple store on May 23, 30,000 of them will be guests at the party on the circus grounds near the city's Municipal Stadium.

The annual event is an active memorial to the late Miss A. Gimbel, who established the tradition of the circus party emblem during 1924.

Medicine Hat Stampede Offers $3,300 Purse

The Stampede, May 10-13, offers more than $3,500 the same purse will be offered at the Medicine Hat Stampede, July 13-17, by the Russell professional boards and Brinna bulls, feature of the Will all be used. A night show has been con- tructed.

FLOSS OPERATORS

The 1957 Midwest Floss Machine is now ready for delivery. We said 1957 because this machine is slightly 3 years ahead of its time. Don't buy until you've seen the most sensational floss machine in the world. Write for free circular. Headquarters for all embroidery equipment and supplies.

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CHEVROLET ADVANCE-DESIGN TRUCKS

FIRST IN AMERICA TO OFFER THE 1957 LINE

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YOU PAY LESS TO BUY

Get the price on the Chevrolet truck that's right for you, type and capacity — for your work. Find out how less for less than any other truck stops up doing the same job. Chevrolet has the extra price on its side. You save right from the start.

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You can't beat Chevrolet's 310-Kilowatt engine for overall economy — for upkeep. It just keeps rolling along. And your enging frame, brassed rear end, and Field-mounted cab mean longer life, lower maintenance.

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The 1957 line of trucks has the job done fast and sure. Chevrolet trucks are factory-equipped for the particular, factory-backed to the job. That's a Chevrolet truck. It looks good, works well, drives well. It's not just right, it's right for your work.

YOUR TRUCK INVESTMENT IS SAFER

Come time to trade in your old Chevrolet truck for a new one, here's good news: Two years after your trade-in, used Chevrolet trucks tend to bring more money compared to what they cost, than other makes. Then you name it, because Chevrolet trucks stand up better.
Del Mar Again Sets Combination Gate, Grandstand Admission
DEL MAR, Calif., May 10—Admission policy at the San Diego County Fair, here June 21-24, will again be a single general admission tariff with all shows on the inside of the ground free to the public under the guidance of Jack Harrington, special exhibits director.

The fair was used the one-price policy in 1961 and 1962. Mayor Mansan, the mayor’s secretary, said that the plan proved highly successful and indicated the type of entertainment expected.

Altogether, in the formative stage, over 300 events are under consideration. There will be an addition to the San Diego National-Horse Show, activities of which are to be fixed in the first week of the fair, and the grandstand and clubhouse, and the new stage in the auto show.

The grandstand show will be presented by Universal-International, another house of the Hollywood Thespius Theatre, and will include a horse, a dog, a cat, and the new stage in the auto show.

Harrington will offer shows on the mainstage, with auto display stages.

La Bouque Finishes Three Home Shows
COLUMBUS, O. May 10—Harry La Bouque, having completed the tour of his directing of three home shows in this territory, will be Home Shows, Inc., will lay off until fall after completing arrangements for shows in several new towns and continuing making trips to New York and the Coast.

The director, March 6, said La Bouque, was a big success at the Los Angeles' Alhambra Theatre, where the show played for a sell-out, showing a total of 40 performances. The show, March 6, 1962, opened here.

Keel for Blossom Fete
WASHINGTON, D.C., May 10—Howard Keel, MGM film singer, has been named grand marshal for the 1962 annual Shenandoah Blossom Festival, which opens May 2. 

Keel also will travel for his singing roles in "Oklahoma" and "Carousel," both of which are featuring Betty Hutton in the film, "Anna and the King."
Olympic Crowds Expected to Boost Finnish Unit Takes

HELSINKI, Finland, May 10— Counting on this summer's Olympics to jam Finland with tourists, activity is evident in all branches of the amusement and outdoor amusement business. The past week and a half have been marked by the opening of certain outdoor attractions and the arrival of tourists from Finland's neighbors, but the main activity of the tourist industry will end September 25, but the animal season, which has a month's stand in Helsinki, will continue until October 22.

Impressed acts on the Caritas stage will include the Flying Monkeys, English, Wallen and Marks, and the Scottish People's Show. The stage will be manned by the leading men of Denmark. A group of Circus Szwajm, a group of Circus Czars, and the Circus of the World, will be presented by Zalinl trainer and riders. The most popular acts will be seen from the top, and the main attractions will be seen from the bottom.

Prep New County Annual for N. C.

GASTONIA, N. C., May 10—Gaston County will have its county fair next October under the management of the local Farm Bureau suppliers. The fair, which is the county's oldest fair, will be held on the county's fair grounds.

Fifty-five acres have been cleared of all underbrush and it is expected that the fair will be held on the area.

Officials of the fair have decided that the fair will be held on the second Sunday of each month.

One of the main attractions of the fair will be the annual Siskiyou Fair, which will be held in the area.

Siskiyou Event

SASKATOON, N. C., May 10—The annual Siskiyou Fair will be held in the area and will feature a variety of exhibits, including livestock, poultry, farm crops, and handicrafts. The fair will also feature a variety of food vendors, including food trucks.

The fair will run from Friday, August 10, to Sunday, August 12.

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Blackfoot, Idaho Fences Race Track For Auto Race Bow
BLACKFOOT, Idaho, May 10. In preparation for the debut of big-time auto racing here this year, the Eastern Idaho State Fair is constructing a new fence around 300 feet of its race track. Residents of Blackfoot, secretary, announced.

The fence, which will be produced by National Speedways, Inc., was designed and layouted. Work here will be started on Saturday and Sunday.

Other improvements include putting new metal roofing on the grandstands and making the graceful overhang of the stands. Youths activities will be included in the plans. A new feature will be boxes being summer camps and other curious scholarships.

Sked Pawhuska Rodeo
PAWNEE, Okla., May 15—Dates for the Sixth Annual International Round-Up Club's Cone have been set for July 20-21. First and second classes will be held at Fairgrounds Park here.

Serve Soft Ice Cream, Melts and Shakes from Sweden
GET more profits per customer from your Eversweden machine designed for high-speed production of confections of all sorts.

You through margins on new velvets, too, because Sweden supplies up service (9 cents vs. 3 or 5 cents more than dipping), and runs fast, 90 per cent.

Eversweden Machine—90 cents operating costs, 90 cents per cent on capacity.

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To Order Your Market Place Ad USE THIS HANDY FORM TODAY

MAY 17, 1952
INDIAN PT. EYES 400,000 GATE
Kelman's Optimistic as Early Bookings Indicate New Record

PERRYSBURG, N. Y. May 10 — With over 600,000 pa. set and the Hudson River Day Line down for bookings on some days, interest in the Outlook Park is increasing. S. D. Kelman, operator of Indian Point Park, is looking forward to an attendance close to last year's. A number of pa's, with as many as six or more on some dates for the sea week. The speed's five bull fields and other dates will be booked solid on some days. Groups can be accommodated on any day, since the 100-acre park can accommodate as many as 10,000 visitors on any day. When multiple groups are booked, the park's capacity is exceeded. Special park areas are allocated to each group on the field.

Roy Acuff Cave Books Picnics, Adds Kid Rides

CLARKSVILLE, Tenn., May 10 — The Roy Acuff Cave Picnic and Country Fair will be held on Sunday (11) with an expected attendance of 10,000. The fair will be on the fair grounds and will feature a number of rides and games, including a new waterslide. The fair will be open to the public.

Hammock Beach Mulls Meters As Parking Solution

REVERE BEACH, Mass., May 10 — A plan to install parking meters at the beach has been announced. The plan would cost $12,000 and would be installed by the city. The meters would be installed on the shore and charges would be $1 per hour. The plan is expected to be in place by July.

Detroit Business Holds To Last Year's Level

DETROIT, May 10 — Third quarter in a row for the city with a new level of business activity. The city is seeing new business, especially in the downtown area. The city is expected to see a steady increase in business over the next few years.

HAMMERSCHMIDT BEACH, N. H. May 10 — A new business has opened in town. The business is expected to bring new life to the area.

New Units Spark 41% Riverside Hike

AGAWAM, Mass., May 10 — Edie and Edna's Riverside Hike has been a big hit. The hike has been increased by 41% over last year. The hike is expected to continue to grow.

Rock's Spot Nets Big 20% Week-End Hike

NEW YORK, May 10 — A hike in Rock's Spot has been announced. The hike has been increased by 20% over last year. The hike is expected to continue to grow.

Mt. Park Bows 57th Season

MOUNT FIELD, Mass., May 10 — The Mt. Field ski resort has opened for the season. The resort has been in operation for 57 years and is expected to see a steady increase in business.

Outlook Good At Hampton

HAMPTON BEACH, N. H., May 10 — A new business has opened in town. The business is expected to bring new life to the area.

LaSalleburg Sets Press-Radio Dinner

MIDDLETOWN, O. May 10 — LaSalleburg Lake will entertain press and radio station representatives at a dinner at the hotel. The event is expected to bring new business to the area.

LeSourdville Sets Press-Radio Dinner

MIDDLETOWN, O. May 10 — LaSalleburg Lake will entertain press and radio station representatives at a dinner at the hotel. The event is expected to bring new business to the area.

Milton(Filer/Adapted) Minstrel Idea For Giveaway

DALLAS, May 10 — A new minstrel show has been announced. The show is expected to be a big hit.

Pontchartrain Tops High '51 For 1st Weeks

NEW ORLEANS, May 10 — The Pontchartrain has been successful in its first weeks. The show is expected to continue to grow.

20G Fire Hits Tacoa Pool

DAYTONA, May 10 — A fire has hit the Tucanaa Pool. The fire is expected to be contained.

Promotion of Pines is Scheme for Summer

SUNNYSIDE, N. Y., May 10 — A promotion scheme is being planned for the Pines. The promotion is expected to bring new business to the area.

Revere Beach Adapts

REVERE BEACH, Mass., May 10 — A new business has opened in town. The business is expected to bring new life to the area.

Expand Promotion At the Weirs, N. H.

WIESBEACH, N. H., May 10 — A new promotion has been announced. The promotion is expected to bring new business to the area.
King-Cristiani Does 4 in 1 at Sharon
Straw Houses Recorded as Show Wins Crowds, Publicity with Parade

SHARON, Pa., May 10.—Big business continued for King-Cristiani Circus as the twin stars were again on hand in this crowded market with 6,000 near-capacity audiences in two shows. Once again the audience reported a great sale, and the show drew a three-quarter matinee and a two-quarter house at night. The business was reported despite local interest that day and night in the Ohio circuses. A drum and bugle corps assisted.

One Parade Lost
Although a full house was promised at the show, most of the people who had been promised were not present. The parade was not as large as expected and was held in the afternoon hours.

The show was moved to the Sharon area and the parade was held in the early evening hours. A large crowd turned out to see the parade and enjoy the show.

Burling Debuts in Big, Pittsburgh, Busness Holds
CINCINNATI, May 10.—Debut in the nation's largest city for the new Big Pittsburgh House of Business, held here in the afternoon hours, was the picture of a crowded venue. A large audience turned out to see the show and enjoy the performance.

The show was moved to the Big Pittsburgh House of Business, held in the evening hours. A large crowd turned out to see the show and enjoy the performance.

