

# The Billboard

JUNE 7, 1952



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE: 25 CENTS

## Colleges Find New Reasons To Restrict Football Video

### Juke Box, Other Coin Machine Exports Start \$8,000,000 Yr.

CHICAGO, May 31. — Figures just released by the U. S. Department of Commerce show that more than \$8,000,000 in juke boxes, venders and amusement games will be sold to foreign markets in 1952, should the rate-of-sale reached in January and February be maintained through the year. First two months of 1952 saw 5,427 coin-operated devices, valued at \$1,043,587, shipped out of the United States.

In 1951 total consignments for the industry, led by juke boxes, amounted to 29,764 units, with an

aggregate sales price of \$5,121,806. The heavy 1952 activity indicates that given a few favorable breaks along international lines, the export business is well on its way to all the promise held for it immediately following World War II and never fully realized due to the changing international picture.

The key to the remarkable growth of overseas coin machine outlets has been the steady and patient development of new territories in practically every part of the globe. In 1951, 52 countries were listed as volume buyers of U.S. built coin equipment but a survey of interested firms in the leading export centers — New York, Detroit, Chicago, San Francisco, Los Angeles and New Orleans — showed well over 100 countries comprised the 1951 market. Operators and distributors from many of these nations had been customers as long as 15 years ago and except for the war years had placed steady repeat orders. But the main development veteran coin exporters stress, has come from the slow

addition of new markets in the past six years, plus a continuing sound merchandising program.

Two typical examples are Venezuela and the Honduras. In 1939, Venezuelan interests imported 11 automatic phonographs with a total valuation of \$2,439. As a result of its postwar development as a South American juke box center, Venezuela has been the leading buyer of new and used American made music machines, and last year accounted for 1,233 coin phones, priced at \$714,738 or approximately 23 per cent of entire 1951 market. Honduras in 1939 had not yet acquired a taste for juke box entertainment. But since 1946 the phones have been going in on a regular basis and last year the dollar value of the shipments was \$39,446.

Music is not the only type of

(Continued on page 75)

### PEERCE SIGNED BY WNEW AS OPERA DEEJAY

NEW YORK, May 31. — Still on a culture-for-the-masses kick, local indie WNEW has signed Metropolitan Opera tenor Jan Peerce as radio's first operatic disk jockey to emcee station's "Summer Opera Festival." The new "informal opera" series starts Tuesday (10) from 8 to 10:30 p.m.

Utilizing a streamlined approach to the classics, Peerce will present only the highlights of a different opera on each program, omitting technical passages and lengthy recitatives. Tenor will sketch in the plot between records and chat about his own career at the Met. Series was conceived by WNEW program director Bill Kaland, with scripts by Earl Cobb.

### Would Prevent Games Being "Big Business"

#### NCAA Drops Gate Damage; Net Execs Oppose '52 Plan

By SAM CHASE

NEW YORK, June 2. — Although completely reversing the field over the reasoning it applied a year ago, the National Collegiate Athletic Association's TV Committee today (Monday) issued a 1952 TV football plan which retains basic features of the 1951 restriction on telecasting grid games.

Where the NCAA's stand on limiting telecasts last year was predicated on protecting the gate receipts of those schools not being lensed, the organization now takes a completely different tack. The current plan, it says, is a "nation-wide co-operative effort to keep college football from getting out of bounds as a 'big business,'" and is intended to "prevent 'television monopoly' by the larger and more popular teams."

The 1952 plan at no point mentions protection of gate receipts — presumably the reason the organization stepped into the TV picture in the first place — despite a heavy outlay of money for its recently-released study on the subject by the National Opinion Research Center, a study which subsequently has been widely

(Continued on page 5)

### Seek Official Song for Army

NEW YORK, May 31. — Continuing the Army's search for an official song, Secretary of the Army Frank Pace will host a group of representatives of the music industry at a Pentagon luncheon on Monday (2). The "get together" has been arranged so that Pace can outline the need for an Army song. It is also believed that the Army Secretary will ask the record companies to co-operate in recording tunes of this type as a means of stimulating enlistments.

Representatives of both of the leading music performing rights organizations as well as a.&r. people will attend. From the American Society of Composers, Authors and Publishers will be President Otto Harbach, Paul Cunningham, Fred Ahlert and Sammy Seltz. Prexy Carl Haverlin, Bob Burton and Russ Sanjek will be on hand from Broadcast Music Inc. Record men slated to attend include Morty Palitz from Decca and Art Talmadge of Mercury. Dave Kapp of Victor, Dave Cavanaugh from Capitol and Colum

(Continued on page 18)

### Bulletin Weighs Religious Films

WASHINGTON, May 31. — A Film Information Service for those interested in religious films for theater or TV will be inaugurated June 1 with the issuance of a monthly bulletin by the National Council of Catholic Men. The bulletin will carry reviews of four films and information on their cost and availability.

The service also will review and catalog 16mm. religious films suitable for use on local TV stations, in schools or halls. Annual membership fee, which covers a year's subscription to the monthly bulletin, "Close Up," is \$2.

### Andrews Trio Pull Legal Coup

HOLLYWOOD, May 31. — One of the neatest ways of taking money from one pocket and putting it in another had the Andrews Sisters win \$157,650 from themselves here last week (27) by default judgment. The circumstances of the case had members of the legal profession shaking their heads as far east as New York.

The details are as follows: The three girls had filed suit as individuals against the Eight-to-Bar Ranch Corporation, in which each of the sisters owns 25 per cent of stock, serve as organization's three officers and control the disbursement of all moneys. The suit was filed to recover funds which they had given the corporation, as well as record royalties which the firm controlled.

Then the three songsters served papers on Patti, who is president of the Ranch firm. She, in turn, with the support of Maxine and Laverne in their capacities as officers and directors of the firm, failed to file an answer, thereby assuring a default judgment in favor of the thrushes as individuals.

Left holding the bag is Lou Levy, former manager of the trio, who owns the remaining 25 per cent of the company. Since he controls only one-quarter of the stock, he was not legally able to file a reply. He is leaving New York immediately to try to have the decision cast aside and the case reopened.

### Radio Campaigns to "Get Out the Vote"

#### Hartford Station Starts Ball Rolling With Anti-Commie Spots; to Release Generally

HARTFORD, Conn., May 31. — In a dramatic move to "get out the vote" this year, radio station WCCC here has recorded a series of special non-partisan spot announcements by Robert Vogeler, who was imprisoned by the Communists, and Herbert Philbrick, author, WCCC manager. Paul Martin is negotiating with the American Heritage Foundation to release the public service series to stations across the country this summer on a non-commercial basis.

Spots will be launched over WCCC Thursday (5) with a special introductory speech by Connecticut Governor John Davis Lodge. Announcements will be supplemented with testimonials of local displaced persons, who, having known what it is to be deprived of all freedom, can personally attest to how priceless is the privilege of voting.

### RADIO EXEC MAKES BIG HIT

NEW YORK, May 31. — A group of WNBT executives were watching a Dodge game on TV one evening last week, when Jackie Robinson came up to bat and hit a homer.

Taking it in stride, WNBT general manager Ted Cott's comment was: "Boy, can these NBC executives hit." Robinson joined the station here earlier this year in the triple capacity of performer, special events exec, and merchandiser.

Altho the Foundation hasn't made a final decision on distribution (Continued on page 6)

### NITERY OPS MOANING

#### Costs Up, Profits Down; "Names" Don't Pay Way

By BILL SMITH

NEW YORK, May 31. — The costs of operating a cafe, hotel room or even a restaurant have reached such a level that even the established names that were always solid box office in the past are no longer justifying their salaries.

A major cafe like the Copa, Latin Quarter, Chez or Riviera, with a line two bands, a headliner and two or three additional acts, has always operated on a rule of thumb that the income must be three times the show budget for the house to meet its overhead. Anything above that is profit. Hotel rooms and spots with a single act, piano player, etc., theoretically came in under the same rule of thumb.

But with costs mounting, the ratio has been lifted. Hotelmen claim that a show now takes care of only 20 per cent of the overall expense. So the room has to take in a theoretical five times its talent cost to break even.

Clubs still squeeze by on the three-for-one basis, however. The chief fault, say both cafe and hotel operators, is the "unrealistic" approach by the Office of Price Stabilization. "We have to buy potatoes in the black market or buy a lot of tie-in stuff we have no use for. We can't charge more because the OPS won't let us." (Continued on page 15)

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# Billboard Backstage

By JOE CSIDA

Keeping these battered ears to the showbusiness hall has always been fun and most stimulating, but more so than ever since the advent of television. That goes for all of us on The Billboard. In these pages every week we have a hundred and one stories detailing the changes being wrought by this newest member of the entertainment family.

And of all the utterly absorbing facets of video, possibly the most fascinating of all is the film side of the business. We have watched this phase of TV with an eye as wide as the Columbia Broadcasting System network identification pattern for several years. There are few active, very or moderately important workers in TV-film, in whom we haven't listened with all our pores open. Much of such listening has been in pursuit of news tales, but much more has been part of an all-out effort on our part to learn, as rapidly as possible, what the TV-film dodge is all about, and how we may best serve the field.

During my recent stay in Hollywood, squired by Lee Zhitto, I had the pleasure of kicking around wide picture problems with such knowing folks as Klaus Landsberg, Hal Roach, Lou Shader, Basil Grillo, Dick Dorso, Louis and Adrian Weiss, Lee Savin,

Carol Case and a number of others. I got under the feet of directors, cameramen, grips and actors shooting some of the new TV-film series we'll be seeing soon on the tube.

And the overwhelming impression I came up with is the same I've gotten from similar talks with the Ted Cotts, the Billy Goodhearts, the Saul Turells and others vitally concerned with tele-flickers here in New York. That impression, most simply stated, is that here is a fast-moving, vital part of showbusiness in which even the most experienced television, radio and/or picture men (not to mention advertisers and their agencies) are groping toward stabilization. The entire field is so new, so few firm patterns have been set, that there are a thousand and two theories about the best way to perform every function from production thru selling, from programming thru promotion. And for every theory one able glib holds, there is another completely opposed theory supported by a fellow equally as able as the first.

Having arrived at this conclusion some little time ago, we are right this minute wrapping up what we hope will be the most notable single trade newspaper contribution to clarifying some of

the more perplexing problems of the field. This would, of course, be The Billboard's first TV-Film Quarterly. You may have noted the house ads we've run on this special effort these last few weeks. If so, you know that we'll be featuring special articles by some of the best brains now practicing in every phase of the TV-film field. And we'll present the findings of the most exhaustive survey of every aspect of the field ever made. This study will compare most favorably with the revealing, stimulating similar surveys we've been making periodically for years in such other entertainment fields as records, films, amusement machines, etc.

This first of our TV-Film Quaterlies represents literally thousands of man-hours of toil on the part of practically all of us from publishers Bill and Rog Littleford, thru such Billboard belles as June Bundy and Charlotte Summers, with a vast task turned in from the West Coast wing by Lee Zhitto. I'm completely convinced that what we've turned out has been well worth the stress and strain. I think you'll be too. Watch for that first TV-Film Quarterly in next week's issue. If you're in any branch of video, you'll find it vitally useful. And if you're a Billboard reader in any field, you'll find it fascinating.

# Washington Once-Over

By BEN ATLAS

WASHINGTON, May 31.—Altho this has run out for the Bryson-Kefauver Copyright Bill in the present Congress, the measure hasn't been finally shelved. The controversial bill came up for discussion the other day in a closed-door session of the House Judiciary Subcommittee on Copyrights, Patents and Trademarks. Subcommittee members got nowhere. While the confabbing didn't alter the long-established prospect that the bill to impose juke box royalties will die with the present term of Congress, the likelihood is stronger than ever that similar legislation will be introduced in the 83d Congress which begins in January. Proponents see improved chances for acceptance in the next Congress which will have more time to deliberate and will have fewer political considerations inasmuch as 1953 will be an off-year politically. However, foes are confident that the drive for the legislation can never regain the peak reached earlier this year when proponents had their best chance to capitalize on the bill's eminent sponsorship — Sen. Estes Kefauver (D. Tenn.) and Rep. Joseph Bryson (D. S. C.), chairman of the House Judiciary Subcommittee on Copyrights, Patents and Trademarks. Furthermore, say the bill's foes, the subcommittee has virtually

turned thumbs down on the legislation after studying the biggest volume of testimony ever assembled on the subject.

## Big Error on Disk Taxes Makes Bureau Blush . . .

Internal Revenue Bureau is blushing over a whopping error chalked up by its field offices in computing receipts from the federal excise on phonograph disks. It turns out that the field offices have been erroneously crediting the disk tax collection with a lot of receipts from other tax sources. This happens every year, a tax official explained to us. "Mistakes thru misclassification of receipts are unavoidable," he continued, "and so to correct the errors we select one month each fiscal year to make the correction by subtracting the misclassified amounts from that particular month's receipts." Internal Revenue's dexterous corrections of its misclassifications went unnoticed until this year when for the first time the bureau came out with a minus figure as the amount collected from the disk tax in April. The latest tally shows "minus \$124,799.91" received by Uncle Sam from the tax on disks in April. That's \$801,128.95 less than the amount collected the previous April. Actually, tho, the bureau is estimated to have collected

nearly \$700,000 from the tax in April, 1952, but previous mistakes in classification by the field offices put the "take" for the month in the red, just a shade lighter than the collector's checks.

## DC's Okay on Bus Radio Stir Talk on TV Next . . .

The Supreme Court's verdict this week upholding transit radio has touched off a lot of backstage industry talk about future possibilities for transit television. Significantly, in the court's majority opinion as well as in a dissent by Justice William Douglas, nothing precludes the future use of TV on public vehicles except in States which specifically outlaw it. In fact, Justice Douglas' dissent emphasized that the tribunal's majority verdict leaves the way clear for transit TV as well as radio. Talk about transit TV is highly speculative. Some engineers say there are still a lot of electronic "bugs" to be removed; besides, TV would have to compete against FM for franchises in several of the key cities where heaviest investments have been in transit radio by broadcasters who can't bid for TV licenses because of lack of channels. Nonetheless, the court's judgement is considered as strong encouragement for anybody who wants to start planning.

# Amusement Tax Yield Lags, But Not for Cabarets

WASHINGTON, May 31.—Amusement tax collections in April showed a general drop from the same month last year, with only cabaret admissions and liquor tax receipts increasing from 1951, according to latest Internal Revenue Bureau figures this week. Phonograph, radio and TV set tax revenue in April was \$10,896,666, a decline of \$7,327,681 from the previous April, while tax take for theater and concert admissions slid to \$23,909,313 from \$26,971,896 in 1951.

April tax yield from musical instruments was \$83,945 as compared with \$245,217 for last year's corresponding month. Disk take showed a \$801,128 drop from the previous April. This is not an accurate shrinkage, however, since the Internal Revenue Bureau arrived at its April, 1952, figure by deducting an amount which had been credited to disks by mistake over a period of several months in some of the field offices. In this way, the bureau wound up with an April, 1952, deficit of \$124,799.91. Disk taxes since the July 1 start of the fiscal year totaled \$5,873,433 as compared with \$5,967,812 for the corresponding period of the previous fiscal year. Liquor tax collections for April increased to \$210,410,887 from \$134,069,849 in 1951.

Revenue from liquor taxes so far this fiscal year, however, is \$97,207,168 behind last year. Cabaret and roof garden admission taxes stood at \$3,848,102 this April, while in April, 1951, they were \$3,683,580.

# Rome Round-Up

By SYD STOGEI

(This column appears once each month.)

ROME, May 31.—Beyond any doubt the hit of the Florence May Music Festival—at least so far—is George Ballanchine's New York City Ballet, which gave the first of eight special performances last week. Critics were practically unanimous (the Communist Unit's critic was the exception) in their warm praise for the American spectacle and special orchids were tossed at dancers Nora Kaye, Janet Reed and Tanaquil LeClere.