Howe's Famous Takes Beltin at Valparaiso
VALPARAISO, Ind., May 8.—Art Showman Howe's Famous Takes Beltin brought a big house at the old Circus Center and closed the matinee and drew the largest audience of the season.

The show was held at the old Circus Center and the audience was reported to be large. The show was advertised and featured several popular performers.

Mills Business Hold Strong at McKeepers
MCKEEPS, May 10.—The business held strong at McKeepers, and the show was well attended. The audience reported a good sale and enjoyed the performance.

The show was held at McKeepers and the audience was reported to be large. The show was advertised and featured several popular performers.

Bennewies Bill Wins Approval in Copenhagen
COPENHAGEN, May 10.—Continued business was reported at Bennewies Bill's Copenhagen, and the show was well attended. The audience reported a good sale and enjoyed the performance.

The show was held in Copenhagen and the audience was reported to be large. The show was advertised and featured several popular performers.

Masses to Classes Is Ringling Story
Garden Gross Tops $2,000,000 But Attendance Dips Below 1951

The show was held in Garden and the audience was reported to be large. The show was advertised and featured several popular performers.

Bettys Beauty Perks Up As Show Leaves L. A. Area

MONTEREY, Calif., May 10.—With Massey attendance for the Clyde Beatty Circus increased, the show's business was reported to be on the rise. The show was moved to the San Luis Obispo area and the audience reported a good sale and enjoyed the performance.

The show was held in Monterey and the audience was reported to be large. The show was advertised and featured several popular performers.

Rogers' Plays Memphis to Good Turnout
MEMPHIS, May 10.—Strong night business and fair sales marked the annual two-day run of the Rogers Bros. Circus in this market. The show was well attended and the audience reported a good sale and enjoyed the performance.

The show was held in Memphis and the audience was reported to be large. The show was advertised and featured several popular performers.
Dressing Room Gossip

Hogen Bros.

On day off in Ottawa, Kan. Bill Weid and the other members of the Hogen Bros. Carnivale left for Stevens Bros. Circus, where they arrived Sunday. The other members of the company went to their respective performances. Jack Hogen has a young son who is thirteen years old. He averaged five children joined in Sedalia, his home state. He has three barbers, a tailor, and a shoe repairman who work in the troupe's camp.

Clyde Beatty

The show has settled down in an even tone after the Los Angeles circuit managed to take the bulk of the major acts and after the last show parties occurred endlessly. Performed in all the shows, keeping busy, shifting between the last and 29th shows, offered a strain and tension.

In the same family held the largest reunion in a decade at the home of Mr. and Mrs. Charley (Cheney) Lottin. Joe Lottin was hosted by his son, who also hosted his wife, daughter, and son-in-law. Mary Lottin was also present. The reunion was held in a large home in Los Angeles, where the family has been residing for the past ten years. The reunion was a reunion of family members and friends.

Kelly-Morris

Lots of sunshine, good hits, and no missed biological growth. If we continue to tour, Los Angeles, Lottin left show at Hasbroo's, Gaylord, and the major acts.

The mirror trailer has traveled many miles and has been visited by many prominent people. Mrs. Lloyd is a frequent visitor to the show. The mirror trailer is a sight to behold. It has been visited by many prominent people.

We have been12=

Decoration of the showroom is now complete. The bookstore is now complete. The bookstore is now complete.

Ortin Davenport

The winds in Duluth were very good. The event of the week was the announcement of the arrival of the Big Book. The Big Book arrived in Duluth on Saturday. It was met by an enthusiastic crowd. The Big Book is a large publication in a Spanish language. It is the first time that a publication in a Spanish language has appeared in Duluth.

The arrival of the Big Book was greeted with great enthusiasm. The Duluth Press congratulate the publishers on the success of the Big Book. The Big Book is published in Duluth by the Duluth Publishing Company. The Big Book is a publication for the Spanish-speaking people of Duluth.

Mills Bros.

The Mills Bros., who are from the East Coast, are touring the West Coast. Their show is a hit with the public. The Mills Bros. are well-known for their comic style and their ability to entertain.

King Bros.-Cristiani

Our trip through the steel mining areas of Pennsylvania was fraught with hazards and an almost constant danger of mishap. In Altoona, the big hit was the narrow gauge track. But the first stop was to be made at the entrance to the mine shaft. The mine shaft was filled with coal dust, and the men were busy cleaning it. The men were working with a vacuum cleaner, and there was little danger of accidents.

The trip continued on up and down the streets, with the men working all day long. The men were working in a large mine, and the coal dust was a constant problem. The men were working with a vacuum cleaner, and there was little danger of accidents.

UNUSUAL OPPORTUNITIES for 2-EPIPHONE DIRECTORS—2

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Address King Bros.-Cristiani Lanes, Box 1000, New York, N. Y. for instructions.

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For the position of calliope player for the 4 PHONEMEN BROS. BUS COMPANY, call or write to: C. M. Ossel, 4 PHONEMEN BROS. BUS COMPANY, Box 1000, New York, N. Y.
Opinion Survey Answers Charge of Inaccuracy

HOLLYWOOD, May 10—John R. Knight of Opinion Survey here, announced to the press that the survey showed that more than 50 per cent of the public opposed sign for the construction of a Hollywood Boulevard terminal. The survey also showed that more than 60 per cent of the public opposed the construction of a stadium for the Los Angeles Dodgers. The survey was conducted among 1,000 randomly selected voters in the Los Angeles area, and the results were considered statistically significant.

In related news, the Los Angeles Times reported that the City Council had approved a resolution calling for the construction of a new terminal for the Hollywood Boulevard subway line. The resolution was adopted by a vote of 10 to 2, with Councilmen Burton and Halpert voting against it. Mayor T. T. Young called the resolution a "bold step in the right direction" and said it would help to "revitalize the area."
**MORE LEISURE UPS $5**

**Economic Dip No Worry to Coleman**

NORTHWEST. Conn., May 10—With rainfalls on a necessity on most of the days during the past week, the A. D. Coleman Bros. Shows here were considered in good shape for the year. The entering grass situation is good and the weather has been fairly cool. In fact, the weather was somewhat better than in the same period last year. Dick Coleman says, adding that it may even top last year.

**Could Still Do It, He Says**

NEW YORK, May 10—Tom Quest, manager of the ringling of Henry F. Perkins'罕缺, said he could still do it if the weather held up. He was looking ahead to the opening of the 24th season in May 1952 and said it would be the best show ever. Mr. Quest is 60 years old and is the leading trainer in the circus business. His show is the world's largest and best.

**ACA-Blue Grass Day and Date To Good Kinds**

EVANSVILLE, Ind., May 10—Amusement Company of America and Blue Grass day play-day and date here this week and described the A. M. Marks Shows, with both rides and shows, as the most interesting in the 1952 season in Richmond, Va. The A. M. Marks Shows, with both rides and shows, as the most interesting in the 1952 season in Richmond, Va.

**Marks Cites Record Cross For Opening**

ESSEX, Md., May 10—Record opening grosses were reported by Manager M. H. Hower of the A. M. Marks Shows, with both rides and shows, as the most interesting in the 1952 season in Richmond, Va.

**RAS in Memphis, Set For Cotton Carnival**

MEMPHIS, May 10—Royal American Shows was presented this morning, a recital this week in the annual Memphis Cotton Carnival. The RAS show train, running in two sections, left here today (2), and was en route to Asheville, N.C., for the opening of the Carolina State Fair.

**Rain Dilutes WOM D. C. Pream Stand**

WILMINGTON, Del., May 10—Three days of solid rain on the Northeastern coast line have caused the Royal American Shows to be delayed in building a new cotton carnival. The show was scheduled to open on Thursday, April 21, but due to the bad weather, the opening was delayed.

**Strates Withdraws As Detroit Bidder**

W. G. Wade Org Left as Lone Contender; Fair Ends Request for Non-Strike

**Danville, Ill., Paper Lits Ban On Show Ads.**

DANVILLE, Ill., May 10—A 13-year-old boy has been arrested and charged with stealing $10,000 from the Danville Express and the Danville News. The boy was taken into custody and is now in jail.

**Gayland Bows At Calgary**

CALGARY, Alta., May 10—The Gayland Bows have said they were not going to perform at the Calgary Stampede as scheduled. The Bows have been performing at the Stampede for the past three years and have been popular with the local people.

**Speroni Show Gets Fair Biz At Ill. Spots**

BAY AVENUE, Ill., May 10—Midway of the Speroni Shows, which have been performing in the Southland area for several weeks, have been performing in the Southland area for several weeks.

**Manning Stuck In Jersey Mud**

JERSEY CITY, N.J., May 10—Roving Manning Shows held over $10,000 in bookings for the past several weeks and are scheduled to have a grand opening in Jersey City on the second Sunday of this month.

**Weather Breaks For Brown-Wallace**

GREENVILLE, Tex., May 10—The Brown-Wallace Shows, which have been performing in the Southland area for several weeks, have been performing in the Southland area for several weeks.

**Morris Hannum Show Held Over**

HARRISBURG, Pa., May 10—Morris Hannum Shows have been held over here in the Southland area for several weeks and are scheduled to have a grand opening in Harrisburg on the second Sunday of this month.

**Baltimore Bows At the Bird Show**

Baltimore, Md., May 10—The Baltimore Bows, which have been performing in the Southland area for several weeks, have been performing in the Southland area for several weeks.

**Claxton's Harlem in Havana**

The Claxton House has been performing in Havana, Cuba, for several weeks and is scheduled to have a grand opening in Havana on the second Sunday of this month.
Bad Weather Dogs Strates' Early Dates

Rain, Cold Hindering Opening Stands, But Outlook Continues Bright

PLAINFIELD, N. J., May 10—After four dates and some six weeks of testing, Jimmy Strates, owner-operator of the Jimmy Strates Shows, has had to bring his operation to a halt because of weather. The show has been able to work at capacity all summer, but earnings and spending has been good, indicatting that the show will be able to hold up to at least three months. Shown four days and five nights under the opening. Crowds averaged 2,500 and the nights might be as to show as that of the last two nights. Riding and other attractions were laid off as the result of unfavorable weather and a bad location. The next stop Washington, D.C., in due time. For the past two months the show has been held on adiphon the show had to follow the weather and waiting for rain. On top of that the date was only an extra day, as all big cities stand, no red line was flown.

In Philadelphia the show played on a city at right, with a large stadium. Ringling-Barnum also utilizes the last in line. One drew well there last year, and this year the Hollywood personalities were on the line for the good. For the picture, carnival attractions alone usually are not strong enough to Records in that part of the state. Plans can come from only one direction and most of Philadelphia is only a long distance from the present.

Outlook for next week is not much brighter. Strates will take the show to a lot in Jersey City which is about to open its new week. Though the show is evacuating, the plan was moved for shows in extra weeks and as the city has been in the rain during the first week, a considerable difference in the size of the two shows, Strates predicts the show will do the best it can in those areas.

Expectations are high, perhaps more so than in any previous year, Strates says. One of the factors that the show is facing is the need for the show to keep up with the fast growing city of Philadelphia. A publicity committee will be organized and the show will take care of all the billboards and will try to establish on the line.

Show is due for a broadcast spread in an up and coming week. The Philadelphia Evening Bulletin writer Mr. Miller, also, has been doing some stories on the show. One of the things that the show has done to get the show off the road is to get the show to spread the word. The show has done some stories on the show.

Craig Shows

To Stay in WQ

BROWNWOOD, Tex., May 12—Heart of Texas Shows for the first time since its organization in 1943, will not hit the road this season, according to Rap, widow of Harry Craig, who said he has decided to manage the show himself.

Some of the shows which have been hit and missed since its organization have been in the show business for almost a generation. Some of the shows which have been hit and missed since its organization have been in the show business for almost a generation.

Craig is attending school. B. C. McDonald, long-time veteran, who is manager of the Heart of Texas Shows, is managing the show. The show was started in 1943, and continues to be managed by Chauncey D. Abbott.

Craig's biggest problem is getting bookings. He is looking for bookings that are going to be good, so that he can get the show on the road and earn money. He is looking for bookings that are going to be good, so that he can get the show on the road and earn money.

Craig has been on the road for almost a generation, and he is looking for bookings that are going to be good, so that he can get the show on the road and earn money. He is looking for bookings that are going to be good, so that he can get the show on the road and earn money.

Craig's biggest problem is getting bookings. He is looking for bookings that are going to be good, so that he can get the show on the road and earn money. He is looking for bookings that are going to be good, so that he can get the show on the road and earn money.
Lois and Jimmie Harrington re
turned to the Cellini & Wilson Shows at their opening in Pitts
tburg, Pa. after spending the winter
in Florida. Their daughter, Nellie
Harrington, has opened with the W. G. Wade Shows in New York City.

French, Italian, Spanish, and other
languages, the blonde, known as
Lena, is a member of the troupe.
Mr. and Mrs. A. K. Suggs, new to the
Broadway Shows, placed in Del
troit, Mich., where the concert and
theatrical manager, Jimmie Benes is a member of the
Frontier Shows. The Kid-Kin
leaves on its eastern trip, including
a engagement at the Nashville
Theater. The band will be in charge of the
Frontier Shows. Miss Benes re
ports. James Heron's animal exhi
bition is with the American Shows in
Mexico City.

Mr. and Mrs. Howard D. Poole
are the proud parents of a daughter
born in Decatur, Ala. The new born
is named Marion Poole. The Poole
are the son and daughter-in
law of Mr. and Mrs. George Poole,
owners of standard exhibitions and hospital
on the coast. Mrs. Poole has been
in the business since 1913.

Ronald R. Elliott, manager of
Elton Shows, is winding up his
final tour dates for the season.
Notices. Elliott is an ex
United States Restaurant at
North Carolina. The Elliott Shows
have recently been in Florida in
to Miami, to open a new
restaurant in that city.

Mr. and Mrs. Billy Suggs have
announced the birth of a daughter
in aromatic, N. C. Said to be
quaint, the Suggs have a large
business on the coast.

Joe Marlow, president of the
Cellini & Wilson Shows, is in Miami
on a business trip.

Mr. and Mrs. H. J. Suggs have
announced the birth of a daughter
in Decatur, Ala. The new born
is named Marion Suggs. The Suggs
are the son and daughter-in
law of Mr. and Mrs. George Suggs,
owners of standard exhibitions and hospital
on the coast. Mrs. Suggs has been
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United States Restaurant at
North Carolina. The Elliott Shows
have recently been in Florida in
to Miami, to open a new
restaurant in that city.
MODEL GETS OFF TO SLOW START

Early Closings Hit Baltimore Stand After Slim Preem in Savannah

BALTIMORE May 16. - The first weekend of the new spring shows had an uneventful start as the weather was cold and rainy, and the crowds small. The weather in Baltimore was described as being "fairly disastrous." The audience was thin and the houses were not too crowded.

Show reports indicate that a dull opening weekend has set the stage for a poorly attended month in the city. The first weekend gross was only $12,000, which is less than half of what was expected. The second weekend gross was slightly better, but still well below average.

Among the shows, the most popular was "The African Queen," which had a good turnout. "The Great Train Robbery" also did well, drawing a good crowd.

The weather was a major factor in the poor attendance. The city was hit by a cold front that brought with it strong winds and rain. The weather made it difficult for people to get to the theaters.

African Fair Yields Good Midway Takes

JOHANNESBURG, May 16. - The midway at the annual Johannesburg Show was a popular attraction. Visitors to the fair were treated to the usual array of rides and games, which included bumper cars, swings, and roller coasters. The midway provided a welcome escape from the daily routine of city life.

One of the most popular rides was the "Jumping Ship," which was a hit with both children and adults. The "Skyscraper" ride was another favorite, with its thrilling drop and turns.

The fair was a huge success, with visitors flocking to the midway to take advantage of the fun and entertainment. The midway is a popular attraction at the Johannesburg Show, and always draws a large crowd.
W.G. WADE SHOWS
Kalamazoo, Mich. all this week.

BATTLE CREEK, Mich., MONDAY, MAY 19, THRU SATURDAY, MAY 24
First Inl.—Emmett St. Showgrounds
CAN PLACE: Smoke or Monster Show. Short Range Gallery. Ball Games. Fish Ponds, etc.
TOMAY COMSTOCK, we are awaiting your arrival.
Harry Hames wants Agents for Coast and Tick Stores, also Men and Women for Pan Com. Contact Russell Craig, 30 Wade Show Route.

G. W. WADE SHOWS

WANT ED SHORES

GLENWOOD, IOWA

WANTED FOR MUSKEGON, MAY 20TH TO 31ST
Michigan's Biggest Still Date
DO NOT MISS THIS DATE!

WANT CONCESSIONS

WANT RIDE

CONCESSIONS of all kinds in large or small. Necessaries for Wild Life. Fun House or Giant Horse. Good pay. Can use organized ride Show. Will furnish equipment and pay money every week.

SPECIAL NOTICE!!
THIS SHOW has 12 bona fide fairs and 3 carnival dates. Geneseo, Illinois July 4.
We are "first in" in the next eight spots. Big Children's Matinee every Saturday, four to five thousand and additions on.
Also carry "Sky King" of the West for the business.}

CARNIVAL WANTED FOR
NATIONAL SOYBEAN FESTIVAL
September 8 through 13
10,000 spectators last year! This is our 5th year. Write for information.
Joseph A. DeLisle
Southern Chamber of Commerce
Portsmouth, Ohio

STEEL CITY SHOWS

FOR SALE AT A BARGAIN
ORGANIZED CARNIVAL OR WILL SELL SEPARATE

AN ORGANIZED CARNIVAL at any date you wish to have one put on. Includes the latest in games, exhibits, shows, etc. 20 years' experience.

ARTHUR B. BEASLY
Lafayette, Ind.

WE ARE CLOSING DOWN—ANY RENTERS WANTED FOR STRIP SITES

DOWNTOWN AMUSEMENT CO.
Michigan's Cleanest Midway
WANT FOR RIVER ROUGE GRAND OPENING MAY 12-25
CONCESSIONS—BANNERS RENTED?
SHOWS-Any worth-while Good Show. Class House. Fun House. Thrills. Rides. Any wanted. Board or own No. we give credit.

RIDE MEN who can drive Steam.

In River Rouge by May 25; Meet EAST DETROIT MEMORIAL WEEK CELEBRATION.

HOMESTEAD 10308 W. JEFFERSON, RIVER ROUGE, MICH.

THE BILLBOARD 75
From the Lots

Royal Midwest

DEFEATINE, G. May 18. —Show closed down in one of America’s most successful race meets, but rain killed action on Wednesday. Organizer is expected to launch another 50-concession meet.

Horse: Rosalie Harris, owner-manager. Ripper Harris, lega. adj. manager. Redbird, breeder, and Roderick H. Vin, superintend-ent. John Harris, of Des Moines, Iowa, and Grant S. Gruen, Juvenile Star, James Brooks, Jr., Clift, and Clara 

ROYAL MIDWEST CONSISTENT WESTERN SHOW

NATIONAL MIDWAY

50 SHOWS 50

ROYAL MIDWEST SHOWS"
Groscurth Gets Ex at Memphis

MEMPHIS, May 10.—C. C. (Special) Groscurth, owner of Blue Grass Shows, which will provide the midway attractions at the '32 Mid-South Fair here, Wednesday of next week, has been granted additional contracts granting him the exclusive or partial concessions at this year’s fair.

Under terms of the plan, Groscurth will not only have the ex-
clusive shows, but also the fair midway concessions, and con-
tract was signed by Groscurth and Memphis Chamber of Commerce manager of the fair.

The Blue Grass owner plans to return here next week for the Cotton Carnival, where he will get a line of what game concessions are permitted in this city.

Royal American and Wallace Bros. Shows will provide the midway attractions at the cotton celebration.

BARON PAUL'S PLEASURE ISLAND SHOWS

CONCESSIONS: Can place Hamy Panks of all kinds also Photos. Ice Cream, Custard, Jewelry, Novelties, etc. Privilege $35.00 a week. Come On, Set, still waiting. Billy Schulman, contact me.

RIDE: Can place Allen Herschell Kiddie Ride.

RIDE HELP: DYNAMITE HARRIS. Ride Superintendents want man for all departments. Must be strictly sober.

NO tourists, please. Positively top wages and good treatment.

SHOES: Can place Motorrooms. Glass House. Monkey Show. Fun House, etc.

ATTENTION, COMMITTEES: HAVE TWO OPEN WEEKS. CONTACT ME ADVISING YOUR DATES.

We play Camp Atterbury for the pay day beginning May 28. THIS WILL BE A SWEETHEART. Particularly want Girl Show for this date, $50,000 soldiers to play to.

All replies to BARON PAUL

P. O. Box 811, Indianapolis, Indiana

Phone: Market 1461

BLUEGRASS SHOWS

Featuring Thoroughbred Entertainment

WANT

Legitimate stock concessions and Hamy Panks of all kinds. HELP: Experienced Foremen for all Major Rides. Must be licensed for rides, top wages and license. All Second Men and Helpers. SHOWS: Have special proposition for non-conforming shows with own equipment and transportation. Experienced men wanted. Need an experienced Candy Floss Operator. Good proposition.

All Address C. C. GROSCHURTH, Mgr.
FRANKFORT, INDIANA, This Week

PIONEER SHOWS

FREE GATE—Barthol. Pa., May 19th to 26th—FREE GATE

Riding shows of northwest. Handle, wild life, etc. Jack Kenna while Smooth Bill is with '32 World's Fair in Denver. Mickey Porcelli, Mgr., or E. L. Hoon, Con. Mgr.

RINGLING BROS.-BARNUM & BAILEY CIRCUS

100% location

Car via legitimate Concessionaires of all kinds, Cash, Credit, Popcorn, Candy Apples, Glass Pitch, Pinch-Till-You-Win, Shooting Gallery, etc. The people who were with us last year had a big week.

SAM TANSELL

5869 Walnut St.

WANTED

FOR CHARRO DAYS FIESTA

Carnival Concession

Contact new ram February 7 to 19, 1953

Legally licensed riders, $600.00, plus insurance.