Lots of film activity. Salvatore Dali and Gjon Mili are planning a flick called "The Meat Cart," with Anna Magnani as the star, who's just finished Jean Renoir's "Technicolor epic," "The Golden Carriage" with "Roman Aria" up next. . . Gianni Francolini has finished shooting the first of four parts (starring Alda Valli) of "We Women," which relates true biographical episodes in the lives of Valli, Isa Miranda, Ingrid Bergman and Anna Magnani. All are contributing their services to the film, half of the receipts of which go to the Italian Actors' Home.

## Producers to Film TV Pix; Vaude Comes Alive . . .

Producers Harlan Thompson and Frank Chapman are here to do a series of TV flicks. The Quattro Fontane Theater has just added a stage show to complement its film program, and now Rome has nine vaude shows running, which is not bad for a town of less than 2,000,000. . . . Vittorio Vassanotti paid \$11,000 for the flick rights to Flora Volpina's best-selling novel, "The Woman of Florence," which is now in its ninth edition. . . . Director Renato Castellini, who scored at Cannes with his "Two Pennies of Hope," wanted John Barrymore Jr. for the lead male role in his forthcoming "Romeo and Juliet," which will be filmed at Venice next July. Barrymore, however, is tied up with Howard Hughes. The actor shortage is still acute. Of the 33 flicks now in production in Rome, 22 have foreign performers in addition to the Italian cast. . . . Raymond Bernard starts shooting Shakespeare's (Continued on page 49)

# London Dispatch

By LEIGH VANCE

LONDON, May 31.—This week's annual Equity meeting agreed to resist the relay by TV of plays performed before a normal paying audience. The feeling was that an actor cannot give a good performance to a man in the gallery and a viewer sitting in the (equivalent) of his pocket, at the same time.

General Secretary Gordon Sandison said that did not mean that Equity would ban all TV relays. It had no objection to shows being telecast, provided they were performed before a specially invited audience.

## Broadcasting Aids Live Theater . . .

Said President Felix Aylmer, "One result of broadcast entertainment is to increase interest in the live theater." He thought that after three years the average viewer would get bored with looking in for his entertainment, and start visiting the local theater or motion picture house again.

Figures which came out during the meeting revealed there are 10,000 registered members of Equity. But, in any one week, there are only 6,000 jobs available for them. A resolution suggesting a special meeting to discuss regulated entry into the profession was rejected.

The bill keeps being passed back and forth between the War Office and vaudeville on the question of artists entertaining the troops in Korea. The stars claim the War Office has never invited them. The Army counters that very few artists had "offered" to go. At the moment there is a deadlock. It seems the War Office is not aware that artists are booked sometimes months ahead. They expect them to be ready and packed whenever they fire a gun.

## Peers to Malaya

This week a deputation from the Variety Artists' Federation went alone to the House of Commons to discuss the position with the Minister for War. Meanwhile, it is announced that singer Don (Continued on page 49)

# Paris Peek

By ANNE MICHAELS

PARIS, May 31.—A star-studded glamorous end-of-season period has got well under way, not so much for the clubs and restaurants which depend on the big spender and occasional visitor but rather for the Paris residents.

"Masterpiece of the 20th Century" program under way here. With all the modern musical classics and great names in the theater, music and literary world making appearances, the average Parisian finds it impossible to fit in all that is going on. Biggest hits of the festival are the New York City Center Ballet company and the new "Oedipus Rex" opera written by Jean Cocteau and Igor Stravinsky. The festival has been getting unruly praise from the critics, except for a few minor differences.

## Paris Fair, Niterles Bring Festivities . . .

The big Paris fair is being staged with business exhibitions from all over the world. Displays galore appear each day, and entertainers move from one niterly to another. The biggest night club opening was Spivy's long-awaited one. In the intimate praise modeled after the famous New York's Spivy's Roof, the lady holds forth into early morning hours, after most of the clubs have closed their doors. . . . American pianist Bobby Short went into the Mars club where Charlie Beal, who takes over at the Calavados, was playing. . . . The Peters Sisters are at the Rinside, and Yves Joly with his troupe, back from New York, are in the Rose Rouge. Joly has also accepted a small part, partly as a dare, in the film of Satre's "Respectful Prostitute" (Continued on page 49)

# Picture Business

By LEE ZHITTO

HOLLYWOOD, May 31.—The American movie, long at the mercy of State and city censors, this week won a major victory in its continuing fight for emancipation of the screen. By a unanimous vote, the U. S. Supreme Court reversed a ruling of the New York courts which had upheld the New York State Board of Regents that banned exhibition of "The Miracle."

Said the Supreme Court: "Expression by means of motion pictures is included within the free speech and free press guaranty of the First and 14th Amendments."

In its latest interpretation of the constitutionality of screen censorship the Supreme Court reversed its own 1815 Mutual Film Corporation ruling in which it had upheld an Ohio statute governing film "blue penciling." Since then, cities and States have used that ruling as the basis for setting up their reviewing boards which decided the fate of films. Requirements of States differ. It is not uncommon for producers to shoot different versions of films to meet

restrictions of various areas. Often the changes are slight. At times, such as in the case of "Pink and Terry" or "The Miracle" in New York, an entire film has been blacked out of an area.

Fear of censorship prior to production of a film has served as an invisible blue-pencil, forcing producers to drop a given subject or alter a story line so that the film would comply with restrictions in various sectors of the land. This week's court decision far from eliminates screen censorship in that the court sought to limit its ruling only to the question of whether a film can be banned if its contents is proved "sacrilegious" rather than treat the problem of censorship on a broader scale. However, the fact that the ruling links freedom of the screen with the freedoms of speech and press has served to blunt many a blue pencil.

"The present case," said the court, "is the first to present squarely to us the question whether motion pictures are within the ambit of protection thru which the First Amendment, thru

the 14th, secures to any form of speech or the press."

## Cites Movies' Effects on Youth . . .

"It is further urged that motion pictures possess a greater capacity for evil, particularly among the youth of a community, than other modes of expression. Even if one were to accept this hypothesis, it does not follow that motion pictures should be disqualified from First Amendment protection. If there be capacity for evil it may be relevant in determining the permissible scope of community control, but it does not authorize substantially unbridled censorship such as we have here.

"For the foregoing reasons, we concluded that expression by means of motion pictures is included with the free speech and press guaranty of the First and 14th Amendments.

"To the extent that language in the opinion in Mutual Film Corporation v. Industrial Commission, supra, is out of harmony with the views here set forth, we no longer adhere to it. . . ."

RIP VAN RUMBA

Borscht Belt Still On Latin Tune Kick

By BOB ROLONTZ
NEW YORK, May 31.—As Memorial Day (30) rings up the curtain on another season in the York State roughly covering Sullivan County—three facts stand out: 1) Latin rhythms—rumbas, sambas, tangos and guarachas are sweeping the hills and dales of the Catskills; 2) over 1,000 musicians will be employed in clubs and hotels in this area from now till Labor Day; 3) this will be the "greatest season yet" according to resort owners, who traditionally project such optimism each sunny Memorial Day week-end.

The Borscht Circuit rumba kick is not a new development, having invaded the Catskills more than 15 years ago. However, the trend has grown so rapidly that this year it is estimated about 25 per cent of the music played in the mountains will be furnished by Latin-American orks. Whether the growing devotion to rumbas, et al., by Borscht Circuit customers is due to a desire to limit the effects of such high-colored foods as blintzes and sour cream, was not ascertained by The Billboard at press time.

Employment Boom

According to Henry Josephs, secretary of the Middletown, N. Y. Local 809 of the American Federation of Musicians, which has jurisdiction over Sullivan County,

this season will see the highest employment of musicians in the county in years. Last year about 900 to 950 musicians were working in the land of Washington Irving; this year about 100 more will play there. There are about 200 clubs and hotels under the local's jurisdiction, each employing from three to seven musicians. The largest hotels use 10 to 12-man orks, while resorts like The Concord and Crossing's use two or three bands, totaling up to 30 musicians.

Josephs said that the average wage this season is about \$70 to \$75 per side man, plus room and board. The rate for the Latin bands averages up to 25 per cent higher, or about \$85 to \$95 per week, plus food and lodgings.

As an indication of the strength of Latin rhythms in the sylvan Catskills, Mercury Artists, who book most of the rumba orks for the area, informed The Billboard that Pupi Campo's ork was offered \$2,000 per week, plus room and board for the men, by one of the large Sullivan County Clubs. In many cases, however, these Latin bands are not all Latin, but only partly so. Usually the Latin orks have Americans in the sax and brass sections, with Latin's from Cuba or Puerto Rico, in the rhythm and vocal departments.

Many Changes

There are many changes in the Catskill scene this year both in employment conditions and in the type of music coming out of Rip Van Winkle's beloved hills. One (Continued on page 17)

L.A. Op Seals Package Shows

HOLLYWOOD, May 31.—General entertainment packages, ranging from a huge variety vaude show to perhaps a band package, are being sought by Jim Doolittle, new manager of the Greek Theater, 4,400-seat outdoor theater in Griffith Park, Los Angeles. Doolittle, who just acquired a long-term lease on the park theater, said that he is opening with the Ballet Russe July 9 for two weeks, but has nothing booked after that period. He will run until September 15. Doolittle will not follow the theater's policy of the last two years of offering only light opera, but will utilize "any package which looks like it will do business." He is interested not only in location packages, but also in one-night engagements. He has two band shows in mind and is mulling a variety vaude package with a major headliner.

Doolittle, who has promoted longhair and legit here independently for the past five years, hopes to install a civic opera and ballet movement at the theater in 1953.

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Highlight Reviews

LEGITIMATE

N.Y. Theater Co. Hits '52 Jackpot With "First Lady," 3d Comedy Hit

By BOB FRANCIS

It would seem that the New York Theater Company has found the formula for hitting the comedy jackpot in its spring season. You just go back and pick a revival from a time when good comedies were written, cast it with the best talent available, give it fine direction and production, and there you are with something that makes most current comicallities look wilted and jaundiced. The Centerites have done it three times in a row, this time going back 17 years to exhibit the Katherine Drayton-George Kaufman happy satire of Washington manners, "First Lady."

The intervening years have left

no scars on "Lady"; it is still as crisp and witty as when its authors first went good-naturedly gunning for the distaff side of Washington officialdom. It is wonderfully timely today, because it is so easy to believe that the same social jealousies and feuds maintain at the moment. Apparently, there has wisely been no effort to bring it up to date. If survives as a timeless, enormously amusing fem battle with an exceedingly clever woman out-intiguing a not-so-nice and considerably duller rival.

The ladies of the fable, as may be remembered, are the wife of a Secretary of State and the wife

of a Supreme Court Justice, the latter hussy scheming to get herself into the White House. But Mr. Secretary's spouse has her eye on the nomination for her own husband, and how she out-smarts her upstart rival, when all seems lost, adds up to two-hours-odd of wonderful high comedy. "First Lady" is once more a real delight.

The Centerites have assembled a splendid cast for this edition. Six of them get co-starring billing. (Continued on page 49)

"First Lady," reviewed at N. Y. Theater Co., New York, Wednesday, May 28.

NIGHT CLUB

Plush Astor Roof Goes Bucolic as "Grand Ole Opry" Opens for Summer

By NEV GEHMAN

Visitors to Gotham may find themselves back home at the Astor Roof where Nashville radio Station WSM's "Grand Ole Opry" is holding sway for the summer months. Whether biased New Yorkers will be willing to unbend enough to sit back and enjoy themselves, is a question still to be settled.

The hotel has gone all out for this one, with realistic conversion of the bandstand into an exterior of a barn, complete with all the fixin's, plus a couple of farm murals. The show, itself, is actually only a segment of the four and a half hour-long stanza that packs thousands into Nashville's

Ryman Auditorium every Saturday night. The hostelry deal calls for a new headliner every two weeks. Top-billers for the first two weeks are country warbler Red Foley and Minnie Pearl, a corral comedienne with a mail order wardrobe.

The package that has been put together for the Astor is a good one, but with possibly too much emphasis on the comedy side. The Minnie Pearl rolled the patrons with a couple of her corral gags, the Duke of Padueah failed to elick. Miss Pearl also played with a belting version of "Jealous Heart."

The strength of the show was

in the music. The relaxed delivery of Foley came thru fine on his past clicks, such as "Tennessee Saturday Night" and "Chattanooga Shoeshine Boy." In his closing melody, however, Foley would do better with material he has established himself, rather than depending too much on tunes set by other artists.

The Jordanaires, a top group, received a fine reception for their (Continued on page 14)

"Grand Ole Opry," reviewed at the Astor Roof, Hotel Astor, New York, Monday, May 26.

VAUDEVILLE

New Autry Act, Capsule Version of Arena Show, Is Solid Combo Fare

By NORMAN WEISER

Wisdom of building a package show flexible enough to be streamlined for theaters and expanded into an aud-arena or rodeo winner, was strikingly displayed at the Oriental this week. In effect, the Gene Autry package is literally a one-hour version of the longer and highly successful show which the cowboy star toured earlier in auds and arenas.

While stressing the character he has carefully built up thru the years, Autry is a polished showman. Obviously aware that his name will pull the moppets in droves in areas where his radio, TV and motion pictures are popular, he has infiltrated his routine

with enough salable material to insure the attention of the adults as well as the kiddies.

The striking resemblance between the stage and outdoor versions of the Autry package is evident from the opening when, with a darkened stage, shots are heard and the lights come up on a Western setting with three masked cowboys supposedly shooting it out with their victims. Into this scene comes Autry, his gun blazing, and the show is underway. The 12-piece house band is in cowboy duds, with the bandstand resembling a New Mexico landscape. Presentation is run off swiftly, but with precision that comes from much experience in handling these type shows.

Autry, of course, is the focal point during the entire hour. He not only tells a few gags which fit in with his character, sings and works his two horses, but emcees as well. There also is a strong supporting cast including the Marino Sisters, three top fem acro-dancers; Cass County Boys, Pat Buttram, Jemez Indians, Jack (Continued on page 14)

Gene Autry, reviewed at the Oriental Theater, Chicago, Thursday, May 23.

CARNIVAL

"World of Mirth" Fulfills Old Cliche; It's "Bigger 'n' Better" in Every Way

By JIM McHUGH

Long noted for size, the mammoth World of Mirth Shows have taken on even greater proportions this year with added physical equipment that will call for skillful ledgerman on the part of any lot man taxed with the job of squeezing its multiple units into cramped quarters.

Accepted formula calls for halving, or even eliminating, units when a lot lacks the necessary size, a frequent occurrence on the WOM route. The wielder of the scalpel this year will have to be specially dexterous. The job of deciding where to slice may result

in choosing straws, for there is too much quality, and too many major units, to make the job an easy one.

In a business that has long been addicted to the cliché, "bigger and better," Owner Frank Bergen has very nearly achieved his predictions of last season. At the time he said that he wanted a circus unit that would be unique and stand up under the strongest billing. This he has in Barnes Bros', Circus. Bergen also said that he wanted a girl show that would be a cut above anything the show has had in the past. This he also has with a Dixie Gordon unit.

Achieving these two major units according to plan became a "must" on Bergen's winter calendar. He said that they would cost him money, and they have. The guarantee on the two units is estimated at around \$3,000 per week, a considerable hunk of dough, especially in a season that has seen the show rained and mudded out at each of its four stands.

Barnes Bros', Circus, an Arthur (Continued on page 50)

World of Mirth Shows, reviewed last week at Plainfield, N. J.

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## SIX STATIONS CALL CBS AFFILIS TO AIR PROBLEMS

### July 1-2 Sessions Would Clarify Position With Net, No Rebellion

By JOE CSIDA  
**NEW YORK, May 31.**—The most recent demonstration of the continuing conflict of basic interests and current attitudes of radio networks and their affiliated stations came this week when six important Columbia Broadcasting System affiliates sent a wire to all CBS stations, urging them to attend an all-CBS affiliates meeting in New York on July 1 and 2.