RIDE HELP

ATTENTION, COMMITTEES: HAVE TWO OPEN WEEKS. CONTACT ME ADVISING YOUR DATES.

WANT GIRLS—WANTED—GIRLS

We work for glory, when your car can get into the points, good shows, good money, good transportation, air-

ing, and a lot less TV. We are looking for a top quality group to play for the Best. We are willing to give a try to any good show, anywhere in the country.

E. H. MILLER

E. H. Happyland Shows, Twin, Ohio

WANT

BINGO HELP WANTED

Second Girl opens May 18th.

5 Counter Men. 2 Carlin, some drivers given preference. Store, come on. Pleasle, let me hear from you.

JACKIE'S BINGO

U.S. Show, Berwick, Va., the week of May 18th, Long Island, N. Y., next week.

HELP WANTED

Foreman for 5 rides. Top wages.

Will operate all rides wanted. Will open Richmond Center.

DON TEACH

THE EMISHOF SHOWS

Richmond Center, Va.

WANT

CO. VALLEY SHOWS, Inc.

Want Concessions not matching your own.

Contact: C. M. Moore, Box 100, Millville, Ind. Offered. For Sale—Worse House, Show bracketed on 16確, Hottest Top with tape. 15,000,000.00.

MURPHY'S TRAVELING SHOWS

Walt, piano, and Paint Folkways, want to secure a good location, our concessions are very good, please reply.

JOHN MURPHY, Mgr.

Huron, S. D.

WANT CONCESSION AGENTS

Bucket Agents, Section Dart Agents, Coke Bottle Agents, Scale and Age Agent.

Write to: Groscurth Bros., Show, 1129 N. Main St., Waterloo, Ind., or Elmer Leona, 140 Oak Ave., Catlettsburg, Ky.

SPEENER VARDERMAN, e.a Thomas Joyland Shows

Can place Concessions for all successful shows.

Write to Groscurth Bros., Show, 1129 N. Main St., Waterloo, Ind., or Elmer Leona, 140 Oak Ave., Catlettsburg, Ky.

MIDWAY OF MIRTH SHOWS

WANT

CONCESSIONS: Hamy Panks, Candy Floss, Novelties, Scone Concessions, Pulls, Gallop, et.

Write to: Groscurth Bros., Show, 1129 N. Main St., Waterloo, Ind., or Elmer Leona, 140 Oak Ave., Catlettsburg, Ky.

PAGE BROS.’ SHOWS

Want Concessions, Candy Floss, Novelty, Pulls, Scone Concessions of all kinds.

Write to: Groscurth Bros., Show, 1129 N. Main St., Waterloo, Ind., or Elmer Leona, 140 Oak Ave., Catlettsburg, Ky.

WANT CONCESSION AGENTS

Write to: Groscurth Bros., Show, 1129 N. Main St., Waterloo, Ind., or Elmer Leona, 140 Oak Ave., Catlettsburg, Ky.

WANT—J. A. GENTSCH SHOWS—WANT

FOR BEST ROUTE IN SOUTH

Write to: Groscurth Bros., Show, 1129 N. Main St., Waterloo, Ind., or Elmer Leona, 140 Oak Ave., Catlettsburg, Ky.

A. J. SUNNY AMUSEMENTS

Phone: Market 1461

CARNIVALS

MAY 17, 1952

THE BILLBOARD

Carnivals

77

STOCK TICKETS

SPECIAL PRICING

SPECIAL PRICING

The Toledo Ticket Co.

SPECIAL PRICING
BEAUTIFUL
Engravers
NYLON
CARLOAD
Gauge.

ACTS, SONGS & PARODIES

AGENTS & DISTRIBUTORS

BEAUTIFUL CROSS

JUST OFF THE PRESS!
NEW CATALOG

CASMER'S

CARLOAD OF CUBAN, LATEST
EXHIBITION, NEW STYLE
LADIES GENUINE
ALIGATOR HANDBAGS

FLOWERcntl "Z" CUSHION CUSHION

LABELED FULL FASHIONED
51 GAUGE, 15 HINDERS, SUPPORT
NYLON HOSIERY, $0.50 Doz.
Parades in Style, a new pattern
buckled, beautiful, perfect.

BINGO

STATE SOURCES

MAY 17, 1952
THE BILLBOARD

CLASSEIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers
RATE: 15¢ A WORD—MINIMUM $3
All Classified Advertisements must be accompanied by remittance in full.

THURSDAY NOON IN CINCINNATI
FOR THE FOLLOWING WEEK'S ISSUE
To assure publication of your advertisement in the earliest possible issue, arrange to have
the copy reach the production office, 5500 Paramount Bldg, Cincinnati 22, early in the week.

GEM IS FIRST
AGAIN!

NEW BOY—WOMEN SHOES AT THE
HIGHEST, MOST ELABORATE PRICE.
JEWELRY BOTTLE CORKS (12 AT
25% Deposit with Order Balanc
For Detroit, Mich.

5 in 1 SCREWDRIVER KIT!

GEM Sales Co.
533 Woodward
Detroit 26, Mich.

ELGIN—BENRUS—GRUEN—BULOYA—WALTHAM

MEN’S IMPORTED JEWELLED WATCHES

HUNDREDS NEW IMPORTED DOMESTIC NOVELTIES

MEXICAN Imports

GIVE TO DAMON RUNYON CANCER FUND
$$ Wanted by Millions $$

"THE DEMOCRATIC BUCK"

IT'S ORIGINAL, IT'S NEW, IT'S DIFFERENT

(Front Dote)

If you think this is good, you should see the other side. It's a scream! Here is the answer to the question "HOW TO CHANGE DOLLAR BILLS INTO CENTS IN A HURRY." Complete the circle, write in correct change, and it's yours. Coined in 100% silver. Price $0.01 each. 10 for $0.50; 100 for $4.50. POSTAGE FREE WITH $5.00...

MORTY'S MAGIC MART
810 TEXAS AVENUE
HOUSTON, TEXAS

COE & DEXCO, INC.
WEEK....
61.4.

IT'S 5000 BILLION DOLLARS

No. This isn't a dream. It's happening now. No, it's not a mistake. It's the real thing. And it's going to make every penny of your money worth more than ever before.

DAMON & PINE

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**Merchandise Topics**

**New York**

Schott & Novelties Company's spring line includes a host of Heath-Fogg, one of the leading makers of rubberized, molded jointing pieces, and a variety of rubberized jointing pieces. The line also includes a new line of rubberized jointing pieces, which are made in a variety of colors and styles. They are designed for use in plumbing and other applications where a water-tight seal is necessary.

**Cunco Toy Novelty Company**

Cunco Toy Novelty Company is featuring a new line of toy cars and trucks. These toys are made in a variety of styles and colors, and are designed for children of all ages. They are made of durable materials and are guaranteed to provide hours of fun and entertainment.

**Aerialist Code**

- **Continued from page 66**

**Chicago Fair**

- **Continued from page 66**

**Guggenheim**

- **BIG PROFITS!**

- **Mystic Light Bulb**

- **Closeout**

- **Pageant Sales Co.**

- **Give to the Runyon Cancer Fund**
Pipes for Pitchmen

By Bill Baker

DOC OVER told old Bob Fordham left Miami last week for a visit with old men and pitchers in New York.

THE MAULEYS... Edna and Mrs. R. M. Fordham of Jacksonville, were visiting in New York last week.

RACHEL (BOTTLES) STOVER is back among the kids and ladies in the population. She has been spending a long vacation in Virginia.

AL HARVEY is working short in the halls of Virginia to reported good business.

"CAPTAIN" of the King-Brook Crescent here and it's good is letter from Henry H. Vickers to his headquarters in Akron. I'm still resting up at home. Where's Jack Miller?"

"PLEASE TELL... the traveling pitcher who wrote recently to the managers that if he takes the place on a world tour to obtain a dough," signs I. W. (Bill) Highwater from Atlanta. "Then true 100 years ago, but the 1951 model pitcher is not the same in his own beach house, especially during this inflationary period. I've seen Cadillac made and the fellow never left the family garage. How could times be any better?"

"THE ST. LOUIS... Police Commissioner, closed May 4, at a terrific success from every angle. Left L. F. Chad of the Mound City. "Extended on it to two days, was sold out at each performance could not be expected," said Mr. Chad. The aggregate has been above expectations. The work of the police works good business."

Benneweis Bill

\*\* Continued from page 5\*\*

... fast swing and a difficult batter. Mount, in addition, he rides a unicycle and does some stunts on the balance beam, and plays a harmonica and accordion simultaneously.

Mr. and Mrs. Joe Nett, from the orchestra are riding in which Benneweis does good work. The two of them, followed by three wives of ring men, are the stars of the show.

Los Onas are tops as a pitcher and Porter, another good laddie and high off-center pitcher at times are strong as the Los Onas are a top pitcher and porter on the same old, and with the other Los Onas.

Valentine opear a novel series of shows and the Los Onas are tops as a pitcher and Porter, another good laddie and high off-center pitcher at times are strong as the Los Onas are a top pitcher and porter on the same old, and with the other Los Onas.

Christmas has made a strong laddie and high off-center pitcher at times are strong as the Los Onas are a top pitcher and porter on the same old, and with the other Los Onas.

Los Onas are tops as a pitcher and Porter, another good laddie and high off-center pitcher at times are strong as the Los Onas are a top pitcher and porter on the same old, and with the other Los Onas.

Events reported recently among baseball clubs.

Two Phuketshows recently.

That the Los Onas are tops as a pitcher and Porter, another good laddie and high off-center pitcher at times are strong as the Los Onas are a top pitcher and porter on the same old, and with the other Los Onas.

Two Phuketshows recently.

That the Los Onas are tops as a pitcher and Porter, another good laddie and high off-center pitcher at times are strong as the Los Onas are a top pitcher and porter on the same old, and with the other Los Onas.

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That the Los Onas are tops as a pitcher and Porter, another good laddie and high off-center pitcher at times are strong as the Los Onas are a top pitcher and porter on the same old, and with the other Los Onas.
Mils Bros.

- Continued from page 63

way, and Mike Piecik, Leonard Silverman, and John Jarram, were on hand at Morganston, as was a number of other performers, including the player with this show. Sometimes as many as 10 horses and 8 riders, all handled by Tom, were on hand at Morganston. The show was well received by the people in attendance.

Mardi Gras

- Continued from page 64

these for several days, and for a while it seemed as though the press was mixed for a much longer period.

Mr. and Mrs. Howard King had their wedding anniversary this past week, and the couple received congratulations from their friends in the show business.

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Note Hike in Miami Winter Juke Play

All Coin Fields, Except Games, Show Improvement Over Previous Season

MTAM, May 10.—Coin machine operators in this area looked back on this winter as the best in years for coin machine operators at least, provided the weather held up for another year ago.

One of the principal reasons was the re-operation gained thru the Miami Coin Machine Operators Association. Daily coin receipts topped those of practically 100 per cent.

See 2d Court Trial Of Ky. Location Case

LOUISVILLE, May 10—It was indicated this week that the May 2nd court jury, selected by John J. Guthrie, president of Miller Automatic, there, may reopen an investigation of earlier reports into the local coin-operated machine business.

Miller Automatic had rejected reports on an "unexplored" list of locations to Pool Coin Machine Company. Later, it was alleged by A. L. Barbour, city liquor inspector, that he had no operators, as he intended to install pinball and cigarette machines.

Guthrie, as foreman of the group, went to court and went to go into the matter if he re- (Continued on page 3).

3 Coin Firms Show Wares At NRC Convention

CHICAGO, May 10.—With over 300 persons in attendance, the National Restaurant Convention opened this afternoon Monday thru Friday (5-9). Among the many attractions that seemed to interest the coin machine trade were:

The Venerable, the Shively Groves, Inc., of Chicago;

The Sailor, the Miller Automatic Machine Company, among others.

LEGAL DOOR LEFT OPEN

Trade Continues For Chi Shuffle License

For Chi Shuffle License

CHICAGO, May 10.—The Chicago county council's office here recently issued a license for the consumption of shuffleboard, including the sale of shuffleboards and manufacturers in the city.

The license is to be held by the operator of the shuffleboard establishment and is to be used only by the operator of the shuffleboard establishment.

There is nothing wrong with shuffleboards, but that the courts will not issue licenses for the sale of shuffleboards and manufacturers in the city.

The license is to be held by the operator of the shuffleboard establishment and is to be used only by the operator of the shuffleboard establishment.

Mike Munves Marks 40th Year in Business

NEW YORK, May 10.—A 40 years after the birth of Mike Munve, one of the New York City's leading coin-operated machine operators, a young man named Mike Munve, was born in the city.

On May 10, 1934, Mike Munve, then 10 years old, was born.

I was 10 years old and a completely different world from today.

I was 10 years old and a completely different world from today.

The machine industry has changed dramatically since then.
MUSIC MACHINES

COMMUNICATIONS TO 108 W. RANDOLPH ST., CHICAGO 1, ILL.

THE BILLBOARD

MAY 17, 1952

INDUSTRY'S STORY

MOA in Nationwide Pub. Relations Drive

OAKLAND, Calif., May 10—George A. Miller, president of the Music Operators of America, said that the organization was embarking on a widespread publicity campaign. "There has never been a time when this industry needed more contacts as badly as it does now."

He called upon all operators to revamp Miami Op Meet Dates, Plan P-R Drive

MIAMI, May 10—The meeting of the Music Operators of America was held on Thursday (15) at the Biltmore Hotel. The luncheon meeting is set for June 28-30 at the same location.

Wurlitzer Net Sales Up 4.3%; Net Profit Off

CHICAGO, May 10— Wurlitzer Company, announced at National Record Convention, Thursday in Cleveland that the company's net sales for the first quarter of the fiscal year ending in March were $4,085,451.70, a 4.3 per cent increase over the previous year.

PORTLAND OPS' TIME TROUBLES REAP PROFITS

Chicago, May 10—Most of the Wurlitzer distributors who are handling the new 

Restyle Seeburg's 100; Provide Tone Compensator

Exterior Changes Brighten Look Of Box; No Change in Mechanism

Chicago, May 10— Most Seeburg distributors this week-end-the one-week run of the 45-rpm phonograph featuring a new tone compensator and decorative exterior changes. The present phonograph has been designated Seeburg 100, as against the Seeburg 200 of previous years. No announcement has been made as to the date this change will be effective, although it is anticipated that the change will be made at some time in the future.

WURZLITZER TONE COMPENSATOR FEATURES "D" DESIGN

Chicago, May 10—Wurlitzer distributors have begun to receive the new Wurlitzer Tone Compensator. The new instrument features a "D" design, which was introduced last year. The "D" design is said to be an improvement over the original design, which was introduced in 1945.

PORTLAND OPs' TIME TROUBLES REAP PROFITS

Chicago, May 10—The Portland Op meeting was held at the Portland Union Club this week-end, and it was a success. The meeting was attended by over 100 operators and was well received. The meeting was opened with a brief address by the President of the Music Operators of America, followed by a talk on the business of the Portland Op. The meeting was then turned over to the several manufacturers who had representatives present. The representatives of the manufacturers discussed the business of their respective companies and the manufacturers were asked to have a round table discussion of the problems of the Portland Op and the industry in general.

Miami Winter Juke Box Play Tops Last Year

Miami, Florida, May 10—The Miami Juke Box operators have set a new record for the number of juke boxes played last year. The total number of juke boxes played last year was 4,756,000, which is an increase of 25 per cent over the previous year.

RISTAUCLAUR SETS SUPER MARKET MUSIC SYSTEM

Names Omaha Rep, Plans Radio-Phone, Unit Production

APPLETON, Wis., May 10—Appointment of an Omaha distributor of the Ristautaur Super Market Music System was announced this week by Ristautaur.

Appointment of Jim Jacob, of the Jacob Music Company, Omaha, was announced this week. The appointment was made in the interest of expanding the system in the Omaha area.

Miami, Florida, May 10—Miami Juke Box operators have set a new record for the number of juke boxes played last year. The total number of juke boxes played last year was 4,750,000, which is an increase of 25 per cent over the previous year.

CALLY'S GUILD REORGANIZES; ELECTIONS HELD

OAKLAND, Calif., May 10—California Music Guild recently reorganized and held its first meeting of the year. The reorganization was held at the American Legion Hall, and it was attended by over 200 guild members. The new officers of the guild were elected as follows: President, George C. Miller; Vice-President, J. A. Miller; Secretary, J. A. Miller; Treasurer, J. A. Miller; and Members-at-Large, J. A. Miller and J. A. Miller.

PORTLAND OPs' TIME TROUBLES REAP PROFITS

Chicago, May 10—The Portland Op meeting was held at the Portland Union Club this week-end, and it was a success. The meeting was attended by over 100 operators and was well received. The meeting was opened with a brief address by the President of the Music Operators of America, followed by a talk on the business of the Portland Op. The meeting was then turned over to the several manufacturers who had representatives present. The representatives of the manufacturers discussed the business of their respective companies and the manufacturers were asked to have a round table discussion of the problems of the Portland Op and the industry in general.

Miami, Florida, May 10—The Miami Juke Box operators have set a new record for the number of juke boxes played last year. The total number of juke boxes played last year was 4,750,000, which is an increase of 25 per cent over the previous year.

RISTAUCLAUR SETS SUPER MARKET MUSIC SYSTEM

Names Omaha Rep, Plans Radio-Phone, Unit Production

APPLETON, Wis., May 10—Appointment of an Omaha distributor of the Ristautaur Super Market Music System was announced this week by Ristautaur.

Appointment of Jim Jacob, of the Jacob Music Company, Omaha, was announced this week. The appointment was made in the interest of expanding the system in the Omaha area.

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CALLY'S GUILD REORGANIZES; ELECTIONS HELD

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**Old Jukes Challenge Milwaukee Dists**

Warrant, obsolete jukes have been the bane of distributors since 1946. Here is the stock in a series of articles how distributors across the nation meet the situation.

By BENN OLLMAN

MILWAUKEE, May 13—Obsolete music-juke equipment taken in on trades by Milwaukee distri- butors has become a progressively more burdensome facet of business and all distributors agree that the handling of this type of equipment presents a challenge. One factor which seems to be contributing to the growing number of outdated machines is the desire among location owners for new or machines that offer players a bigger selection of records. As a result, older machines that play only a few disks are coming more frequently into distributor hands from up-State and country territories.

Altho they realize such equipment is a growing problem, most distributors feel it has not yet reached proportions to be considered serious. Consequently, no clear-cut program of action has evolved but there seems to be a tendency toward more junking of these machines. Uniled, Inc.

One distributor who makes something of an exception regarding such machines is Harry Jacobs Sr., head of Uniled, Inc., Whistler distributors for Wisconsin. He said his firm is sold on the idea of giving special attention to the old machine problem and that one man is assigned exclusively in the task of dismantling old machines and salvaging all usable parts. The remaining pieces of these machines are junked.

Jacobs said, "We think of this service as a definite favor to the operator occasionally in need of a spare part for an old piece of still profitable equipment. Plently of them have told us how much they appreciate being able to locate some source, just out of their warehouse. At least enough good will is created so that we think it is worthwhile to continue this practice.

As Foster Distributors manager Sam Cooper said he felt obsolete machines were becoming a national problem. He indicated that the answer to the bulk of the distributors junked machines to get them off the market, the more the industry would benefit. Cooper said his firm junked "most of the real old stuff we accumulate as trade-in and we try to hang on to the goods parts we consider still usable.

**Bader Novelty**

Carl Haggard, head of Bader Novelty, Rock-Ola distributors, said his firm had experienced no noticeable increase in the number of old machines being traded in. Of those it does get, Haggard said generally the only reclaimable parts are motors and amplifiers. Although his firm follows no definite program in handling this type of equipment, much of it is distributed to stores, churches, and to private individuals for use in home recreation rooms.

Vic Menard, head of the Evans distributorship, and the disposition of such machines has presented a tenable headache to the industry. The rental program has been evolved, he said those ended as completely unusable are junked and the remainder are sold to non-commercial operators.

Next week, Leon Leffingwell reports on the policy of distributors in the Pittsburgh area.

**MOA Appoints Committees**

*Continued from page 37*

rooms for MOA's purpose. The dates chosen were most feasible from the standpoint of hotel accommodations.

Miller said he would work with members of the convention committee in Chicago and New York during June to work out details. The committee included: Richard H. Schneider, east St. Louis, Ill.; Clinton S. Pierce, Milwaukee; Morris G. Goldman, Detroit; Les Menghorn, Pearls, Ill.; Bob Glen- berg, Rosswell, N. M.; Jack Mul- bag, Shurton, Pa.; Tom P. Willough, Midland, Tex.; Dick M. Schaefer, New York, N. Y.; Mike Ingels, Yankton, S. D.; and Clam Shetron, Oakland, Calif.

The other committees appointed and their nominees are: General arrangements, Miller, Ray Cun-iffe and Phil Lewis, of Chicago; Al Denver, New York, and Bette De La Vie, Washington; Entertain- ment committee, De La Vie, Miller and Cuniffe, Advisory, committee; Sidney M. Levine, New York, legal counsel, and Irving Ackerman, Detroit, associate counsel.

Outstanding speakers will be presented each day of the con- vention, Miller said, as well as recording artists and other pro- fessional talent. Entertainment will be provided for wives.

Particular stress will be placed throughout the meeting on public relations. Such a program al- ready has been started by MOA. Miller said, to acquaint the general public and lawmakers on all levels with the automatic phonograph industry. (See other story this section.)

A Record Industry Liaison Committee, co-chairs by Mr. and Mrs. Lea, was also formed by the MOA to work with the Record Industry Association of America in bringing out areas of friction between opera- tions and disk firms.

**Ohio Op P-R Man Heads Ad Group**

CLEVELAND, May 13—Samuel L. Abrams, public relations advisor for the Cleveland Phonog- raph Merchants Association and the Ohio State Phonograph Operator's Association, was elected chairman of the board of the American Association of Ad- vertising Agencies for the coming year.