The wire, signed by George Storer, John Fetter, Ken Brown, Vic Scholis, John Patt and Bill Quanton, opened with this remark, in asking their fellow broadcasters to attend the sessions: "The undersigned feel that the current network radio situation offers cause for grave concern..."

#### Not Invited

CBS executives have been invited to attend the second day of the sessions, and key affiliates were confident that Bill Paley, Frank Stanton, as well as Adrian Murphy and other brass, would meet with them.

Affiliates most active in planning the meeting stressed that it was in no sense an anti-CBS meeting. Most key affiliates expressed great and continuing confidence in the web, but felt that a clarification on certain current problems was essential.

On the other hand CBS' continuing effort to get the affiliates to sign what many consider a

"blank contract" (calling for CBS payment to stations on network shows to be expressed in percentage rather than dollar terms) has many affiliates perturbed.

"They presented the idea to us as a necessary defensive measure, way back when the National Broadcasting Company was pushing its Economic Study Proposals," said one key affiliate, "but now that the NBC plan seems dead, they're still pushing for the 'blank contract' idea."

#### Bad Judgment

Another key affiliate said he felt the networks were trying to get stations to "underwrite their

bad judgment" in various allegedly uneconomic talent deals made by the networks.

Also up for discussion, of course, will be the question of various deals, special discounts and camouflaged rate-cuts, which some of the webs are said to have been making.

There seemed to be some question as to how the affiliates would respond to the invitation to attend the meeting. Some, it was reported, would hesitate jeopardizing their CBS franchises, regardless of the opinion of other affiliates regarding the current network "crisis."

## TV-Radio Programs Get House Probing

WASHINGTON, May 31.—As a House Interstate and Foreign Commerce Subcommittee probing TV-radio programming launches hearings Tuesday (3) with Rep. E. C. Gathings (D., Ark.) as lead-off witness, the Federal Communications Commission will prepare to turn over to the subcommittee a bale of letters received from the public on the subject. The commission will take the action in compliance with a request issued by the subcommittee headed by Rep. Oren Harris (D., Ark.).

Gathings as first witness at the current phase of the hearings which will run thru June 5 is expected to reiterate complaints about what he has described as an excess of crime programs. At the same time, Gathings, who authored the resolution calling for the probe, also is expected to urge the subcommittee to make a searching study preparatory to drawing any conclusions, and he will encourage the group to proceed along "careful and constructive lines," as already aired by Chairman Harris. Gathings will be followed to the witness stand by other congressmen, after which spokesmen for civic organizations will be given a chance to be heard. Further hearings will be scheduled

later for appearances of spokesmen from the National Association of Radio and Television Broadcasters (see separate story on NARTB board meeting) and other representatives of the broadcasting industry. The subcommittee announced that any witnesses who want to appear "should make their wishes known promptly to the clerk of the House Interstate and Foreign Commerce Committee, Elton J. Layton, Room 1334, New House Office Building."

The Harris subcommittee after its first executive session this week announced that it will undertake to study "programming techniques, including the question of responsibility for and control over the content of radio and television programs on the part of broadcasting licensees." The study and investigation, stated the subcommittee, "will be conducted within the terms of the resolution which provides that the subcommittee shall determine the extent to which the radio and television programs currently available to the people of the United States contain immoral or otherwise offensive matter, or place improper emphasis upon crime, violence and corruption."

## EDITORIAL

### Things Look Better

There are increasing indications that the radio nets may yet be persuaded that the solution to their problems lies in directions other than drastic, across-the-board rate cutting and deals. At this moment the question seems to be whether or not the affiliated stations of all the networks and local broadcasters will be able to bring their influences and efforts to bear before one or another of the major networks takes the "rate-adjustment" step officially. The situation, indeed, has developed into a kind of grim race.

National Broadcasting Company affiliates got up on their hind legs at Boca Raton, Fla., several months ago, and effectively blocked the National Broadcasting Company Economic Study Plan, the rate adjustment aspects of which they considered "destructive." The All-Industry Affiliates' Committee, under the able leadership of Paul (Fritz) Murency, has continued to raise an effective voice, no matter how intangible. And now the Columbia Broadcasting System affiliates are going to discuss the problems facing their network, among themselves and with the web. (See adjoining story.)

#### Moves Ahead

Meanwhile, a number of positive developments to gain full recognition of radio's continuing great power as a major advertising medium are shaping up well. The Broadcast Advertising Bureau "Sell Radio" plans are growing in scope and effectiveness. The Advertising Research Foundation, in another month, will have its plan for a re-evaluation of research and research techniques firmed up. And broadcasting groups all around the country, as well as hundreds of individual stations are doing an increasingly better job of selling radio, as well as their own stations.

The pattern seems to be taking real form: Check network defeatism, and sell radio thru every possible device.

Right in the chance of radio holding firm and re-establishing itself seem better than they have for quite some time. We hope all broadcasters will stick to it, and stick together.

## VIDEO STRATEGY

### NARTB Meet to Discuss TV-AM Program Probe

WASHINGTON, May 31.—Strategy in dealing with the current TV-radio programming probe (see separate story) and in coping with other major legislative issues will be an inescapable topic when the National Association of Radio and Television Broadcasters convenes here June 12-13. The board's forthcoming session is timed by sheer coincidence to follow the first week's hearings by the House Interstate and Foreign Commerce Subcommittee investigating TV-radio programming. NARTB is priming to head broadcast industry witnesses when their turn is reached in the hearings.

The association's approach at the hearing will follow the theme already sounded by NARTB President Harold E. Fellows, who in a Watertown, N. Y., speech this

week (27) warned against those who would "place governmental halters on the inestimable power of radio and television." Declaring that there are all kinds of arguments in favor of "boards of experts to decide for and Mrs. John Q. Public what they should and should not see and hear," he said that the sure type of control "is exercised by the people, acting in an atmosphere of liberty, by their daily determinations as to program choices." He warned that "whose stewardships over broadcast frequencies reflect continuing mediocrity and downright shabbiness are wantonly wasting their greatest economic resources—the support and confidence of the public."

Preparatory to the forthcoming (Continued on page 12)

## BAB Bounds Ahead, Hopes Webs Co-Op

NEW YORK, May 31.—"We don't know what the networks' plans are with regard to radio rate adjustments, but we hope they'll make no serious changes until our program has an opportunity to get under way and make itself felt," Charles Calley, chairman of the board of the Broadcast Advertising Bureau, told a press conference this week.

Calley expressed this hope in answer to queries regarding recent rumors and speculations regarding radio web-rate activity, in the course of a presentation of BAB's growth, and its plans for the future. The broadcasting promotion agency now has 622 station members and a budget of \$801,000. In April of this year, the budget was \$468,000, and on March 1, 1951, the organization (Continued on page 12)

## BCE Starts Work on Six TV Pilot Pix

HOLLYWOOD, May 31.—Bing Crosby Enterprises this week started editing six of its TV film pilot reels while preparing production on a new series. Pilots now in the cutting rooms include "Up Ferguson Way," "The Best Year," "Magic Story," "Corny Johnson," "Dreams of Glory" and "Those Were the Days."

Basil Grillo, BCE veepee in charge of production, expects pilots to be ready for sponsor screenings within four weeks. Ed Berends producing "Magic Story" with Barney Girard and Dick Dorso co-producing the other pilots.

On July 31 BCE's cameras will start rolling on the "Perry Mason" series based upon the Earle Stanley Gardner whodunit. Dorso will produce with Gail Patrick serving as associate producer.

## NEWS CAPSULES—COAST TO COAST

### Du Mont to Scan Times' "Forum," WQXR to Air Tape; TV for Caracas

NEW YORK, May 31.—The Du Mont Television Network has signed to televise the New York Times' "Youth Forum" series beginning next September 14. The one-hour forums will be telecast each Sunday from 5 to 6 p.m. Taped versions of the show, cut to 45 minutes, will be rebroadcast the following Saturday on local radio station WQXR, owned by the New York Times. Moderator for the series will be Dorothy Gordon, who has handled the youth panels for the past seven years.

#### Caracas Completes Plans For First Video . . .

CARACAS, Venezuela—Plans have been completed for the establishment of this country's first video station. Telecasts are scheduled to begin in November on the government-owned, non-commercial station, which will operate with an RCA 10-kw. transmitter purchased this week.

#### "Bellboy" Suit Again Gets Postponed . . .

DETROIT—Trial of the \$850,000 lawsuit brought by the Storer Broadcasting Company's WJBK against WXYZ, American Broadcasting Company owned outlet, over the right to the title "Jack the Bellboy" has again been postponed by Federal Judge Arthur F. Lederle. The judge will be

away from the city and has set the trial over to June 12.

#### REC Moves Ahead on TV Society Mergers . . .

NEW YORK—The Radio Executives Club this week named a committee to meet with representatives of the American Television Society in order to work out the plan of merging the two groups. Named to the REC committee by President L. E. (Chick) Showerman were William S. Hedgoc, Warren Jennings, Elizabeth Black, Lewis H. Avery and Norah K. Donovan.

#### WIOD to Air Showbiz Program With Rau . . .

MIAMI—A 15-minute weekly show business program will be launched June 10 over WIOD here by the Miami Daily News. The show will feature Herb Rau, amusement editor of the paper and Miami correspondent for The Billboard. The show will be taped and will include interviews with performers, personality backgrounds and movie and night club reviews. Rau leaves here June 14 for a month-long trip to Hollywood.

#### RCA Program Thesaurus Used in Foreign Lands . . .

NEW YORK—RCA Recorded Program Services' Thesaurus shows are being heavily sponsored in foreign markets accord-

ing to a report released this week by the outfit. Radio stations in Ceylon, British West Indies, Manila, Jamaica, British Guiana, Singapore and Trinidad are shown as having sponsored for up to 11 individual Thesaurus program series.

#### Meets Align Staffs for Politico Combats . . .

NEW YORK—The radio-TV networks continued this week to line up their staffs for covering the political conventions in Chicago. The American Broadcasting Company completed a deal with the New York Herald Tribune for the exclusive services of the paper's top reporters, including Frank Kelley, Bert Andrews, Jack Steele, David McConall, Don Irwin, John O'Reilly, Robert J. Donovan, Judith Crist, Murray Snyder and Richard L. Tobin. The Columbia Broadcasting System, meanwhile, named five of its directors to handle the web's TV camera coverage. They are: Don Hewitt, Franklin Schaffner, Ted Marvel, Vince Walters and Byron Paul.

#### WMGM Sked New Kalmus Show from Store . . .

NEW YORK—WMGM begins a new across-the-board series of songs and interviews featuring Bea Kalmus on June 9. The show, set for 8:30-9 p.m., will be broadcast. (Continued on page 12)

## ARF to Erase Poll Confusion, Elevate Staff

NEW YORK, May 31.—While the basic objective of the Advertising Research Foundation's upcoming study of research techniques will be to seek elimination of the present confusion in research and to find a statistical approach acceptable to both media and advertisers, the Foundation's work may lead to several other important developments.

Ed Kobak, head of the ARF, points out, for example, that there seems to be a necessity to permit researchers to work as the "professional" men they are, rather than as flunkies under the orders of promotion and sales departments. How this may be accomplished, of course, is a problem with which the ARF must cope. Kobak also cited the possibility that the ARF may lead a movement toward a greater use of research designed to determine the motivating factors of advertising (studies of copy, layout, presentation, etc.), rather than the overwhelming concentration on readership and listenership which exists at present.

The ARF plan for studying the present research picture should be ready early in July, said Kobak. At that time it will be presented to the media (radio, TV, newspapers, etc.) as well as the advertisers and agencies participating in financing the study. 134-3

EDITORIAL

# Need for NCAA Veto

A year ago, altho disagreeing with the implications of the restricted TV football plan of the National Collegiate Athletic Association, its networks and the member schools of NCAA went along with that group on what was to be a one-year test. The NCAA at that time issued a plea that such a test was necessary in order to determine by control and survey what effect television was having on the gate receipts of colleges and high schools.

Now a new NCAA plan for 1952 has been issued, and in our judgment has even less validity than last year's plan. In addition to being no improvement over the 1951 plan, it is put forward with no reference whatever to the box-office trial, a clear indication that TV had little or no harmful effects in that direction. The NCAA itself thus has abandoned its own original excuse for barging into the picture.

Calo veto

We believe that the best thing that can happen to the plan is for NCAA's member schools to veto it in their forthcoming referendum. The colleges, individually and collectively, will stand to gain far more revenue from unrestricted TV than from the NCAA plan. All broadcasters would have a crack at getting football sponsors, instead of the gravy going only to one network and possibly a few local stations. And the TV viewer certainly will be the major gainer.

It is our contention that all parties concerned will be better served if college football rights are sold just the way they were before the NCAA entered the picture—on a free and open market where the schools and broadcasters work out their own solutions in their own way.

# FCC Okays KOB, KOB-TV Transfer to Time, Coy

WASHINGTON, May 31.—Little more than five weeks after Time, Inc., and former Federal Communications Commission Chairman Wayne Coy applied for control of Albuquerque station KOB, KOB-TV, the FCC Wednesday (28) granted the request. Commissioners Robert Jones and George Sterling did not participate in the decision which approved the transfer of station control from T. M. Peppard to Time and Coy for \$900,000—with Coy to be sold half the stock for \$75,000.

The commission action came a week after New York station WJZ, an affiliate of the American Broadcasting Company, asked the FCC to deny the transfer on the grounds that KOB has been operating illegally on WJZ's frequency for 10 years (The Billboard, May 31). The FCC has twice extended KOB's right to operate on 770 kc.

rather than on its licensed frequency of 1,030 kc. The commission, whose speed in acting on a disputed transfer is regarded as exceptional, declared "we consider it neither appropriate nor feasible to take action at this time" on the special service authorization under which KOB is operating.

The FCC stated that this matter is "presently under study by the commission" which has "every intention" to comply with an appeals court ruling in that case which involved a 10-year litigation. The commission contended in its transfer action that "resolution of the problems inherent therein has no reference to the transfer application before us." The commission denied ABC's request for dismissal of a pending application by Albuquerque Broadcasting Company for modification of a construction permit and for a license, adding, "we do so without passing upon whether, in the event the transfer is consummated, these applications would be dismissed by us. The commission stated that it proposed to grant consent to the Albuquerque transfer "but we shall not be in the position to know whether that transfer has been consummated until the parties notify us of that fact for the reason that commission consent to such matters is permissive only rather than mandatory."

CENSORSHIP OUT

# Supreme Ct. Gives Video Its Freedom

WASHINGTON, May 31.—TV film will gain broad freedom from censorship as a result of the Supreme Court's historic decision this week in "The Miracle" case. While the court's decision, delivered by Associate Justice Tom Clark, did not remove the possibility of State censorship laws cracking down on the showing of "obscene" movies, Justice Clark characterized the New York censorship law, which was involved in the litigation, as "far from the kind of narrow exception to freedom of expression which a State may carve out to satisfy the adverse demands of other interests of society."

In the court's decision, which reversed the New York State Appeals Court decision banning the Italian-made Roberto Rossellini film dealing with a woman who thought her illegitimate child came from associating with God, Justice Clark said the "capcity for evil" in films does not authorize "substantially unbridled censorship such as we have here." Justice Felix Frankfurter, in a concurring opinion signed by Justices Robert Jackson and Harold Burton, analyzed the history of the term "sacrilegious," which formed the basis of the State's ban after New York Roman Catholic Archbishop Francis Cardinal Spellman labeled "The Miracle" a "mockery" of the Catholic faith and urged a boycott. Altho the New York law bans films found "obscene, indecent, immoral, inhuman, sacrilegious" or likely "to corrupt morals or incite to crime," the three justices held that "conducts and beliefs dear to one" may be the worst form of "sacrilege" to another.

# FCC Works on Trade Practice Rules for TV

WASHINGTON, May 31.—Major headway toward completion of a code of trade practice rules for the TV-radio industry is expected at the Federal Trade Commission TV-radio conference here June 19-20.