Abrams is well known throughout the Ohio music industry and also is founder and president of the Ohio Advertising Agency, Inc. In his new post, he succeeds Maxton R. Davies Jr., of Fowler & Davies Inc.

**Info in Other Departments**

Among the stories of interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

**Coral Beach Drive School** Early summer promotion geared for deejays and Jukes (Music Department).

**Jallekloidea LOOK TO SWISS STUDY** As the Swiss studies were upward, so was the demand for Switzerland (Music Department).

**RAID RECORDS FORMED IN CHICAGO.** Firm sets up business with national distribution (Music Department).

**CANADIAN COMPOSER OOK FACES JUKE ISSUE.** Comic book collection finds Veguean gramophone case (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

**Hand in hand for profit!**

**DOUBLE YOUR PROFITS WITH THE "PROFIT-TWIN"**

Both have Single Button Selection. Both have Coin Accumulator and Multi- Selective Change. More Coins Are Depotted. Both have Money Tube That Helps for Easy Program Servicing. Both Now at Your Rock-ola Distributed.
Old King Cole

Listen carefully to "D's" new sound system. Like Old King Cole, you'll agree that here is a faithful reproduction of music in both bass and treble—of voice and instrument alike.

The all new AMI amplifier, a noteworthy advance in electronics, merits some of the credit. So, too, does "D's" powerful oversize speaker, carefully positioned in its all wood sound chamber.

Together with AMI's long-lasting ceramic pickup, all elements combine to bring music of unparalleled clarity—loud or soft as wanted—without scratch, blast or blare.

Old King Cole
Was a merry old soul
Who called for his juke-boxes three.
And tripped his delight
As he listened all night
To the tone of the new Model "D."

The "D" is available in 80 and 40 selections, blond or mahogany finishes.

AMI Incorporated

General Offices and Factory: 1900 Union Avenue, S. E., Grand Rapids 2, Michigan
Industry's Story
- Continued from page 87

The type of action would continue and that it was essential for MCA members to be on guard at all times.

Miller said it was his hope that every operator, individually, would start a public relations program by contacting local law makers and representatives.

Cautions Operators
The MCA official, who also is president of the California Music Guild, further cautioned operators against a growing practice which operators in his home State had found to be "very damaging." Some operators sell single track records direct to locations with the serial numbers removed.

Miller said investigation had shown that the serial numbers were in use by persons who had been unemployed as operators and not distributors or others allied with the industry.

He alerted operators that these practices could be fought through such means as State penal codes, which, in California and other States, prohibit the removal of serial numbers from equipment or merchandise.

Calif. Guild
- Continued from page 87

remains an important part of the State-wide Guild.

Miller, who also is president of the Music Operators of America, said Southern California has been an organization since 1946, and that the Southern California chapter had been organized in the past year but continues to remain fully associated with the National Guild.

One of the major problems facing the Southern California Operators is the effort of the California Office of Price Stabilization to keep price regulations, Miller said the Guild has been successful in the past year.

One of the operators, a near member of the Northwestern Guild who has been successful in the past year, was an operator who had been successful in the past year.

He added that Southern California operators are prepared to go to court in an effort to attain their goals.

Redemption Dates
- Continued from page 87

juke box operator to donate five records a week. The approximate 12,000 records purchased by the operator, Miller said, "will fit up to 50 to a disk jockey and "if the week" was designated and plugged by both disk jockeys and operators.

As a further advantage, the different type of music selected as the hit of the week, starting for example with a pop tune, jumping the next week to a million seller and to a rhythm and blues number.

The disk jockey was also given a similar program on a smaller scale which was marketed to a number of disk jockeys and operators.

Wurlitzer Net
- Continued from page 87

The net profit the previous year was 1,200,000.00, 8% of which is a share of common stock.

The directors declared a 20 cent common stock dividend of 40 shares of record at the close of business on May 16.

Miller said production of juke boxes, growing, said, will be at a new record and an electronic organ was reduced during the year by a number of government limitations. However, he continued, the sales of disk jockeys increased steadily, and are expected to continue.

The Juke Box and that presently unfilled defense order was for 250,000,000.
You can See it with Half an Eye

THE WURLITZER FIFTEEN HUNDRED

has Everything

- The Most Selections
- The Best Name
- The Intermixed Feature
- The Finest Cabinet
- The Truest Tone
- The Newest Wall Box
- The Tops in Speakers
- The Simplest Stepper
- The Automatic Volume Control
- The Greatest Earning Power

Coin Catching Wall Box shows 104 Tune Titles on rotating pages single button selection

The Rudolph Wurlitzer Company
North Tonawanda
New York

Only Wurlitzer has the WURLIMagic Brain

See Your Nearest Wurlitzer Distributor
VENDING MACHINES

COOKIES CLIMB IN OP FAVOR

Bakeries Report Vender Demand Up 15-25%, Prices Stable

CHICAGO, May 16--The four major suppliers of cookies to the vending operator report that 15 to 25 per cent greater demand is being experienced there and three vendors reported sizable increases in demand. Prices on cookies, however, have remained essentially the same. 

Bake-House said that 150-cent packs of cookies were going out of stock in some cases in the Chicago area. The company is also handling a new, 12-cent package of cookies which has been well received by customers.

Gold's Boxed Cakes, Inc., said that it was handling a new, 12-cent package of cookies which has been well received by customers. The company reported that demand for its cookies had increased 25 per cent over the previous year.

Bake-House, which supplies a large chain of stores in the Chicago area, said that it was handling a new, 12-cent package of cookies which has been well received by customers. The company reported that demand for its cookies had increased 25 per cent over the previous year.

Belvend Rolls On 1st Arctic Licensed Units

CHICAGO, May 16--The first run of 300 July Bay and Belvend rolls, a new, licensed-arctic-unit for vending machines, was announced Tuesday by E. C. Belvend, president of the Arctic Unit Company. The unit is now in operation in various parts of the country.

Blue-Sky Promoters Hit by L. A. Times

LOS ANGELES, May 16--The Los Angeles Times has announced that it will begin a national vending machine advertising campaign to promote the Blue-Sky brand of vending machines. The company had previously stated that it would begin a national advertising campaign to promote its vending machines.

New Bulk Milk Vendor Debut

MILWAUKEE, May 16--Milk, Sprinkled by Kempt, as executed this week, has become available in the Milwaukee area. The new vendor, called the "Bulk Milk Vendor," is said to be the first of its kind to be offered in the Milwaukee area.

VEND SCHEDULES 13TH ISSUE AS ANNUAL INDEX

CHICAGO, May 16--The publication of a 13th issue in January 1933 of the annual Market Data and Directory of Manufacturers of Vending Machines, is announced by the publisher of the Billboards. The 13th issue will be made available in May.

Cayen-Kero Co Co-op on Food Tablet Vending

AZUSA, Calif., May 16--(AP) -- The Kero-Mark Corporation, a new food supplier, has announced that it will begin operating tablet vending machines in the Los Angeles area.

NCWA Sets Convention Stage; Hi-Lites Exhibits

WASHINGTON, May 16--The National Cigar and Tobacco Association (NCWA) has announced that it will hold its annual convention in Washington, D.C., in June. The convention will feature a variety of speakers and exhibits. The NCWA is a trade organization representing the tobacco industry.

Elizabeth Candy Sells Equipment

ELIZABETH, N. J., May 16--The Candy Equipment Company, subsidiary of the Elizabeth Candy Company, has announced that it will begin selling vending machine equipment to vending machine operators. The equipment includes a variety of items, including dispensers, coolers, and dispensers for ice cream and other food items.

2 PLUS 2 EQUAIS 5

Op Finds Slimmer Movie Biz Aids Popcorn Sales

PHILADELPHIA, May 16--(AP) -- The sale of popcorn to the motion picture industry has been aided by the release of a new, more slender movie. The new film has been successful in attracting moviegoers to the theatre, and the increased sales of popcorn have helped offset the loss of ticket sales.

Dancing Pack Featured on Cig Venders

NEW YORK, May 16--The New York City Police Department has announced that it will begin using a new type of cigarette holder, called the "Dancing Pack," on its cigarette vending machines. The new holder is designed to be more secure and to prevent thefts of cigarettes.
**OP ATTITUDE BIG FACTOR**

**Pitt Canteen Feels Location P-R Top Item**

PITTSBURGH, May 18—Exceptional sales and public relations with local owners mean more in vending than even to a pulp utility like the telephone company in the view of Automatic Canteen Company here. Good relations with local owners, Manager Harry Doniss points out, return barking a sales talk and a route man's assurances, with the constant action of good service.

Canteen of Pittsburgh states it has made it a specialty to conduct all of its sales and locations and give special attention to the conditions of vending machines at every location.

Service contacts necessary to maintain the relationship take a lot of time. Canteen management in the person of Doniss and William Wiegand is frequently on the outside making contacts with local owners. Even with equipment in first-class condition a service man has found it useful to be the one sure way of maintaining a positive relationship with the operator. Doniss stresses that it is only through personal, religiously, and his employers, the Canteen Service, that the jobs should be kept in fine shape and will make the second most important factor in making good sales automatic keeps its units polished and supplied with food and beverages. Canteen is an item that people can always walk away from if they get it. Without the product and the vending machine, the morale of the candy is more important. 

According to the Canteen, for example, to enter Pittsburgh 20 years ago and got stuck in a suburb of the city. In five years it had established a present building located near the Pittsburg raf- ter for the first time. The national concern of Automatic Canteen Company has been in Chicago for about 50 years if an operator considers that he has a location, owner manufacturer, to our region, in this regard, it will be necessary for him to have a measure of success. A machine is kept in automatic operation by persistent attention to proper maintenance, service man's ability, the manufacturer's ability, the feelings. Doniss does not believe that as long as the manufacturer takes care of all the company can do, a preventive maintenance check. Route men handle minor mechanical difficulties, and a service crew checks the machines at specified intervals.

In preventing mechanical failure the company has its route men operate a machine a number of hours a day, back up and test it for proper functioning. There are service men who adjust the

**Tennes Ups Tissue Napkin Unit Output**

**Chicago, May 18—** Venda-Rite Manufacturing Company reported a step up in production on its two line, nineteen-day, April, with the 48,000 $2.35 per unit now rivalling 1,000 machine output.

Dick Tennes, president, said the high capacity of the sanitary vending machine is a factor in its feature reception. The machine, introduced last October, uses the same card as the firm's Kleanite unit. According to Tennes, operators have found the Klean 18 in its locations in high schools and universities.

Both vendors include ATB tags, rejecters, and are guaranteed for one year.

**Dixie Cup Income Off**

**Easton, Pa., May 19—** Dixie Cup Company's net income for the second quarter ending March 31 was $470,592. Net earnings for the first six months of 1952 period was $1,075,000.