Invitations to the conference will be sent to manufacturers, sellers and distributors of radio and television sets, parts and accessories. The conference will discuss a series of trade-practice rules proposed by a TV-radio industry committee, which will include the labeling of misrepresentation and deceptive selling methods, prohibited types of advertisements, false invoicing, and suggested regulations for sponsorship, brand names, guarantees or uses of lotteries.

# CBS Sells to Furnaces, Oats

NEW YORK, May 31.—The Columbia Broadcasting System's radio web this week racked up two new sales. Holland Furnace bought Arthur Godfrey's "Round Table" for the summer, and Quaker Oats bought the 3:50-4 p.m. daytime strip for next fall. The breakfast cereal client hasn't found a program yet. Cedric Adams, currently filling the time on CBS, will be moved.

# NCAA ALTERS REASONS TO LIMIT FOOTBALL TV

## "Big Business" Bane Now Given; Nets Highly Opposed to New Plan

Continued from page 1

criticized as misleading and inaccurate by leading broadcaster spokesmen. Instead, the plan is described as preventing a few big schools from monopolizing TV, and enabling many more, including smaller colleges, to get a share of the video pie.

Basic differences between this year's plan and the 1951 blueprint are these:

1. In 1952, one game each on 11 Saturdays and on Thanksgiving Day, starting September 20 and running thru November 29, will be televised nationally by the sponsor selected by NCAA, with no dates or areas blacked out. Last year, some 20 games were banked by Westinghouse via the National Broadcasting Company, but some were on a national basis while others were regional or local only, and all areas were blacked out at least once.

2. In addition, the sponsor may select on as many dates as practicable games between certain small colleges designated in this category by NCAA, to be aired on a local basis either supplementing the national games or substituting for the web contest. No such arrangement was made last year, when the national, regional and local dates were named by NCAA.

3. No college will be permitted to televise unless first securing NCAA permission except on the official NCAA series, including games on days other than Saturdays. Last year, teams could set Friday night or Sunday afternoon games without consulting NCAA.

4. No team may be televised more than once. Last year, a team could be picked up for one home game and one away game.

5. Sponsors only may bid for rights this year. Last year, the

networks also were invited to bid, altho they did not do so.

In other respects, this year's plan is similar to that of 1951. The sponsor awarded the bid will negotiate directly with the colleges whose games he desires for rights to those games. NCAA finally made this proviso last year, altho it was not in the original blueprint, under threat of restraint of trade action. Also, a bite "sufficient to meet the requirements of the 1952 NCAA TV

# CROSS PLUGS

## Adam Hats Has Sports Contests

NEW YORK, May 31.—Adam Hat Stores are promoting a series of weekly contests via more than 100 radio and TV spot announcements, to be aired here during the week of June 9-16. The bulk of the business will go to New York outlets, WNBC and WNET. Contestants during the first week are being asked to guess winners of the Bratton-Castellani fight, the Cubs-Giant game on June 20 and the Edgemere Handicap at the Aqueduct race track on June 21. All three events will be covered by TV, but not under Adam sponsorship.

The hat store chain will plug the sports events in its spot announcements and will mention the TV coverage. Cross plugs for the contests are being set with sports announcers. The chain will present the sports commentators with awards. The agency for Adam Hats is Hirshon-Garfield.

# RTDG, Nets Near AM OK, But TV a Problem

NEW YORK, May 31.—At press time, negotiations between the networks and the Radio-Television Directors Guild appeared close to agreement on the AM side, but wide differences still existed on the TV end. The contract is due to expire at midnight tonight (Saturday), and negotiations proceeded late Thursday night and all day Friday, despite the holiday. Participants said, however, they did not anticipate the worst—a strike—altho that remained a possibility.

On the radio end, the negotiations were only \$12.50 apart on the money, with the union asking \$167.50 weekly and the webs willing to go to \$155. The union also asked escalator clauses based on the number of years of service, and hikes to employees with five years or more employment at the same web probably would be substantial if the issue is set on this basis.

Even should the radio end be

settled, the radio webs still would be affected should the TV talks be stalled, since the two are being handled as one package. On the video side, the complications go beyond money and conditions, where negotiators were reported when separated, and threaten jurisdictional problems as well. The RTDG is asking coverage of floor managers as well as staff and associate directors. Floor managers at some webs, notably Du Mont, currently are in the fold of the International Association of Theatrical Stage Employees

# Rayco Plans TV Campaign

NEW YORK, May 31.—On the basis of a one-month media testing campaign, the Rayco Manufacturing Company has given the Emil Mogul Agency the go-ahead signal to buy radio and TV time in 34 major markets.

Tests for the auto seat covers firm were conducted in five TV markets, including sponsorship of "Front Page Detective" over the Du Mont Television Network, and an intensive radio spot campaign over WHDH, Boston.

# Pennant Video Inks Ireland

HOLLYWOOD, May 31.—John Ireland this week was signed by Pennant Television Productions for the lead in "Silence in the City" in which he plays the part of a deaf mute. "Silence" is one of the episodes in Pennant's "Date With Destiny" TV film series.

Others signed for leads in the "Destiny" series to start rolling at General Service the latter part of June included Zsa Zsa Gabor, Maria Palmer and Stephen McNally.

"budget" will be taken out of the TV receipts of the schools this fall. Last year's plan called for NCAA to get 60 per cent of the TV receipts to finance the now moribund NORC study on video's effect on the gate receipts, with the schools skedded to get 20 per cent each.

The 1952 plan now will be submitted to the entire NCAA membership for approval.

# Webbs Disatisfied

In announcing its new blueprint, NCAA said it was evolved "after nearly three months of meetings in which TV networks and other interested parties also were consulted." A check of the webs indicated that each had received an individual bid to meet with NCAA officials, and each had done so on a separate, private basis. Spokesmen for each of the four webs stressed, however, that such meetings by no means constituted approval of the NCAA plan, and each web categorically told The Billboard that it is flatly opposed to the new plan. In the sessions with the NCAA officials, each web was asked to make its own suggestions. All networks reported that they favored elimination of any restrictions.

An executive of the Columbia Broadcasting System said that his

# NPA Hikes Allotments

WASHINGTON, May 31.—The radio-TV phonograph industries will get substantial increases in allotments of scarce materials for the third quarter of 1952, the National Production Authority announced this week, with the exception of a sharp cut in copper foundry products to producers of household radio receivers and television sets. Because of continuing heavy defense requirements for copper, NPA Administrator Henry H. Fowler said allocations of brass mill and copper foundry products to a small group of producers had been drastically trimmed to save an estimated three and a half million pounds of the scarce materials.

Altho manufacturers of most other products can get 35 pounds of copper foundry products for the third quarter of 1952, producers of household radio receivers and television sets were allocated only 20 pounds. To offset the low copper allotments, NPA said manufacturers of these products may file applications for additional carbon steel or aluminum. If cost or technical difficulties prevent radio or TV producers

(Continued on page 45)

# Labs Signs MBS' Heater

NEW YORK, May 31.—V.C.A. Labs this week signed to sponsor commentator Gabriel Heater in a five-minute morning show over the Mutual Broadcasting System, marking the firm's entrance into daytime radio. The series will be aired across-the-board from 8:55 to 9 p.m.

The format will revolve around human-interest stories about personalities in the news today. A firm 52-week contract was negotiated thru the Duane Jones agency.

# "Hunter" Into "Crime" Slot

NEW YORK, May 31.—"The Hunter," a half-hour film series starring Barry Nelson will be used by R. J. Reynolds to replace "Man Against Crime" on the Columbia Broadcasting System's TV web for 13 summer weeks.

The program will be directed by Oscar Rudolph and produced by Ed Montagne at the Pathe-scope Studios.

# Theater-TV Deal Set Back to January

### FCC Announcement Marks Fifth Deferment; Reopens Its Books

WASHINGTON, May 31.—The question of how the Federal Communications Commission will deal with TV allocations for theaters was pushed deeper into the future than ever this week when

the FCC confirmed long-circulated reports that hearings on the question won't be launched until next January 12. The commission's announcement marked the fifth deferment of the theater TV hearings, and traders here won't be surprised to see still another deferment if the commission hasn't acted by then on the American Broadcasting Company-United Paramount Theaters, Inc., merger proposal, which FCC legalists already have implied, contains related issues.

In its latest deferment of the theater TV hearings, the commission has literally reopened the books, inviting any new interested parties to come into the proceedings. Persons who have not already filed appearances have until November 14 to do so, under the latest deferment, and a list of witnesses and testimony subjects can be filed as late as December 1. Not even the most sanguine FCC-er expects the theater TV issue to be resolved before late 1953 at the earliest. The commission's heavy pile-up of other business is only one factor; chief complications are the issues involved in the theater TV proceeding itself, including the question film production ties, monopoly and engineering standards.

# Pulse Claims "Aided-Recall" 90% Accurate

NEW YORK, May 31.—The "aided-recall" technique used by the Pulse is accurate in at least 90.5 per cent of the homes according to a test made by the audience research agency here recently.

The test was made by having interviewers check the dial settings of tuned-in radios between noon and 1 p.m. These interviewers gained entry into the homes by claiming they were surveying the makes and models of various home appliances.

Between 4 and 5 p.m. the same day, different interviewers went back to those same homes and ran the usual Pulse interview on them.

### Dial Settings Differ

Data was compared on 370 homes. It is pointed out by Pulse that, because dial settings are not the same on every radio set, and because indie stations in New York are all bunched together on the dial, and because the housewife need not necessarily be listening to the show she has tuned in, the actual accuracy of the aided-recall technique is probably higher than the 90.5 per cent derived from this test. Homes tuned to network stations, which are easier to identify on the dial in New York, were 93.9 per cent accurate.

Interviewees were not aware that their radio dials were being checked during the 12-1 p.m. visit, nor that there was any relation between the two visits. Pulse normally surveys 12-1 p.m. listening from 4 to 5 p.m. the same day.

# Death Claims Walter Evans

WASHINGTON, May 31.—Walter Evans, president of Westinghouse Radio Stations, Inc., died this week in Baltimore. As vice-president of the Westinghouse Electric Corporation in the early '40's, Evans pioneered in the manufacture of more than \$400 million worth of radar and allied electronics equipment for the military, as a result of which he was awarded Certificates of Appreciation from both the Army and Navy.

He rose to his top position from jobs as wireless and radio operator and took leaves of absence to serve as industry technical advisor to the State Department at International Telecommunications Conferences in Madrid and Cairo before the last war. (Details in Final Curtain.)

# WALDORF HOTEL TO SPONSOR SYMPHONY SEG

NEW YORK, May 31.—Waldorf-Astoria Hotel here will sponsor "Symphony Hall" over New York Times station WQXR, marking the swank hostelry's first use of commercial radio. Show will be aired from 8:05 to 9 p.m. beginning Monday, June 2. In addition to the weekly music program, which will plug the Starlight Roof, the hotel is buying a series of weekly spots, with copy pushing other Waldorf-Astoria attractions. Agency is Needham & Grohmann.

# Pepsi Buys Story Series

NEW YORK, May 31.—Pepsi-Cola this week purchased the "Short Story Theater" series from the Music Corporation of America. The 15-minute filmed series was bought directly by Al Steele, Pepsi-Cola presy, and caused a flurry of excitement at the Biow agency, which wasn't consulted. The program could be slotted either on a network or via spot, but Pepsi is expected to try to program it on a web. It will go on next fall.

# "GET OUT THE VOTE!"

# Radio Station WCCC Starts Drive Rolling

Continued from page 1

uting the series, the organization's radio-TV director, John Archer Carter, says the venture has his personal sanction and that he hopes to be able to offer the spots to stations on a non-commercial basis shortly. In any event, Martin says WCCC intends to get them to stations some way, and as an alternate plan he will reproduce them at cost, and distribute them on a "first come, first served" basis for \$5 per disk plus mailing charges. Martin suggests other stations follow WCCC's example and augment transcripts with messages from local D.P.'s in their areas.

Spot copy contrasts the party-controlled political methods of

Russia with America's free elections and secret ballot system, with both Vogeler and Philbrick drawing on their personal experience for illustrations (e.g. "In Russia the price of political defeat is death. You don't run again, you don't prove you were right. There are no political has-beens, only political corpses..."). "If you fail to vote for a man to sit in Washington, you cast a ballot for the man in the Kremlin." "Failing to vote is a vote for Communism." "Regardless of party, regardless of candidate, vote for your man this November. There are many people across the sea who wish more than anything they could do the same thing".

# WLIB to Hit Negro Market

NEW YORK, May 31.—Morris Novik, president of WLIB here, has lined up Walter White, head of the National Association for the Advancement of Colored People, to do a weekly series of news commentary and interviews with top national and international figures. The 15-minute segment will be syndicated to other stations in Negro markets and for general use.

The first show will be aired June 2 from 8-8:15 p.m.

# Day Spurs Lever Offer

NEW YORK, May 31.—Doris Day this week turned down an offer from Lever Brothers for a twice weekly 15-minute musical show on the Columbia Broadcasting System's TV web. Lever Brothers wanted her to appear live and Miss Day only wants to work on film. Lever Brothers, however, is still toying with the idea of slotting Faye Emerson in the 7:45-8 p.m. Tuesday and Thursday time periods.

# COLGATE'S SQUEEZE

# Big Bally on Giveaway Aims to Pinch Sullivan

NEW YORK, May 31.—Colgate this week was unlimbering its big guns in support of the fabulous TV giveaway stanza it will pit against the Ed Sullivan show this summer, as replacement for its "Comedy Hour" program. Merchandising and promotional tie-ups are being made with virtually every major department store in the nation to build up the airer, an hour-long version of the "Big Payoff" stanza which it now airs across the board afternoons via the National Broadcasting Company.

Starting June 22, the replacement show, which features Randy Merriman and Bess Meyerson, will hand out each week a Nash auto, a mink coat and a free air trip anywhere in the world as a jackpot. All the loot in the way of feminine attire which is passed

out weekly will be featured in the department stores the following week.

Tie-ins are being made with film companies to have stars appear on the show, plugging their new releases and giving away the wardrobes worn in these pictures. In addition to men seeking prizes for their womenfolk, as at present, the females also will seek to gain loot for their males.

A new glamour item will have the show seek the six most beautiful models in the nation. Gals will parade about in various stages of dress, showing off their best talents and attributes. The show airs in the 8-9 p.m. Sunday slot.

# CBS 'Sunday' To Air Music For 3 1/2 Hours

NEW YORK, May 31.—On a Sunday Afternoon, the new Columbia Broadcasting System radio network sustainer which debuts Sunday (15) will feature three and a half hours of music. The initial two and a half hours is to be from 2:30-5 p.m. with an hour break for commercial shows, 5-6 p.m. From 6-7 p.m. the show winds up with its last hour of music.

Washington's Eddie Gallaher will not set as deejay. He will introduce live program segments originating in Chicago, Atlantic City and here; keep listeners posted on ball scores; switch to the newsroom for late flashes and weather reports, and spin platters. Alfredo Antonini and Caesar Petrillo and their orks will carry the live musical burden. Program will be made available for local sponsorship, if no network client appears.

# Dorrance on Own; Zuzulo In MBS Post

NEW YORK, May 31.—Frank Zuzulo, manager of press for the Mutual Broadcasting System, has been upped to director of press information for the web, succeeding Dick Dorrance, who resigned that post last week to open his own promotion office. Dorrance Company will specialize in promotion planning and writing, with emphasis on services to the radio, TV and advertising fields. The new firm starts business with a list of six clients, headed by Socony-Vacuum Oil Company.

Heading up all press activities for Mutual, Zuzulo will directly supervise network publicity offices in Chicago, Washington and Hollywood. Prior to joining the web in 1944, Zuzulo was associated with United Press in Kansas City, Mo., and New York, and also with Macfadden Publications.

# WNBT TO TAKE ADVANTAGE OF SATURDAY RAINS

NEW YORK, May 31.—The National Broadcasting Company's flagship, WNBT, is readying a "Program for a Rainy Afternoon" on Saturday series, which will only be covered when it rains. Heretofore the station has been dark on Saturday afternoons, unless NBC had scheduled a ball game.

The show will be an inexpensive film package with a live announcer, WNBT General Manager Ted Cott has hopes of selling the entire program schedule to one advertiser in search of a bargain. The format has interesting tie-up possibilities for shower-minded sponsors; e.g., car-wash outfits, rain-clothing manufacturers, etc.

# Prolonged Testimony Seen in ABC-Para Case

WASHINGTON, May 31.—Latest timetable on the Federal Communications Commission's hearing on the proposed American Broadcasting Company-United Paramount Theaters, Inc., merger indicates that testimony-taking will continue well into July. FCC Examiner Leo Resnick has scheduled witnesses thruout June. Allen B. Du Mont, president of Allen B. Du Mont Laboratories, Inc., is slated to return to the stand next week and is expected to add new impetus to his plea for divorcement of Du Mont stock from Paramount. Arthur Levoy, former president of the Seophony Corporation of America, a one-time subsidiary of Paramount Pictures Corporation, has been recalled for later in the month.

This week's session was highlighted by testimony from Ralph Goldberg, Omaha, independent theater operator, who testified that UPT Director A. H. Blank de-

clared in a 1941 conference that he was "politically above" the anti-trust laws and was not afraid of being interfered with. In the last of a series of attacks launched against Blank by independent theater operators, Goldbers said Blank told him that he would not be able to get first run films and that he was able to get only one, "The Hucksters," by paying \$17,500. It was testified earlier that Blank's Tri-Slate Theaters never paid more than \$5,000 for a picture, with the exception of "Life With Father."

Goldberg charged that Blank, when acting as trustee for Paramount Picture subsidiaries in bankruptcy, permitted theater properties to decline so that he could get them at an advantageous price. He claimed Blank lifted the Omaha theater, the Orpheus, from under RKO during its bankruptcy and operated it to his own personal advantage.

+++++ FACT-TRACKER +++++



On Mister PLUS, surveyors' gear  
Looks good; with plumb and transit  
He studies markets far and near  
In search of fact — and lands it!

Fact Number One: Folks everywhere  
Tune most to home-town stations!  
And most of these, beyond compare,  
Are our affiliations!

— the difference is MUTUAL —

+++++ FOR DETAILS: THE MUTUAL BROADCASTING SYSTEM — NEW YORK 18, N.Y. — +++++

**POLITICAL BROADCASTS**

**FCC Adds Strength To Equal Time Rule**

WASHINGTON, May 31.—Giving added strength to its political broadcast policy requiring equal air time "to all legally qualified candidates," the Federal Communications Commission this week advised Columbia Broadcasting System that compliance is expected whether or not the political candidate seeking broadcast time is deemed to have a practical chance to be nominated or elected. The Commission issued this clarification in connection with a complaint by William R. Schneider, a St. Louis lawyer and an avowed candidate for the GOP presidential nomination, who has demanded to know why CBS has failed to make its facilities, other than station KMOX in St. Louis, available to him. The FCC said its policy applies to TV and radio alike.

Informing CBS that consideration has been given to Schneider's complaint and a CBS answer, the Commission said "Section 315 of the Communications Act requires that Mr. Schneider be afforded equal opportunities to those given other presidential candidates to utilize the facilities of your stations." According to the FCC, Section 315's "clear policy" is that "time shall be made available to all legally qualified candidates if it is made available to any." The Commission, in its letter addressed to Julius F. Brauner, CBS general attorney, declared that apparently there is "no question but that the opportunities made available by CBS to other qualified candidates constitute a 'use' of a broadcasting station within the meaning of Section 315," and added that Schneider is "a legally qualified candidate" within the act's meaning. "There is no legal impediment to his candidacy" for the GOP presidential nomination," stated

the FCC "and neither the statute nor the Commission's rules permit compliance with the statutory requirement dependent upon any subjective determination by the station or stations involved with respect to a candidate's practical chances for nomination or election." The FCC concluded as follows:

"Nor does there appear to be substantial basis for the contention that Mr. Schneider is not a bona fide candidate within the meaning of the Commission's rules. Although it may appear that Mr. Schneider was in part motivated by a desire to secure broadcast time, he has entered the preferential primaries in Oregon and New Hampshire and has otherwise actively solicited support for his candidacy. Finally, while Mr. Schneider's requests were not directed specifically to the CBS-owned stations, it is clear that he does seek time on these stations. In view of the nature of a presidential campaign, and the

**NOW HE'S GOT RELIGION?**

DETROIT, May 31.—The unexpected hazards of special promotion almost tripped up Sam Arnold, merchandising director of W. B. Doner & Company, who was assigned to procure a baby pig for one of the agency's sponsors. After a long search he got the pig, only to find his mother and his mother-in-law, both strict adherents to kosher regulations, barring their doors when he arrived to board the porker over the week-end. Finally boarded at a friend's, the pig developed unexpected strength, and broke out into the coal bin two mornings in a row—after being pretified for the debut. When finally brought down to the Sheraton Cadillac Hotel, where the official premiere was scheduled, the pig broke out again, and had the whole staff scampering thru halls before it was finally corralled by Arnold.

nationwide scope of the broadcast, the fact that CBS owns no stations in the two States where Mr. Schneider has entered primary elections is not relevant.

**Equipment Orders Over a Year Away**

**Committee Tells NPA Most Mfrs. Have Placed Bids for Materials**

WASHINGTON, May 31.—First heavy orders for new TV station equipment are more than a year away, the Broadcast Transmuting Equipment Industry Advisory Committee told the National Production Authority this week. Most manufacturers already had placed orders for materials and parts in anticipation of a heavy flow of new station construction permits by the end of 1952, but they are now faced with Federal Communications Commission's announced fear that new TV stations cannot be licensed speedily with the present small FCC staff.

The industry advisory committee said some licenses for UHF stations may be issued later this year, but that manufacturers are more concerned with the technical difficulties of building UHF equipment than with the availability of materials or parts. The shortage of electronic engineers was reported to be growing worse, with some firms "importing" en-

gineers from Europe, particularly from the ranks of displaced persons. NPA officials offered to help solve problems connected with bringing qualified engineers from abroad, since industry representatives reported delays in getting the required security clearance. One industry representative reported his firm expects to get only 300 of the 1,500 engineers it seeks from 1952 college graduating classes.

Industry committee members credited NPA with helping reduce the lead time for transformers to a normal four months, compared with 12 months and longer, by improving the supply of muntal, a special high nickel content alloy required in transformer laminations.

The Antenna Manufacturers' Industry Advisory Committee urged the NPA to grant higher aluminum allotments for TV antenna production in the fourth

*(Continued on page 10)*

**Nielson to Base Station Charge On Rate Card**

NEW YORK, May 31.—The price to radio and television stations of the Nielsen Coverage Service will be based on the station's own rate card. The A. C. Nielsen Company this week sent stations a brochure outlining the scope of the service, the research methods being used, the types of reports that will be made available and the rate structure. Contract forms went along with the brochure.

The formula for the gross charge to a station for the total service is as follows: To the station's maximum hourly nighttime rate, add the maximum hourly daytime rate. For a radio station, the latter figure is its rate at 10 a.m. weekdays. For a TV station, it is its 3 p.m. weekday rate. Radio stations then multiply the sum by 12. TV stations multiply it by four. Both then subtract \$1,000. The minimum is \$750. The ceiling for radio stations is \$20,000, and for TV it's \$15,000.

**List Discounts**

A discount of 10 per cent of the gross will be given those stations that, at the same time, agree to take the second NCS, which is scheduled to come off in 1953 or 1954.

A 5 per cent discount, also applicable to the gross, will be allowed those stations that also subscribe to other Nielsen services. And stations that take only the basic service, which does not include such features as four-week audience, audience characteristics and out-of-home audience, will get 15 per cent less than the gross. Discounts will also be given early purchasers.

Rates for other than station subscribers are now being formulated by Nielsen and are expected to be made available shortly.

**Nearing Completion**

Arthur Nielsen said this week that field work on the NCS is nearing completion. Interviews are being made at the rate of

*(Continued on page 10)*

**WGAL**

**LANCASTER, PENNSYLVANIA**

**AM TV FM**

**30**

**years of public service**

WGAL — one of the pioneer stations in the nation — grew rapidly into a community public service bulwark. After World War II, FM was added to its facilities. And, in 1949, WGAL brought the thrill of television to its viewers.

WGAL, in the future as in the past, is pledged to operate in the best interests of its listeners and viewers. It is pledged to present the best in entertainment; bring news and sports as they happen; place public service first and always.

WGAL, one of America's complete broadcasting services, will keep faith with its thirty years' heritage.

A Steinman Station  
Clair McCollough, Pres.

Represented by  
**ROBERT MEEKER, Associates**

New York Chicago San Francisco Los Angeles



# N.Y. Tootlers Would Nix 5% on TV Pix

### Favor Re-use Fee, Since Dodges Leave Coffers Short; AFM Likes Percentages

NEW YORK, May 31.—Local 802, American Federation of Musicians will present to the executive board of the AFM a resolution designed to throw into discard the Federation's 5 per cent royalty levy on television film. The resolution favors a fee for re-use of a film. This move by 802, the largest local in the AFM, is loaded with significance. The sentiment of the 802 move is in line with that of Hollywood Local 47, which has expressed serious dissatisfaction with the 5 per cent film royalty operation.

The squawks against the royalty philosophy, particularly when applied to television film, are various. Musicians in the key pro-

duction centers of New York and Hollywood believe that they are losing work; that producers of TV film are using, as one executive expressed it, "a million and one dodges" to avoid payment of the 5 per cent tax. These alleged dodges, according to AFM sources, include various attempts at synchronizing disks and film, dubbing in foreign recordings, etc.

From the standpoint of actual monetary results, the 5 per cent royalty plan has not worked well for the Federation. There are now about 70 signatories to the trust agreement. Admittedly, very little money has accrued. The disappointment is considerable, especially in view of the following long-range consideration:

(1) James C. Petrillo, AFM chief, two years ago appeared at the Houston, Tex., Convention and presented the 3 per cent TV film royalty deal as a great victory. The AFM chief had several contracts, and indicated to the convention delegates that the spirit of "share and share alike" would prevail—the same as in the record (Continued on page 16)

# Taft, Kefauver Want Network Time Like Ike's

NEW YORK, May 31.—The radio and TV networks this week were taking under advisement demands by Senators Robert Taft and Estes Kefauver that they be given time equal to that to be afforded Gen. Dwight Eisenhower in the latter's homecoming address at Abilene, Kan., next week. The two presidential aspirants requested that they get time to answer Eisenhower on the basis that his speech is to be a political address.

The National Broadcasting Company, which is covering the Kansas address on Wednesday (4) night via both AM and TV said it will decide next week what course it will take. The Columbia Broadcasting System airing the speech via TV, also had no immediate comment, but said it should reach some stand shortly. The American Broadcasting Company, airing Eisenhower thru its AM web, offered no comment whatever at this time.

# 800 Stations Use BMI Seg

NEW YORK, May 31.—The end of the first season of Broadcast Music, Inc.'s "Teen Age Book Parade" (a show featuring reviews by leading newspaper and other literary critics, along with appropriate music) finds more than 800 stations utilizing the service. The show has won sponsorship in many instances, and in every case has enabled local stations to make valuable public service tie-ups with schools and other educational as well as civic groups.

Scripts for the 1952-'53 season are now in preparation under the direction of Russ Sanjek, BMI director of projects. The parade idea is the brainchild of BMI President Carl Haverlin.

# PULSE AGENCY ADDS MARKETS

New York, May 31.—The Pulse added 18 radio markets and 10 television markets to its coverage during the first four months of this year, which is the greatest expansion in 10 years of operation. The audience research agency now covers 38 TV markets and 67 radio markets.

In all instances our entry into new markets has been at the specific request of stations in those areas," Sydney Roslow, president of Pulse, said this week.

# "BIZ FORUM"

## Ad Agency Relations Built Via TV

DETROIT, May 31.—Sponsorship of a new half-hour Sunday afternoon show, "Business Forum," on WJBK-TV by the Henry Koltys Company is claimed to make that firm the first advertising agency to use television as a public relations medium. The show is a panel type, with the initial stanza using Bruce F. Forbes of Forbes Magazine as moderator, and a corporation attorney and a certified public accountant as participants, on the topic of "Partnership or Corporation?"

As outlined by Henry Koltys, president of the firm sponsoring the series, "In view of the strong public relations job being done by unions, government and various other groups, it is time that the public was given an opportunity to observe management in action." Various types of business problems will be taken up in subsequent programs.

# Temple Sets New Fad for Baby Sitters

WASHINGTON, May 31.—Folk singer Pick Temple, of V-TOP-TV, plans to be astride a horse when he goes to do some baby-sitting Monday night (2) for Walter Compton, manager of Du Mont station WTTG here.

Temple was offered for the baby-sitting chore to the winner in a drawing of cards at a recent weekly meeting of the D. C. Advertising Club. The winner was actually Alex Sheftel, publicity chief at WTTG, but since Sheftel would be married until next month, he had no baby-sitting for Temple, whose services were then transferred to Sheftel's boss, Compton has three children, all of whom are expected to be kept awake until the wee morning hours, along with the neighbors kids, inasmuch as Temple has applied to appropriate D. C. authorities for a license to ride a horse to Compton's house and tether the steed in front of the house preparatory to a lengthy serenade.

# SPECIAL PAINS

## KOWL Answers ACLU With Commie Charges

WASHINGTON, May 31.—Arthur H. Croghan, president of KOWL, Santa Monica, Calif., answering a protest from the American Civil Liberties Union, wrote the Federal Communications Commission this week that his station broke its broadcast contract with the Rev. Clayton Russell after an investigation "convinced us that Rev. Russell was not a desirable person to be using the airways of KOWL." The ACLU had protested KOWL's termination of Reverend Russell's contract and quoted a KOWL employee's statement that the pastor "never uttered a word that could be objected to," but that his name was in several lists of persons "supposed to be friendly with Communism." The ACLU, in a petition which named four radio networks and two radio stations, asked the FCC to deny renewal of KOWL's license unless it changed its attitude (The Billboard, April 19).

Croghan said that "ever since Communism has appeared to plague the tranquility of the citizens and the government of this country," his station has taken special pains to see that it did not disseminate "utterances of a Communist nature or which tended

to encourage the overthrow of the government of this country." KOWL would not have given its facilities to Reverend Russell in the first place, Croghan said, if it had known about "his sympathy with Communism." Croghan added that he investigated Reverend Russell after the pastor defended Paul Robeson and appeared on the same platform with him. Files in the sheriff's office and the office of California State Sen. Jack Tenney also showed Reverend Russell "consistently followed the Communist Party line," Croghan declared.

# Sponsors Hunt TV Pic Shows For CBS, NBC

NEW YORK, May 31.—Lucky Strike cigarettes, Ford Motor Company and Frigidaire this week were looking for film shows. Lucky Strike wants a situation comedy to go into the Thursday night 8-9:30 p.m. slot on the Columbia Broadcasting System's TV web.

Ford has bought "Mr. Peepers" for the summer for its 9:30-10 p.m. time period on the National Broadcasting Company's video net, but unless its summer show really scores it will probably buy a film show. It has \$20,000 weekly to spend for a 13-week package. Its commitment, however, cannot be longer than the 13 weeks because of the uncertain condition of the auto industry. "Four Star Playhouse" is under consideration.

Frigidaire wants to put together its own film show, so that it can own it. Foote, Cone & Belding is the agency for the last client.

# 3 Big Clients Renew Shows On ABC, NBC

NEW YORK, May 31.—Three important clients this week renewed their radio shows on webs. General Mills renewed "Lone Ranger" for 52 weeks on the American Broadcasting Company's radio web.

On the National Broadcasting Company's AM network, Lucky Strike cigarettes renewed "Your Hit Parade," and United States Steel, "Theater Guild on the Air." The future of the last two programs had been in serious doubt.