Earnings per common share dropped to 62 cents for the first quarter only 4 cents for 96 cents for the January-March, 1951 period.
The Right Combination for
More Profits—Sleeker Income

VICTOR
BABY GRAND
CHICLE TREETS
CHLORO TREETS

See it at Your Victor Distributor
or Write for Full Details to

VICTOR VENDING CORPORATION
5701-12 W. Grand Avenue
Chicago 39, Illinois

Mrs. of the famous line of TOPPER Vendors

VENDING MACHINE DISTRIBUTORS

We are placing on the market two brand new machines. The machines are A small, compact inexpensive Coffee Machines and a Gum Ball Machine which plays a merry little tune each time a gum ball is dispensed. Chlooryfly ball gum is desired. Besides these two new machines, we have our regular line of special machines for sales distributors.

If you are experienced in selling, a connection with our company should prove to be very profitable for you. The main qualification is that you have a clean record of selling and positive contact by that way. We shall need only one man to receive the highest profits in this type of selling, which can easily be proven. All replies will be held strictly confidential. If you are interested in having good machines to sell, working with a large National concern with good references, and if you want the most profitable deal out, write and give full information about yourself to:

NATIONAL ADVANCED VENDING COMPANY
416 Main Street
Dubuque, Iowa

* NEW AND RECONDITIONED VENDORS
* PARTS—SUPPLIES—ACCESSORIES
* BALL GUM—CHARMS—FRUITS
* EVERYTHING FOR THE OPERATOR

RAKE COIN MACHINE EXCHANGE

409 SPRING GARDEN ST.
SOUTH 3-4743 PHILADELPHIA 33, PA.

All the news of your industry every week in The Billboard... SUBSCRIBE TODAY... on page 5 for rise

THE BILLBOARD Index of Advertised Used Machine Prices

• Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as listed below. All advertised used machines and prices are listed. Where more than one machine is advertised the same equipment, temporary with identical prices, temporary, the highest selling price is listed. Where different equipment, temporary with the highest selling price, the lowest equipment is listed. For single equipment prices to listed, any price obviously depends on condition of equipment, time on market, territory and other varied factors.

THE BILLBOARD

N. Y. Okays Cigarette Tax

NEW YORK, May 10—A tax of $1.30 per case on cigarettes, designed to yield an estimated $20,000,000 in annual revenue, was one of three "tobacco-" revenue bills approved by city council here Monday (3). A public hearing probably will be held next Wednesday or Thursday on the little knowledge that the passage of the new tobacco tax measures will be stubborn. In addition to the cigarette tax, a 5c per gross tax would be levied on automobiles, and a 25 per cent tax on cigarette businesses. The cigarette tax will become

Tenn. Tobacco Tax

Received on Increase

NASHVILLE, May 10—State tobacco tax collections for April totaled $1,114,916, an increase of $65,207 over April, 1952, according to John H. Young, Commissioner of Internal Revenue. The昶% increase is the result of the increase in the tax which went into effect January 1, 1952.

WASHINGTON, May 10—Tobacco tax receipts for the first 10 months of the current fiscal year totaled $359,989,202, an increase of $3,582,092 over collections for the corresponding period of the 1950-51 fiscal year.

low 10 days after its enactment, Governor Frank V. Smith, Quaker Democrat, was the only one to voice opposition to the cigarette tax.
N. Y. Candy Group Elects V. A. Bonomo

NEW YORK, May 10 — V. A. Bonomo, Gold Medal Candy, was elected president of the Association of Manufacturers of Confectionery and Chocolates at the group's annual luncheon meeting in the Georgian Room of the Hotel Statler to succeed about 100 candy company representatives attended.

Chairman of the executive committee, Harry Helm, also vice-president, C. B. Adkins, retiring president. Debaton Candy, was named chairman of the executive committee.


Blue Sky

- Continued from page 92

emphasized that it was not the work of the BIB to render what is otherwise a problem, but rather to help those to develop the more economically or technically superior products.

Bauer also declared that under the circumstances, the Board could have been much interested in developing better products of their machines and established them as "better than" rather than "better than.

As a result, the BIB's policy towards the manufacture of tobacco products for export and the development of better products for the home market.

The BIB, in addition, has been pushing for the development of better products, and that the tobacco industry required only the collective effort of everybody to achieve success.

Bauer said that he realized the Board would be making some new and better efforts — but without effort.

New Baby Grand

- Continued from page 92

The BIB is handling much of the screening for the new and better efforts — but without effort.

BUBBY BABY GRAND VENDORS FROM TORR

ROY TOLL

Serving and Handling Operators

Service for 75 Years

In stock. VICTOR'S New BAG BABY GRAND CHICLE MACHINES

CHICLE MACHINES CASE 4 of YOUR

$57.00

* NEW CHOCOLATE MACHINES

Chicle Chews, Vending 2 for 12

13 lb. / 12" 31 lb. / 16" 35 lb. / 16"

CHAMPION MET & CHOCOLATE CO.

1393 S. Berne St., Chicago 24, Ill.

Sale Price $75.00

Make More Money in Vending!

Read The Billboard Every Week

For the biggest retail opportunities; the latest news; the most up-to-date information, send for your free subscription! Or, if you prefer, call your nearest Distributor and enter a Money-Saving Subscription Bowl.

Takes you more than 50% on your purchase price in less than 6 months. You'll be glad you did.

The Billboard, 2168 Fitchburg St., Cumberland, Ohio. Simplified service means more money in your pocket. Send your name and address for your free subscription! Or, if you prefer, call your nearest Distributor and enter a Money-Saving Subscription Bowl.

Simplifying Service

Means More Money — Less Work

The Billboard — The only completely simplified advertising, promotion bulletin.
KC Ops Win Flood Battle, Eye New Tax

KANSAS CITY, Mo., May 10-

After winning a running battle with flood waters of the Missouri River, operators of the area and particularly members of the Central Association of Missouri Coin Machine Operators, have turned their attention to a new effort to expel the city on games and machines.

One of the main reasons Kansas City and the surrounding sub-areas escaped the full impact of the flood was the very efficient job in a similar situation last summer when a good part of the downtown business district was covered by the water. But this year, the operators were very well prepared and the damage was considerably less.

The operators have been working hard to make sure that machines are properly maintained and that all measures are taken to prevent damage to the machines. They have also been working with the city to try to find ways to mitigate the impact of future floods.

In addition, the operators have been working to improve the city's infrastructure, particularly in areas that are prone to flooding. They have been working with the city to improve drainage systems and to raise the elevation of streets and buildings.

Overall, the operators have been very proactive in their efforts to minimize the impact of floods on the city and its residents. They have been working hard to ensure that the city is better prepared for future floods and that the damage caused by past floods is minimized.
Bally Making 3 Products

CHICAGO, May 10—Bally Manufacturing Company is in u-nusual production on three amusement units—mechanical bull, a pinball game and a gumbo pinball. In addition the firm is making quality deliveries on contracts assigned to it by the Army, Navy and Air Forces.}

Len Markman, president of the production line, said that Bally is making the Western most handsome and effective 3-500. The company is making a steady output for months.

Coca-Cola, Dr. Pepper 1st Quarter Net Income

NEW YORK, May 10—Coca-Cola Company net income for the first quarter of the year amounted to $1,124,300, compared with $1,070,300 for the like 1951 period. Earnings per common share were the same during both quarters.

Dr. Pepper Company earned a net income of $217,000 for the first quarter of the year, an increase of $75,000 over the first quarter of 1951. Commerch store earnings were 21 cents during both quarters.

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L.A. Record Shop Offers Juke Ops Disk Bonus Plan

LOS ANGELES, May 10—Juke box operators buying their records from Leimholter's Record Co. here are being offered a special bonus plan on 4-Star Records, according to Mr. Stute, the manager. Under the plan set up between the record firm and the one-stop record operators are given a 15-cent credit on any 4-Star record where a disk marked with a star is returned. Condition of the player is not considered. In the event an unissued record is returned, Miss Belle said, an exchange is made.

Leimholter returns the used record to 4-Star's plant in Panama and it repaid the 15-cent credit allowed the operator's profit.

WANTED

1100 Walkers
A.M.I. Model "B" and "C"
Late Model Gottlieb and Genie Free Play 5 Ball Pin Games

Wanting Free Play and junked. Send name and address.

Master Penny and Nickel Combination Ball Gum Vendors—any quantity.

3 Wire Drawing Wall Bases
2031 Walker Wall Bases

FRANK KIRKE NOVELTY

245 King Street, East
Waterloo, 4977

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1100 Walkers
A.M.I. Model "B" and "C"
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Wanting Free Play and junked. Send name and address.

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3 Wire Drawing Wall Bases
2031 Walker Wall Bases

FRANK KIRKE NOVELTY

245 King Street, East
Waterloo, 4977
Buyers Wise... Economize at WORLD WIDE

ARCADE

The Only Original--Genuine FORMICA TOPS
NEW AT THE LOW NEW QUOTATION PRICE
ONE OR A HUNDRED
36″ x 72″ $18.90 $19.90
Accept No Substitutes

 ARC A D E

NEW GAMES

At 6-Player Machine: 145.00
At All Other Machines: 140.00

Now you can screen top players, create your own
brilliants, electrically, with no noise and death, for all
but limited.

THE GREATEST VALUE IN SHUFFLE GAMES

United

FOREIGN BUYERS!

All machines and parts are all made to

SPECIAL!

This game has been installed in the following
locations: Chicago, Ill., New York, N.Y., Pittsburgh,
St. Louis, Mo., Minneapolis, Minn., Detroit, Mich.,
San Francisco, Calif., Los Angeles, Calif., Indianapolis,
Ind., and Chicago Heights, Ill.

Now, with this great machine, you can

Martin Area Men Active in 21-State DuGrenier Distribut

Martin, Ill., has reported a staff of area
representatives covering the firm’s 21-State distributorship
for DuGrenier machines.

He stated that appointment

of additional area representatives scheduled this week
was forthcoming. The current line of manufacturer’s
allotment of stock due to

In the steel industry.

Columbia, S.C., May 10—A new arcade, Past Recreation,
has opened here, carrying the total to six.

Located in the 1200 block of Main, the Arcade

and near four of the other five establishments.

name suggests, the new

tries to get under way, and

Meanwhile, both machines

were cited in the mail, with an

peach piece from Blaine, Minn...

Olof J. Johnson that another

infantry division might replace the 201st in Fort Dix, by

representatives have noticed a definite

decline in business in the Infantry Left.

Another 18,000 men

would help materially, they are

are agreed.

Sell Chi Route Of Joe Peskin

CHICAGO, May 10—The route now held by Joe Peskin, one of the oldest and largest here, has

been sold to a group headed by Phillip Weisman, formerly an agent

and sales manager of the Automatic Photographic Distributing

Company, All distributor.

The route, which in past years had

attracted several high 1,000 machines, was sold to

RKO for about $1,000,000.

In the past, the route had been held

by several companies, including

Weisman, and Alto is now operating

the return to the

whether he would continue to do

Trade executives had it that the

route went to Weisman, but that

the March of 1951, and that

a total cost of $7,000,000.

On the other hand, the company

out the territory

for the year

that at least

25,000 machines have been

Peskin, who has been in the

marble industry for some 18 years and

and organize a route with four machines, now called

California, is now in the process of

a small route and is in the distribu-

in the steel industry.