# Songs for Sale To Take Hiatus

NEW YORK, May 31.—"Songs for Sale" goes off the Columbia Broadcasting System's TV web for the summer on June 28, but will return next fall. The amateur songwriter's program, however, may not return on Saturdays, or in its present hour and a half size.

Show may be shifted to another day and it may be sliced to an hour, or a half hour. The network is confident its large investment in the property will pay off.

# Blatz Renewal of A 'n' A Tele Shaves Costs

HOLLYWOOD, May 31.—Blatz beer which recently renewed "Amos 'n' Andy" on the Columbia Broadcasting System's TV web has reversed the upward trend of costs for TV shows by signing a deal with the network which shaves the price of the package for next season. The program has been bought for \$25,000 net weekly or \$9,000 a week less than in the season of 1951-'52.

Blatz also has the right to repeat 26 of the films in 1953-'54. The show is going on alternate weeks in 1952-'53 to help retain its impact. The sponsor played some of the old films too soon last season, and the ratings dipped.

# Ziv Increases Sales Staff; Ups Florsheim

NEW YORK, May 31.—In line with the recent increase of local radio sales, the Frederick W. Ziv radio transcription company this week upped Eastern sales manager Stanley C. Florsheim to sales manager and hired four new district account executives.

New staffers are James R. Appel, representing Ziv in Eastern Pennsylvania and Delaware; Sidney H. Price in Syracuse and Ithaca, N. Y.; Earl R. Wooten in Arkansas and Northern Louisiana; and Edward L. Schultz in Northern Wisconsin and the Northern peninsula of Michigan.

Florsheim, who will headquarter in Ziv's Cincinnati office, joined the firm in 1948. Prior to that he was director of advertising and sales promotion for Adams Hat Stores and merchandising director of the American Broadcasting Company for four years.

# Mutual Names Fineshriber

WASHINGTON, May 31.—The National Association of Radio and Television Broadcasters this week named William Fineshriber, Mutual Broadcasting System's executive vice-president, to represent the Mutual web on NARTB's radio board of directors.

The exec replaces Frank White, who resigned Mutual's presidency last month to join the National Broadcasting Company. The NARTB radio board will meet here, June 12 and 13.

# NBC to Offer 5 Pre-Confab Co-Op Shows

NEW YORK, May 31.—The National Broadcasting Company will offer its radio affiliates five pre-convention shows for sale on a co-op basis. The stations will be charged one-fifth of their one-time half hour applicable rate, if shows are sold. The programs can be carried free as sustainers. If spots are sold, the same time charges will be applied but on a pro-rata basis.

Since Philco has bought network coverage from NBC, sponsorship of these shows to a competitor will not be permitted. The first of the programs will be June 28. Two of them will run a half hour and the others 25 minutes.

# Walter White Series for Chi

NEW YORK, May 31.—WCFL, Chicago, this week became the first station to sign for the new Walter White syndicated series being packaged by Morris Novik. The 15-minute program will feature interviews with national and international figures.

Mrs. Franklin D. Roosevelt will be the first guest and Sen. Hubert Humphrey the second. The show will be promoted via the 140,000 members of the National Association for the Advancement of Colored People and other church groups.

\*\*\*\*\*

**DRUM CORPS**

At drumming, Mister PLUS has 'zing'...

A special, selling rhythm

That can't be beat — who else can bring

550 stations with him?

For merchandising at its best,

Consult the Mutual drummer.

His local impact leads the rest,

Year-round, including summer!

— the difference is MUTUAL!

\*\*\*\*\*

FOR DETAILS, THE MUTUAL BROADCASTING SYSTEM • NEW YORK 18, N.Y. \*\*\*\*\*

**WWJ**

NBC AFFILIATE  
in DETROIT

Owned and Operated by  
**THE DETROIT NEWS**

Special Representatives  
THE GEORGE P. HOLLYWOOD COMPANY

# OUT NEXT WEEK!



## The Billboard FIRST TV FILM QUARTERLY

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

The Billboard First TV Film Quarterly will feature 15 specially written articles by prominent figures in the

industry. In addition, more than a score of valuable reference lists, charts and reports is being compiled and assembled to make this the outstanding marketing guide available anywhere for every phase of the TV Film Industry.

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

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

*A Partial List of Our Guest Editors and Their Feature Articles...*

- |   |   |
|---|---|
| <b>JULES RICKEN</b><br><i>The Play's the Thing</i>                    | <b>GEORGE W. BRETT</b><br><i>The Case for Spot TV in the Film Field</i> |
| <b>KLAUS LANDSBERG</b><br><i>The Feature Film "Quo Vadis"</i>         | <b>SAUL TURELL</b><br><i>Graveyard to Goldmine</i>                      |
| <b>JESS OPPENHEIMER</b><br><i>The Story of "I Love Lucy"</i>          | <b>A. A. SCHECHTER</b><br><i>Use of TV Film Newsreels</i>               |
| <b>BERNARD GIRARD</b><br><i>One-Man Production Team</i>               | <b>DON McCLURE</b><br><i>TV Station Identification Standardization</i>  |
| <b>RABIL GRILLO</b><br><i>Money Isn't Everything</i>                  | <b>PHIL WILLIAMS</b><br><i>Second Runs Can Be Public Service</i>        |
| <b>COMDR. EUGENE McDONALD JR.</b><br><i>The Subscription TV Field</i> | <b>JERRY FAIRBANKS</b><br><i>Where's the Extra Show Coming From?</i>    |
|   | <b>MEL GOLD</b><br><i>Get More for Your Money</i>                       |

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

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

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

The First Billboard TV Film Quarterly and each issue of The Billboard to follow will fill a vital need in the industry. If you are now, or ever expect to be concerned with the use of TV films, you will find this special number and

every succeeding issue invaluable as a practical working tool in your business . . . as a guide to bigger profits from TV films.

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

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



The Billboard, 2160 Patterson Street, Cincinnati 22, Ohio 519

Gentlemen:

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## BMI's TV Coast Clinic Attracts 194

HOLLYWOOD, May 31.—The first TV clinic set up by BMI for the Coast topped contemporary clinics in Chicago and New York attendance-wise, the local confab drawing 194 while the other two drew 135 and 116 participants, respectively.

Only change in the general format of the clinic was inclusion of TV talent, who gave their side of the industry to TV station execs. Jim Cox, BMI's West Coast field rep, said he felt that the talks by station talent were not only informative, but lent a glamor to the luncheon meetings.

The talent, which included Tom McCoy, KNXT; Eddie Albert, KLCAC-TV; Monty Margret, KNBH; Al Jarvis, KCCA-TV; Gene Norman, KHJ-TV; Bill Welch, KTTV, and Dick Lane, KTLA, stressed that performers must have a genuine interest and understanding about any subject with which they are dealing in video.

Don Feddersen, executive v.-p. and general manager of KLCAC and KLCAC-TV, expressed the need for local and regional TV exec groups, such as the Southern California Television Broadcasters' Association, which he heads. Feddersen said that poor programming by any one station in the area hurts the entire area's viewership. Station execs must work together for generally better programming.

Numerous hidden costs in TV programming were cited by Robert Purcell, director of operations at KTTV. He urged that a strict accounting be kept of exactly what programs would cost before submissions were made to bankers. Such additional costs, as the particular state's unemployment benefit payments and group insurance plans and federal Social Security payments are often overlooked in estimating talent salaries. Costuming talent properly for a show, the cost of getting a proper fitting, the time involved in obtaining the garb and possible damage to costumes are often not considered.

TV is the cheapest and only demonstration media among the media of general circulation, George Moskovic, manager of TV development, KNXT, asserted. He pointed out TV's terrific sales force in being able to demonstrate a product. Cost of a girl to pitch a product in a grocery store is now about \$8 per day and she averages only 70 demonstrations per day. House to house demonstrators get about \$15 per day and work only about 20 pitches per day. He estimated that it costs about \$5 to show a new car. He estimated that TV is demonstrating at a cost of only \$3 to \$4 per thousand people.

Television must keep its programming within the scope of what the audience knows, experiences and feels, for basically, "TV is the window of the world" for the home viewer. Devoid of the imagination, which worked overtime in radio to help build the program illusion, and lacking the glamor of a movie theater and the stimulation that comes from a crowded audience, the TV audience wants programming real, Klaus Landsberg, general manager of KTLA, affirmed.

Landsberg denied the use of so much ballet on TV. He drew a

parallel between modern ballet and an art gallery of modern art. He said that people don't understand either art form and so, don't fully enjoy it. He pointed out that TV execs have talked down using bands as TV programming. He pointed out that KTLA has five weekly band shows, all with high ratings. He said that settings should not be overly ambitious on TV, recommending that an entertainer with a warm, projecting personality was far more important.

TV program planners should set up a scrapbook of any printed reports, comments or surveys as first step in setting up research for future programs, according to Joe Cuffin, director of research and promotion for KLCAC-TV. When programming problems occur, this scrapbook data should be focused on the problem at hand.

## NBC Is Cool To Sinatra

NEW YORK, May 31.—The National Broadcasting Company's desire to sign Frank Sinatra to a TV contract has cooled off considerably since negotiations initially began several months ago. Sinatra was to have been featured in his own 15-minute show. Indications are, that unless something impressive in the way of a TV deal presents itself soon, Sinatra will hit the personal appearance trail.

## Nielson to Base

Continued from page 7

about 2,000 a day by about 500 field workers throughout the U. S. Reports are scheduled for delivery early in the fall.

The brochure pointed out that the questionnaires will be checked against the data found in Nielsen Audimeters to avoid shortchanging or inflation. Nielsen, in his statement, expressed confidence that the NCS method will prove much more accurate than the mailed ballot technique, which was used by the Broadcast Measurement Bureau.

He said, "Audimeters showed that the average radio family actually listened weekly (during the daytime) to 59 per cent more radio stations than the BMB ballots reported." Use of the Audimeters will eliminate the memory-loss factor entailed in the ballot system, he said.

**Negotiations Fall Thru**  
Nielsen was delayed until now in getting up his pricing scheme by his negotiations with Dr. Kenneth Baker on the possible merging of NCS with the latter's Standard Audit & Measurement Service. The negotiations eventually fell thru. Nielsen is holding a meeting with station representatives here next Thursday (5) to answer questions about NCS.

## WCBS-TV RINGS UP \$1,000,000 BIZ IN 7 WEEKS

NEW YORK, May 31.—WCBS-TV, here, in the seven weeks prior to May 23, booked over \$1,000,000 in business, which is close to a record for the station, especially at this time of the year.

In the seven weeks the station sold 13 five-minute shows, received a renewal from Chevrolet for its 15-minute late-night news strip and picked up a number of new spot accounts.

## WTOP-TV Ups Class A Time Rates June 15

WASHINGTON, May 31.—Partly reflecting a drastic increase in the number of TV sets in D. C. area homes, station WTOP-TV here will hike its Class A time rates 27 per cent starting June 15, it was announced here by George Hartford, vicepres in charge of sales. Also, the station will revise its daytime rate structure on that date to include a new classification to provide slightly reduced rates from sign-on time until 4 p.m. The present base rate of \$550 an hour for Class A time moves to \$700, which is \$50 higher than the present comparable figure now held here by National Broadcasting Company's outlet WNBW. Class A announcements at WTOP-TV will also be revised upwards, from the present \$120 to \$140, a 16.5 per cent increase.

Hartford said the Class A time rate hike is held to 27 per cent despite the fact that the number of TV sets in D. C. area homes has gone up 30 per cent since May 15, 1951 when the last rate card was published. Number of TV sets in the D. C. area currently is 370,000. Present advertisers will be protected thru December 31, under present rates, Hartford said.

The station's Class A time runs 7-11 p.m., while Class B time runs 6-7 p.m. and 11-1:30 p.m. The base rate of \$367 for Class B time stays unchanged, as also does Class C time rate of \$275 an hour. Class C time currently is from sign-on to 6 p.m., but the June 15 revision reduces this from 4 to 6 p.m., while the new classification, Class D time, will run at \$250 an hour, and will extend from sign-on to 4 p.m. Station WTOP-TV now signs on at 11 a.m., but hopes eventually to get under way at 6 a.m. daily. The new Class D anticipates these further extensions of the telecasting day, it was explained.

Effective June 15, also, WTOP-TV will extend a new volume discount of 45 per cent, applicable, after other earned discounts, on schedules of 12 or more daytime and specified nighttime announcements per week. This discount is the same as that of WCBS-TV, announced recently. But WTOP-TV goes a step further for advertisers in allowing a maximum of four Class A station identification announcements in the 45 per cent package.

## TV Equipment

Continued from page 7

and first quarters of the year, when TV sales are brisk. The industry group warned that otherwise, antenna makers could put materials into off-season production of models which could become obsolete before fall and winter sales. The NPA agreed that manufacturers' inventories of finished antennas were relatively low and said it would consider the recommendations. Industry representatives labeled "an important recent development" the shift of antenna sales demand from metropolitan areas, already well served, to outlying sections. They predicted the licensing of new UHF stations would raise the 15 per cent estimated for replacement antenna sales by providing a replacement market for antennas tuned to the new frequencies.

## Mutual and WOR Plan Putting Heads Together

NEW YORK, May 31.—Mutual Broadcasting System's top brass huddled with General Tire's high echelon here Friday to finalize the latter's long expected plan to consolidate the web's departmental operations with those of WOR. Indications point to Mutual's increasing operation as a standard web, along the lines of its competitors, rather than as an amalgam of stockholder stations, as in the past.

Friday's meeting was presided over by J. Glen Taylor, newly appointed general executive of Thomas S. Lee Enterprise in charge of the co-ordination of the firm's radio and TV operations, who was formerly director of government operations for General Tire in Washington for 10 years. Taylor has headquarters at Mutual for the last month to study operations of the web and WOR, and the meeting was supposedly called to acquaint departmentoppers with details of the new set-up.

Sales departments of two outfits will probably still play a lone hand, but it's considered a certainty that advertising, publicity promotion, programming and news will be consolidated under one head (both radio and TV), with Mutual staffers holding down top spots in most cases, and with executive vicepres Bill Fineshruber as the web's head man under General Tire's Tom O'Neil.

In view of WOR's subordinate position in the new set-up, the station's high salaried proxy, Ted Streibert, will reportedly move into a top executive spot with Thomas S. Lee Enterprises, Inc. Some sources say his post will involve financial matters, but there's a strong rumor that O'Neil has pegged Streibert to formulate new TV film production plans, announced early this spring.

## NEW 'AIR-DO

## Toni, Prom, White Rain Reset Shows

NEW YORK, May 31.—A reshuffle of radio and TV airings by the Toni-Prom-White Rain divisions of Gillette was in the works this week. The "Crime Photographer" TV show on the Columbia Broadcasting System is being dropped, and will be replaced by a new panel show titled "I've Got a Secret," which is a Mark Goodson-Bill Todman package. Carter, which has been alternating on "Crime Photog.," also will share time on the new stanza, which kicks off June 19.

Toni is considering the purchase of the AM version of "Break the Bank" which airs 11:30-12 noon across the board via the American Broadcasting Company. No decision has been made yet as to which days would be picked up, and this is regarded as probably a summer buy only.

**White Rain**  
The White Rain division, which has been sponsoring a five-minute radio airer, via CBS titled "News to Amuse," with Arlene Francis and Bill Cullen, will probably expand it from its Saturday 1:25-1:30 p.m. outing to an across-the-board item. ABC also is pitching for this business. If expanded, Prom would pick up two days of the show. June 16 is the probable starting date.

Toni already has been set to continue its participation in the summer replacement for the Kate Smith daytime TV show, in which it has had 15 minutes on Friday via the National Broadcasting Company. This show will feature Bill Goodwin and Robin Chandler and will incorporate "Winner Take All" as 30 minutes of the hour-long stanza.

In addition, Toni is known to be considering a summer radio spot campaign to start later in the season, with details currently being blueprinted. Meanwhile, the Prom division was reading a move from the Foote, Cone & Belding agency to Weiss & Geller, which is acquiring the services of Don Nathanson, former ad director of Toni.

WOR's new studios are completely equipped for all aspects of motion picture production, and Streibert himself was affiliated with several movie firms during the 1920's, including F.B.O. Pictures (now R.K.O.), Cinema Credits and Pathe Exchange. He joined WOR in 1933.

WOR programming chief Jules Seebach has already moved up stairs to handle Mutual's programming, now that Fineshruber has taken over many of the administrative duties formerly handled by web's ex-proxy Frank White, and WOR's engineering vicepres J. R. Poppele is automatically expected to head up Mutual's technical operation, since the web has no engineers of its own.

## BIG SCREEN

## Detroit to See Sugar Maxim Tilt

DETROIT, May 31.—The first public exhibition of cabled big-screen television has been booked by two local circuits for the Ray Robinson-Joey Maxim fight, June 23. Houses to show the fight will be the Palms-State, located downtown with 2,967 seats, normally a first run, operated by United Detroit Theaters; and the Eastown neighborhood 2,206-seater, operated by Wisper and Wetsman. Both are RCA equipped. All seats will be sold at \$2.40 with no reserves, but with a guarantee that all buyers will get a seat.

Plans to adapt the Du Mont big screen installation at United Detroit's big Michigan Theater, which has been out of use for two years, for the fight, were dropped when that theater booked a spot stage show for the same week. Installation has been in progress for about a year at both the Eastown and Palms-State, but has had only test workouts so far.

## Parks to Stay With CBS-TV

NEW YORK, May 31.—Bert Parks will return next fall to the Columbia Broadcasting System's TV web for a new daytime sponsor. The Parks tri-weekly half-hour show will be cancelled by General Foods after its current cycle because of other heavy commitments.

Parks, however, has been bought by an unnamed sponsor, but will probably not be programmed as often.

## PM Sales Up \$1,000,000

NEW YORK, May 31.—The annual report of the Philip Morris Company, issued this week, showed an increase in sales of approximately \$1,000,000, with a decrease in net earnings of about \$4,000,000. Sales for the year ending March 31, reached \$305,698,324, with a net profit of \$12,627,140.

In the year ending March 31, 1951, Philip Morris racked up sales of \$305,804,331, and showed a net profit of \$16,689,145.

## "Miss Brooks" Sked Is Set

NEW YORK, May 31.—General Foods this week decided to slot "Our Miss Brooks" Friday 9:30-10 p.m. on the Columbia Broadcasting System's TV web, when it goes on shortly. It had been reported that the sponsor would move his other package, "Claudia," to Fridays and sked the Eve Arden show on Mondays, 9:30-10 p.m., but this plan never worked out.

## MIMI WARREN



celebrates her second anniversary as

**FEATURED PIANIST**

at the

**MERMAID ROOM**

Park Sheraton Hotel

on JUNE 6

Ends her record breaking engagement

at the Mermaid Room on June 7

and

**THE "MIMI WARREN TRIO"**

opens an engagement at the

**PENN SHERATON**

in Philadelphia on

**JUNE 13**

Management—Ed Flaherty

# THE BILLBOARD Radio-TV Show Charts

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

## • Top 10 TV Shows Each Day of the Week in COLUMBUS (207,000 TV Sets; \* Panel Size 400)

... According to Videodex Reports

NEWS-TV	Columbus Dispatch	CBS
WLWC	Crosley Broadcasting Corp.	NBC
WTVN	Picture Waves, Inc.	ABC, DuMont

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

ARTHUR GODFREY'S "Talent Scouts" had the highest TV ratings in Columbus the first week in April, according to Videodex. And "Arthur Godfrey and His Friends" on Wednesday night was second. Columbus Broadcasting System had more of the top weekday shows in Columbus than any of the other networks; and CBS shows topped the list three out of the five days.

Red Skelton was the top program on the week-end. But over Saturday and Sunday, too, CBS had more shows than any of the others. Note that Crosley Broadcasting's "Midwestern Hayride," which is now also on the National Broadcasting Company's TV network, was the top Saturday show in Columbus, having picked up more than 9 points since last October, the last Columbus listing carried in The Billboard.

### SIGN-ON TO SIGN-OFF SUNDAY

Rank	Program	Net	Time	Station	Aug. Rtg.	Oct. '51 Rtg.
1.	RED SKELTON	NBC	10:00-10:30	WLWC	39.9	1 40.6
2.	WHAT'S MY LINE!	CBS	10:30-11:00	WBNS	33.4	5 28.0
3.	THIS IS SHOW BUSINESS	CBS	7:30-8:00	WBNS	33.3	4 28.2
4.	COMEDY HOUR (Arlene & Cedric)	NBC	8:00-9:00	WLWC	31.6	7 22.8
5.	TOAST OF THE TOWN	CBS	8:00-9:00	WBNS	31.1	2 33.0
6.	ROY ROGERS	NBC	6:00-6:30	WLWC	31.0	—
7.	GENE AUTRY	CBS	7:00-7:10	WBNS	29.0	5 28.0
8.	ROCKY KING	DuM	9:00-9:30	WTVN	23.0	10 12.8
9.	RED RYDER	Non-Net	3:00-4:00	WTVN	22.8	—
10.	COLUMBUS TOWN MEETING	Non-Net	1:00-2:00	WBNS	22.6	—

### MONDAY

1.	TALENT SCOUTS	CBS	8:30-9:00	WBNS	57.2	1 49.4
2.	I LOVE LUCY	CBS	9:00-9:30	WBNS	54.2	—
3.	ROBERT MONTGOMERY	NBC	9:30-10:30	WLWC	22.3	—
4.	PERRY COMO	CBS	7:45-8:00	WBNS	20.7	—
4.	LUX VIDEO THEATER	CBS	8:00-8:30	WBNS	20.7	7 19.2
6.	WINCHELL MAHONEY	NBC	8:00-8:30	WLWC	19.1	—
7.	CRUSADE IN PACIFIC (film)	Non-Net	7:00-7:30	WBNS	17.3	—
8.	CLAUDIA	CBS	9:30-10:00	WBNS	15.3	—
9.	STRIKE IT RICH	CBS	11:30 Noon	WBNS	15.0	—
9.	CHET LONG	Non-Net	6:45-7:00	WBNS	15.0	—

### TUESDAY

1.	TEXACO STAR THEATER	NBC	8:00-9:00	WLWC	37.5	1 51.9
2.	FIFESIDE THEATER	NBC	9:00-9:30	WLWC	35.1	2 27.7
3.	CIRCLE THEATER	NBC	9:30-10:00	WLWC	25.1	3 22.8
4.	MEETIN' TIME AT MOORE'S	Non-Net	6:30-7:00	WLWC	22.5	—
5.	DANGER	CBS	10:00-10:30	WBNS	22.1	4 20.7
6.	CAMEL NEWS CARAVAN	NBC	7:45-8:00	WLWC	19.9	10 15.2
7.	BEULAH	ABC	7:30-8:00	WTVN	18.5	7 17.8
8.	ORIGINAL AMATEUR HOUR	NBC	10:00-10:45	WLWC	18.3	5 20.1
9.	AUTO SHOW	CBS	9:30-10:00	WBNS	17.4	—
10.	DOM MACK	Non-Net	7:00-7:30	WBNS	17.2	—

### WEDNESDAY

1.	GODFREY & FRIENDS	CBS	8:00-9:00	WBNS	52.1	1 37.2
2.	STRIKE IT RICH	CBS	9:00-9:30	WBNS	40.8	2 25.7
3.	PARTY BLUE RIBBON BOUQUIS	CBS	10:00-10:45	WBNS	26.0	4 22.4
4.	MEETIN' TIME AT MOORE'S	Non-Net	6:30-7:00	WLWC	22.7	—
5.	REBOUND (film)	ABC	9:30-10:00	WBNS	22.0	—
6.	CBS NEWS	CBS	7:30-7:45	WBNS	18.6	6 21.6
7.	KRAFT TV THEATER	NBC	9:00-10:00	WLWC	17.0	7 19.1
8.	WESTERN ROUNDUP	Non-Net	4:45-6:00	WBNS	15.3	—
8.	SPORTS SPOT	CBS	10:45-11:00	WBNS	15.3	—
10.	THE NAME'S THE SAME ABC	NBC	7:30-8:00	WTVN	15.0	—

### THURSDAY

1.	YOU BET YOUR LIFE	NBC	8:00-8:30	WLWC	32.2	2 27.7
2.	BIG TOWN	CBS	9:30-10:00	WBNS	31.0	3 26.9
3.	AMOS 'N' ANDY	CBS	8:30-9:00	WBNS	30.8	1 33.9
4.	RACKET SQUAD	CBS	9:00-9:30	WBNS	29.3	6 21.0
5.	MEETIN' TIME AT MOORE'S	Non-Net	6:30-7:00	WLWC	24.5	—
6.	GANGBUSTERS	NBC	9:00-9:30	WLWC	19.4	—
7.	MARTIN LANE	NBC	10:00-10:30	WLWC	19.1	4 22.2
8.	BEAT THE CLOCK (film)	CBS	7:00-7:30	WBNS	18.4	—
9.	LOWE RANGER	ABC	7:30-8:00	WTVN	17.9	7 19.2
10.	RUFY LYONS	NBC	Noon-1:00	WLWC	15.5	—

### FRIDAY

1.	MY FRIEND IRMA	CBS	8:30-9:00	WBNS	35.6	—
2.	MAMA	CBS	8:00-8:30	WBNS	22.5	9 15.2
3.	PLAYHOUSE OF STARS	CBS	9:00-9:30	WBNS	22.2	3 19.0
4.	CBS NEWS	CBS	7:30-8:00	WBNS	21.8	6 16.9
5.	BIG STORY	NBC	9:00-9:30	WLWC	21.7	2 25.1
6.	BOXING	NBC	10:00-10:45	WLWC	21.2	5 17.9
7.	TWENTY QUESTIONS	DuM	8:00-8:30	WTVN	21.0	4 18.4
8.	PERRY COMO	CBS	7:45-8:00	WBNS	20.7	6 16.9
9.	HOLLYWOOD THEATER	Non-Net	9:30-10:00	WBNS	20.4	—
10.	LAUREL & HARDY	Non-Net	7:00-7:30	WBNS	19.3	—

### SATURDAY

1.	MIDWESTERN HAYRIDE	Non-Net	7:00-8:00	WLWC	34.6	3 25.4
2.	KEN MURRAY	CBS	8:00-9:00	WBNS	34.4	2 25.5
3.	YOUR SHOW OF SHOWS	NBC	9:00-10:30	WLWC	28.1	1 31.0
4.	BIG TOP	CBS	12:00-1:00	WBNS	25.4	—
5.	CISCO KID (film)	Non-Net	5:30-6:00	WBNS	23.3	—
6.	YOUR HIT PARADE (film)	NBC	6:30-7:00	WLWC	20.7	—
7.	WONDERFUL TOWN	CBS	9:00-9:30	WBNS	19.3	10 9.3
8.	WILD BILL HICKOK (film)	Non-Net	6:00-6:30	WBNS	19.0	—
9.	ALL STAR REVUE	Non-Net	8:00-9:00	WLWC	17.4	4 23.4
10.	SMILING ED McCONNELL	CBS	11:30 Noon	WBNS	17.3	—

\*NBC estimate for April, 1952.

## FOR FULL INFORMATION

About all radio and television shows, ratings, audience compositions and the many other factors which determine the success or failure of a program, subscribe to part or of the full services of the research organizations featured on these pages. For full details of the Pulse reports, write to THE PULSE, INC., 15 West 46th Street, New York.

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

For the ARB service write to AMERICAN RESEARCH BUREAU, National Press Building, Washington.

## NEXT WEEK

### Top 10 TV Shows Each Day in CHARLOTTE

... According to Videodex

### Top 5 Radio Shows Each Day in BIRMINGHAM

... According to Pulse

### Share of Total Audience Radio Vs. TV in BIRMINGHAM

... According to Pulse

## Book Sale Dip Blamed on TV

WASHINGTON, May 31.—Allen McMahon, of Fort Wayne, Ind., president of the American Booksellers' Association, this week blamed television for a drop in book sales but predicted that the setback won't be permanent. Addressing a convocation of the ABA here, he said, "There have been reading crises before and there will be reading crises again. Our present crisis is the undisguised fear that the woodlots of TV saplings will grow into an impenetrable forest thru which the printed word cannot find its way."

## Simmons Buys "News to Me"

NEW YORK, May 31.—Simmons-Mattress this week bought "It's News to Me," alternate Fridays 10:30-11 p.m. on the Columbus Broadcasting System's TV network beginning next fall. Should the web come up with a client who wants the program on a weekly basis, it can recapture it from Simmons-Alcoa has bought the program as a summer replacement for "See It Now." Young & Rubicam is the agency for Simmons.

## Holland Buys Godfrey Seg

CHICAGO, May 31.—Holland Furnace Company this week bought a new Arthur Godfrey AM stanza to be titled "King Arthur and His Court" which will be heard Sundays, 5-5:30 p.m. EDT, over 148 Columbia Broadcasting System Stations, starting July 13. Programs will emanate from CBS headquarters in New York. Agency is Roche, Williams & Cleary, Chicago.

## • Top 5 Radio Shows Each Day of the Week in Minneapolis—St. Paul

... According to Pulse Reports

KEYD	5,000 watts day	Ind.	WLOW	5,000 watts	MBS
KSTP	50,000 watts	NBC	WMIN	250 watts	Ind
WCCO	50,000 watts	CBS	WPGC	500 watts day	Ind
WCOW	5,000 watts day	Ind.	WTCN	5,000 day; 1,000 night	ABC, DuMont
WDGY	50,000 day; 25,000 night	Ind.			

Pulse radio surveys are conducted in 19 markets and reports are issued bi-monthly (except for New York, which is monthly). Information is obtained by the personal interview meter method using a cross-section of homes selected by a modified area sampling method. In the bi-monthly reports, 8,200 homes are interviewed in each market. Ratings are reported by 15-minute segments from 6 a.m. to midnight each day for an entire week. Ending ratings are based on one home in each market. Monday-Friday daytime ratings are based on 3,000 homes.

CEDRIC ADAMS continued to enjoy his extraordinary popularity in Minneapolis and St. Paul during March and April. His 10 p.m. show over WCCO had the highest rating in that market every evening of the week. And his early-afternoon show had the highest rating Monday, Friday and Saturday daylight. This plus the Columbus Broadcasting System staked gave WCCO a CBS owned station, the top audiences in the twin cities. The only period in which CBS programs did not show up on top was Friday evening. Ratings generally, however, were somewhat lower than in September and October (see The Billboard of January 12, 1952). Adams drew as high as an 18.5 at that time, whereas in the latest Pulse report his top is 17.9.