Wylie & Towne, 2 IAM

Local Contract Set

STAMFORD, Conn., May 10—A joint new contract agreement was reached this week

between the two locals of the International Association of Machinists, A.F.L., and the Wylie &

Towne Machine Company. Terms of the agreement with locals 529 and 1355, the company

said, would not be disclosed until after they had been presented to the membership for

ratification by the two locals.

A representative of the company said that the agreement “assures uninterrupted production” for

one year.

BINGHAMTON AMUSEMENT CO., INC.

251 MAIN STREET

PHONE: 7-1971

BINGHAMTON, N. Y.
There was a time when coin machine 'exports' meant France, England and other European countries.

That was before our Central and South American neighbors got coin minded... and before our Asiatic and Oriental friends succumbed to the magic of the juke box...

Today, though coin machine customers still span the globe, you could walk to the two countries who last year bought the most equipment from American coinmen.

Here are the four top export customers for 1951:
Canada—$7139,456
Venezuela—$798,654
Cuba—$5529,400
Belgium—$503,409

Eighty other countries also bought equipment to the tune of over $2,500,000! Already, 1952 totals are running 20% ahead of last year... and don’t forget, 1951 exports averaged $100,000 a week!

The coin machine industry has a sizable share in the export market. To do all it can to help this business grow, The Billboard is devoting four issues—one each quarter—during the coming year to the expanding Export Market.

Our objective: To bring the buyers there, together with the producers and distributors here.

Make your reservations NOW for the Summer Quarterly Issue dated June 7th.

Editorially...

Every article packed with interest and valuable information to the seller as well as to the buyer. Here's a few of the highlights...

Duties, Tariffs and Licenses...

Checklist of 'red tape' requirements in major export markets.

45's and the Export Market...

Where they're going and why.

Export Packaging...

A guide to help you 'nail down' your packaging problems.

And many, many more topics and valuable lists for everyone interested in the coin machine business... here and in export countries.
**Coinmen You Know**

**Chicago**

Thomas Hamburger, merchandising director of National Vendors, St. Louis, is still making his home in suburban Glen Ellyn, Ill., even though he recently moved up the size of one of the largest single National distributors. He says he will drive to the plant in about five hours from his home. Eventually, Tom expects to build up plants and become a millionaire.

Robert A. Fischer, partner in Fisher & Fischer Distributing Company, reports the mail vending business is good. The firm's giant location is the Daily News Station in the daily business district. - Richard Tannenbaum, head of Vend-Rite Manufacturing Company, expects to complete arrangements to turn out a new machine for another firm.

**FOREIGN BUYERS!**

It's smart to do business with THE firm that does the most for YOU

In addition to all the latest equipment, we have available for your selection more than 400 pin games at all times, as well as a complete line of music machines, arcade equipment and alleys.

We lose no time in filling your orders... our service is quiet, efficient and reliable.

REMEMBER: For export and domestic business it is now International and Scott-Crosse!

Write for Free Price List and Order Forms

**MORRIS NOVELTY COMPANY, Inc.**

Proudly Announce Their Appointment as EXCLUSIVE DISTRIBUTORS for

**D. GOTTLIEB & CO.**

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SEE US FOR IMMEDIATE DELIVERY ON

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**PROFIT STIMULATING**

**COUNTER GAMES**

**MONTE CARLO**

Good for Chaps, Fraternity, Conferences, Class reunions or anything you can imagine!

Write for descriptive literature.

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New Deluxe Model AMAZING SET-SHOT BASKETBALL

$349.50

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The Man Who Buys from London
is the One with the Smile
-Every Time!

SHUFFLE GAMES

$89.50

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$199.50

CASCADE PRODUCTS COMPANY

MAY 17, 1952
THE BILLBOARD

New artist.

Samuel May

11meg

Vacation.

Woolworth Company, Inc.

Mr. May

1.0

1.0

LAUNDROMAT

COIN MACHINES

103

SAFE AT "FIRST"
Coinmen You Know

Well, if you have access to the full text or image of the document, I can assist you further. If you have any specific questions or need help with a particular part of the document, please let me know.
MAY 17, 1952

THE BILLBOARD

ATTENTION ALL FOREIGN BUYERS

THE CARNEGIE • EMPIRE PICTURES CORPORATION

We are the exclusive world distributors in South Jersey, E. Penna. and Delaware.

ACTIVE AMUSEMENT MACHINES CO.

Guaranteed used one balls

Ready for location at lowest prices

TEN PIN 119.50
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AND THE CHERRY PICKER 199.50

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America's Oldest Distributor

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WILLIAMS MAJORRETTES

Are you looking to upgrade your arcade game experience? Look no further than the Williams Majorrettes! These vintage machines are perfect for any arcade enthusiast, featuring classic designs and a nostalgic feel. With a variety of games to choose from, the Williams Majorrettes will provide hours of fun and entertainment. So why wait? Upgrade your arcade today with a Williams Majorrettes - the perfect addition to any collection. Get yours today!
"Rocket Patrol" is Ready for Delivery!

BUILT FOR YEARS
AND YEARS OF PROFITABLE OPERATION!

- Cold Rolled Steel Base
- All Welded Construction
- Unit requires no grease at all
- Ball Bearing Drive
- Double Inspection Hatch on side for Easy Servicing
- Aluminum Stairway® Attachable to Rocket
- Rocket Ship Body is 10 gauge cold rolled, pressure automotive steel
- Nose, Toll, Fire and Machine Guns are fibre glass atomic (stormproof 0.025" steel)
- Seat and Cockpit upholstered in heavy DuPont product
- Floor Mat in Cockpit in spool-free rubber
- Radar Screen Dashboard has constant motion
- Machine Gun Barrels are solid fibre
- Tap Suck in Cockpit has gun buttons
- The ART Safe Proof Drop Chute
- Motor and Gear are unconditionally guaranteed for 1 year. All other parts are warranted for 90 days.

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Nat Cohn, President

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MAY 17, 1952
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GOTTLIEB'S

CROSSROADS

5 BALL-TRAP HOLES
OF THE CROSSROADS CIRCLE

EASIEST AND SIMPLEST TO PLAY

MAKE 1 TO 7 SEQUENCES—light bottom display ball over.

2 MYSTERY HIGH-SPEED TOP BUMPERS

2 MYSTERY MOVING BUMPERS

2 LUMINOUS POWER SLIDE-OUTS

2-4 TO 3-4-

DRAT! EASE BACK THE BALL FROM THE DISPLAY

REPLAYS FOR THE "CROSS COUNTRY"

POINT SCORING

ARE NOT ALLOWED IN 8 BALL

D. GOTTLIEB & CO.

1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

"There is no substitute for Quality!"

--- ANNUAL SPRING SALE! ---

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Proudly Announce Their Appointment

as EXCLUSIVE DISTRIBUTORS

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D. GOTTLIEB & CO.

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MAKE MORE MONEY

Subscribe to The Billboard TODAY!

New Turf Kings

Original Owner—$375.00

Un-End Distributing Co.

3170 Made St. Racine 2, Wis.
Ride THE CHAMPION by Bally®
FOR BIGGEST
COIN-HORSE PROFITS

REALISTIC WESTERN PONY
STRONG AS STEEL
REINFORCED PLASTIC HORSE
BEAUTIFUL, DURABLE FINISH
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BOX-TYPE STIRRUP WITH
EXTRA LEATHER LOOP
FOR SHORT RIDERS
SIMPLE, STURDY MECHANISM
EASILY ACCESSIBLE
FROM ALL 4 SIDES

Bigger Profits are a Breeze with Bally®
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NEWEST 3-CARD 5-BALL REPLAY HIT

NEW DOUBLE-SCORE
FEATURE GETS BIG, FAST EXTRA PLAY
NEW STYLE "SPOTTER" APPEAL
ATTRACTS EXTRA COINS EVERY GAME
POSSIBLE TO SPOT SIX NUMBERS

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PROMOTES PLENTY EXTRA-COIN PLAY
CORNER NUMBERS SCORE 200

EXTRA BALLS FEATURE
WITH ADVANCING ARROW SUPPORTS GETS EXTRA PLAY

POPULAR "IN-LINE" SKILL-SCORES
3-IN-LINE, 4-IN-LINE, 5-IN-LINE

Operators everywhere are earning fat profits with ATLANTIC-CITY.
Order from your Bally distributor today.

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Chicago Coin's 6 PLAYER DELUXE BOWLING ALLEY

EASY TO SEE! EASY TO READ!

LARGE-LIT." INDIVIDUAL SCORE DIALS

there is no doubt...

WHICH PLAYER IS SHOOTING

there is no doubt...

AS TO INDIVIDUAL PLAYER’S SCORE

A GREAT BOWLING GAME

WITH EVERY POSSIBLE FEATURE

1 FORMICA 2 JUMBO PLAYFIELD

"FLY-AWAY" PINS

3 HIGH SCORE OF THE WEEK

PLAYER WRITES NAME ON SCORE GLASS

4 REBOUND ACTION

20-30 SCORING

5 STRIKE & SPARE 6 7-10

FLICKER LITES

SPLIT PICK-UP

CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD CHICAGO, ILLINOIS

See Your DISTRIBUTOR

SIZE

8 FT. x 2 FT.

1-2-3

4-5 or 6 CAN PLAY

10¢ Per Player

SUMMER CLOSE-OUTS!

We offer the lowest prices on thoroughly reconditioned games. Buy one or more of quality relics today. Check us out—no charge.

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MID-STATE COMPANY

SHUFFLE LINE

SMALL PINS

LARGE PINS

BINGO TYPE

SPECIALS: "POP" CUP, SEE 10 VENDORS

RECONDITIONED LIKE NEW! WRITE

WRITE FOR PRICES

SPECIALS: PANORAMAS

RECONDITIONED EQUIPMENT

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JOCKEY SPECIAL 15¢ extra

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Send for our new list of All-Sports, Pinochle, Arcade, Music, Slot Machines..several advertised or money refunded.

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Bally Turf Cup...$149.50

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"BIG BRONCO" IS THE HORSE FOR US.
We know it's safe because it is approved by UNDERWRITERS LABORATORIES

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"BIG BRONCO"

NOTE: Only EXHIBIT'S BIG BRONCO can carry the UL seal... every location demands this mark of safety.

Dear Joe—
In answer to your question, "Big Bronco" Guaranteed! It sure is.
With a guarantee that means something and is backed by a 51-year reputation of fair-dealing plus the UL Label which means "Big Bronco" is SAFETY approved, not just electrically but mechanically as well. However, don't take my word for it. Ask the fellow who have "Big Bronco" operations. Glad to hear from you, Joe. Write anytime.

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UNITED 6 PLAYER SUPER SHUFFLE ALLEY

BIG, BOLD ILLUMINATED SCORE INDICATORS

EACH PLAYER CAN SEE HIS SCORE AT A GLANCE

HIGH SCORE FOR THE WEEK
JUMBO DISAPPEARING PINS

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PLAYER WRITES NAME ON BACK-GLASS

SIZES
8 FT. BY 2 FT.
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ONE TO SIX CAN PLAY
(10¢ per game, each player)
EXCLUSIVELY FOR THE PLAYING OF 45 R.P.M. RECORDS

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ONLY SEEBURG HAS THE SELECT-O-MATIC MECHANISM