### 7 P.M. TO MIDNIGHT

Rank	Program	Net	Time	Station	Highest OR. Rtg.	Sp. Pts.	Oct. '51 Rtg.
1.	NEWS—CEDRIC ADAMS	Non-Net	10:00-10:15	WCCO	13.0	—	—
2.	BERGHE-McARTHY SHOW	CBS	7:00-7:30	WCCO	10.8	—	—
3.	PHILIP MORRIS PLAYSE	CBS	7:30-8:00	WCCO	8.5	—	—
3.	THEATER GUILD	NBC	7:30-8:30	KSTP	8.5	—	—
5.	CORLISS ARCHER	—	—	—	—	—	—
5.	SCREEN GUILD	CBS	8:00-8:30	WCCO	8.0	1	9.6

### MONDAY

1.	NEWS—CEDRIC ADAMS	Non-Net	10:00-10:15	WCCO	16.5	1	18.5
2.	LUX RADIO THEATER	CBS	8:00-9:00	WCCO	13.5	2	14.2
3.	BOB HAWK	CBS	9:00-9:30	WCCO	12.5	4	11.9
4.	GODFREY'S TALENT SCOUTS	CBS	7:30-8:00	WCCO	10.5	3	13.7
5.	SUSPENSE	CBS	7:00-7:30	WCCO	10.0	—	—

### TUESDAY

1.	NEWS—CEDRIC ADAMS	Non-Net	10:00-10:15	WCCO	15.8	1	18.5
2.	LIFE WITH LUIGI	CBS	8:00-8:30	WCCO	11.3	3	12.8
3.	PURSUIT THE LINE UP	CBS	8:30-9:00	WCCO	10.5	2	12.9
4.	FIBBER MCGEE & MOLLY	NBC	8:30-9:00	KSTP	10.0	—	—
5.	NEWS-SPORTS	—	10:15-10:30	WCCO	9.8	—	—

### WEDNESDAY

1.	NEWS—CEDRIC ADAMS	Non-Net	10:00-10:15	WCCO	14.5	1	18.3
2.	BING CROSBY	CBS	8:30-9:00	WCCO	11.8	—	—
3.	RED SKELTON SHOW	CBS	8:00-8:30	WCCO	11.3	—	—
4.	YOU BET YOUR LIFE	NBC	8:00-8:30	KSTP	10.8	—	—
5.	OMC CHRISTIAN	CBS	7:30-8:00	WCCO	10.5	2	11.4

### THURSDAY

1.	NEWS—CEDRIC ADAMS	Non-Net	10:00-10:15	WCCO	16.8	1	17.8
2.	FBI IN PEACE & WAR	CBS	7:00-7:30	WCCO	11.5	2	14.0
3.	HALLMARK PLAYHOUSE	CBS	7:30-8:00	WCCO	10.8	4	11.7
4.	DRAGNET	NBC	8:00-8:30	KSTP	10.5	—	—
5.	TRUMAN MISC.	CBS	9:30-10:00	WCCO	9.5	—	—

### FRIDAY

1.	NEWS—CEDRIC ADAMS	Non-Net	10:00-10:15	WCCO	16.0	1	11.3
2.	NEWS-SPORTS	Non-Net	10:15-10:30	WCCO	9.5	2	9.5
3.	DINNER AT THE ADAMS	Non-Net	7:00-7:30	WCCO	8.0	3	7.8
4.	MARTIN & LEWIS	NBC	7:30-8:00	KSTP	7.0	—	—
5.	OZZIE & HARRIET	ABC	8:00-8:30	WTCN	6.8	—	—

### SATURDAY

1.	NEWS—CEDRIC ADAMS	Non-Net	10:00-10:15	WCCO	12.8	1	13.8
2.	GENE AUTRY	CBS	7:00-7:30	WCCO	11.3	2	11.9
2.	HOPALONG CASSIDY	—	—	—	—	—	—
4.	TARZAN	CBS	7:30-8:00	WCCO	11.3	—	—
4.	GANG BUSTERS	CBS	8:00-8:30	WCCO	11.0	3	10.4
5.	WHOOPIE JOHN	Non-Net	8:30-9:00	WCCO	9.5	—	—
5.	SPORTS	Non-Net	10:15-10:30	WCCO	9.5	4	10.8

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

1.	NEWS—CEDRIC ADAMS	Non-Net	12:30-12:45	WCCO	17.9	—	—
2.	ARTHUR GODFREY	CBS	9:00-10:30	WCCO	15.3	3	13.9
3.	THE GUIDING LIGHT	CBS	12:45-1:00	WCCO	13.4	2	15.1
4.	EDWARD R. MURROW-LARRY LESUEUR	CBS	6:45-7:00	WCCO	13.0	—	—
5.	CLUB 15-PEGGY LEE	CBS	6:30-6:45	WCCO	13.0	—	—

### SATURDAY

1.	NEWS—CEDRIC ADAMS	Non-Net	12:30-12:45	WCCO	14.0	—	—
2.	NEWS-GRIM	Non-Net	8:30-8:45	WCCO	9.3	5	9.8
3.	NEWS-DE HEAVEN	Non-Net	7:15-7:30	WCCO	9.0	—	—
3.	DAYTON'S MUSICAL CRIMES	Non-Net	7:30-8:30				

NEWS CAPSULES

N. Y. Times' "Forum" For Du Mont Scanning

Continued from page 4

cast from the Republic TV retail store in Brooklyn. Miss Kalms was the first fem to run an all-night show as a disk jockey-commentator-interviewer.

BAB Offers 5-Way Retail Expansion

NEW YORK — The Broadcast Advertising Bureau announced a five-way expansion of its retail services to its radio station members which includes the following: A monthly sales opportunity calendar, availability of Newstadt statistical information on retail sales and advertising, a regular compilation of product sales by months and sections of the country, a budget planning sheet for retailers and a how-to-do-it book on radio advertising designed for local advertisers.

Bob Roberts Aims Late Over WAAZ, Newark

NEWARK, N. J. — A new after-midnight program, the Bob Roberts show, is now being aired by WAAZ here. The show is broadcast from midnight to 2 a.m. every night but Monday from the Rustle Cabin, Englewood Cliffs, N. J. Roberts also is heard on WMCA, New York, and produces the Alan Prescott TV show for Du Mont.

Indonesians Exert Here To Study Radio

CHICAGO — R. Maladi, director-general of the Radio Republik Indonesia, visiting here this week, is on a tour of the United States studying radio production techniques, with special emphasis on educational broadcasting. Maladi was hosted by the Radio Council, Board of Education and toured its station WBEZ.

WCAU Unveils Lavish Production Center

PHILADELPHIA — Keyed to its 30th anniversary, WCAU stations this week opened its radio and television center, one of the largest and most completely integrated of such layouts. Located on a 10-acre site on the city's suburban line, the center occupies 100,000 square feet. Completely air-conditioned, the functional layout permits tripling of present studio facilities. WCAU-TV now originates six shows for the Columbia Broadcasting System. The new center includes three TV studios and four AM studios.

Chi Admen Pick "Calico" As Best for Kids

CHICAGO — The "King Calico" puppet show, seen over WENR-TV, Monday, Wednesday and Friday, has been selected as the best children's show here by the Chicago Federation of Advertising Clubs. The show, sponsored Wednesday and Friday by Milnot, is expected to go five-times-a-week early in June when Old Colony cancels out of its 5:45-6 p.m., CDT, program. Milnot is currently mulling the possibility of filming the "Calico" segs, using the kines in spot markets.

Problem: Can Bill Bailey Be Billed Over Himself?

CHICAGO — The National Broadcasting Company's TV character, Cactus Jim, who last year appeared with the "Cisco Kid" rodeo in Chicago, is expanding his scope this year, working a three-day rodeo in Norfolk, Va. this week-end, and a two-day event in Richmond, Va. June 7-8. While Cactus Jim headlines the bill, the supporting acts will include the cast of "The Old American Barn Dance," syndicated video series. As a result, a billing problem has arisen, with Bill Bailey, who emceeds the "Barn Dance," getting second billing to Cactus Jim, who is, in private life, the same Bailey.

ABC Appoints Roberts, Signs 7 Affiliates

NEW YORK — The American Broadcasting Company this week appointed a new director of its radio network's central division and signed up seven more affiliate stations. Charles T. Ayres, ABC radio web veepee, named Don Roberts as director of the central division. Roberts had been a veepee with the Sullivan, Stauffer, Colwell & Bayles agency.

New affiliates with the ABC radio network are KOWB, Laramie, Wyo.; KYOR, Blythe, Calif.; KROP, Brawley, Calif.; KREO, Indio, Calif.; KANE, New Iberia, La.; WGVY, Greenville, Ala., and WKSR, Pulaski, Tenn.

WINS to Cover Politics

CONLABS Independently ... NEW YORK — Local independent, WINS, Crosley-owned station will furnish direct coverage of the political conventions in Chicago. Coverage is unique in that this will make WINS the only indie here to air on-the-spot coverage and one of the few indie stations to do so in the country. Staffers handling the coverage for the station include John Bosman, Josephine Halpin, General Manager Harry C. Fells and Assistant General Manager Joseph G. Besch.

Fibber and Molly Return To Air Come Fall

NEW YORK — Reports that Fibber McGee and Molly had been cancelled by Pet Milk were denied this week by the National Broadcasting Company. The comedy series is being replaced for the summer only by "Truth and Consequences."

The Restless People and The Revolving Door

Milton Berle will stage his fourth annual — and the first coast-to-coast-TV marathon for the benefit of the Damon Runyon Memorial Fund on the NBC-TV web beginning 12 noon Saturday (7) and continuing until 10:30 a.m. the following day. Syd Eiges, press veepee at NBC, has been elected president of the New York Professional chapter of the national journalism fraternity, Sigma Delta Chi, for the 1952-'53 year. Larry Surles joins the sales staff at NBC-TV in its spot sales division.

Leslie A. Harris has been upped to an account exec in ABC radio network sales. Rodney D. Chapp, Du Mont TV network engineering director, has been elected treasurer of the Technical Societies Council of New York.

Norman Cloutier has been named program director of stations WTAM and WNBK, Cleveland. Hafner & Halperin have signed Sterling Hayden to star in the Kerry Drake TV series. Eleven-year-old Bill Gray has been signed for the role of Tagg in the Annie Oakley series being made by Gene Aubry's Flying A productions. Austin Johnson has been appointed co-ordinator of merchandising at Benton & Bowles. Harvey J. Struthers, WEEI, Boston, general manager, will take a two-week vacation on Cape Cod beginning June 2.

CBS Previews Film Promoting Radio Medium

NEW YORK, May 31. — The Columbia Broadcasting System this week received delivery from United Productions of a 15-minute full-color documentary film which is to be used to promote radio. Titled, "More Than Meets the Eye," the business documentary cost an estimated \$30,000 and is the first such film to use animated, semi-abstract art.

Basically an illustrated soundtrack which differs from the conventional movie by communicating primarily thru sound-effects, music and narration, the film blends three of the most vital entertainment aspects of radio. Movie will be introduced to 400 radio and screen stars, advertisers, agency execs and the press on Monday (2) in Hollywood by network proxy Adrian Murphy, with special showings to follow in New York and other key centers. Script and sound track were prepared by CBS radio. Robert Trout handled the narration. Animation and images were by United Productions, the producers of the Academy-winning "Gerald McBoing Boing."

GLOBAL VIDEO?

Denmark and France Make TV Progress

WASHINGTON, May 31. — Progress toward global TV, according to Commerce Department round-up, in particularly observable in Denmark, France, Italy and Moscow. France put into operation in January a new medium-wave transmitter said to be "the most modern in the world," while it was estimated that TV receiver manufacturers in Northern Italy could produce between 10,000 to 12,000 sets per year. Published reports from Moscow, set TV sets for the Russian city and the nearby countryside at 60,000. In Denmark, regular TV broadcasts were begun from a Copenhagen station October 1, 1951. Thus far TV broadcasts cover only Copenhagen and environs, while a license fee of 50 crowns is assessed on each TV receiver. The highly developed Danish radio industry and the country's severe dollar shortage is considered to have practically eliminated possibilities for United States TV-radio sales in Denmark. Italy has set import restrictions on foreign TV receivers, altho tubes will be imported from the United States and Great Britain.

WBS Offers New Sound Effect Series

NEW YORK, May 31. — World Broadcasting System's sales and program service launched a new sound effects feature here in a week which also saw the transcription firm chalk up a record output of new material to its station subscribers.

The new series, "World Sell Sounds," is designed to help local stations increase the impact of commercials via the use of special sound effects for leads into local selling messages. New material issued to augment World's commercial program series represents 16 different stars and artist groups, including "Country Fair" with Judy Canova; Raymond Massey's "Chapel by the Side of the Road"; Robert Montgomery's "Freedom is Our Business"; the Dick Haymes show; The Three Suns, and the Lyn Murray show.

BAB Bounds Ahead

Continued from page 4

was operating with a mere \$157,000. Cailey paid high tribute to Edgar Kobak, who as board chairman in the organization's first year, along with president Bill Ryan, was responsible for "getting BAB off the ground."

In addition to continuing its present promotional activities, the BAB will take on a number of important new projects to sell radio as a medium. To pursue these projects the staff is being expanded from 21 to 30 people, and a Chicago office is being opened. A budget of \$50,000 has been set aside for a "Sell Radio" campaign. Key newspapers in major markets such as New York and Chicago will be used, as well as trade papers in such industries as food and drugs, automotive, etc. The bulwark of this campaign, however, will be radio itself. The BAB will supply all member stations with mats and other material, and request stations air same in all available time.

Lou Hausman, Columbia Broadcast System promotion chief, will be head of a committee of networks and independent station people, assigned to planning and placing the campaign.

At the same board meeting, the BAB also voted to appropriate in behalf of radio, \$15,000 to the Advertising Research Foundation, which under the leadership of Ed Kobak is planning to make studies designed to eliminate the present confusion in research and to find an answer to developing research which would be acceptable to media and advertisers alike. The BAB appropriation is contingent upon an appropriation

Top 25 TV Shows NATIONALLY

... According to American Research Bureau

THE ratings below are based on countrywide, county by county, urban and rural sampling covering all 48 TV markets. They are obtained from diaries placed for the week in 1,200 TV homes. Completely new samples are used for each set of ratings. The rating for a particular show is based only on the sample in those areas where that show can be seen. When viewing for five minutes or more is reported, credit for the quarter hour is given. Half-hour and hour ratings are averages of the quarter hours. Also shown below are the percentage of men, women and children under 18 in the audience and the average number of viewers per set. All time given in New York time.

Table with 10 columns: Program, Rating, Homes (000's), Cites, % Men, % Women, % Under 18, Viewers Per Set. Lists top 25 TV shows including LOVE LIES, TALENT SCOUTS, YOU BET YOUR LIFE, GODFREY AND FRIENDS, BLUE RIBBON BOUTS, RED SKELTON, MY FRIEND RIMA, SHOW OF SHOWS, WHAT'S MY LINE, STAR THEATER, ROBERT MONTGOMERY PRESENTS, FIDELITY THEATER, TELEVISION PLAYHOUSE, COMEDY HOUR, BIG TOWN, MAMA, RACKET SQUAD, STRIKE IT RICH, KRAFT TV THEATER, REN MURRAY, CAVALCADE OF SPORTS, AMOS 'N ANDY, GANG BUSTERS, ORIGINAL AMATEUR HOUR, TOAST OF THE TOWN.

Vote Chasers' Ratings

... According to American Research Bureau

FOLLOWING is a list of television programs on which political personalities appeared during the first week of this month. They are listed in order of their ARB ratings. The Billboard will publish this feature monthly until election day. Publication of this list is not intended to imply that a candidate's voting strength is directly proportional to his TV popularity. But this list should indicate the importance of television in the current political campaign.

Table with 10 columns: Program, Network, Day, Time, No. Cities, Homes (000's), ARB Rtg. Lists programs like LEAGUE OF WOMEN VOTERS CONVENTION, PRESIDENTIAL TIMBER, CHROMOSCOPE, WHITE HOUSE TOUR, YOUTH WANTS TO KNOW, MEET THE PRESS, AMERICA'S TOWN MEETING, AMERICAN FORUM, KEEP POSTED, CHROMOSCOPE.

from the TV industry, and upon a check of the ARF plans, which Kobak said will be ready in about 30 days.

Bill Ryan announced that among BAB's plans is a project to sell big chain stores on greater use of radio, and to divert more of the co-op budgets handled by retailers into radio. Ryan also said that the BAB will continue to work with, and give all possible support to, individual broadcasters and broadcaster groups in "Sell Radio" drives.

The BAB goal is to hit a membership of 750 stations, and an operating budget of \$700,000, by January 1.

Cailey, incidentally, said the organization's decision to partici-

date in the effort to clarify research confusion stemmed from the request that the BAB do so by the Affiliates' Committee in Chicago at the last National Association of Radio and Television Broadcasters' Convention.

Video Strategy

Continued from page 4 board meeting. Follows this week announced selection of William H. Fineschreiber Jr. as the Mutual Broadcasting System representative on the board. Fineschreiber, executive veepee and a director of MBS, replaces Frank White on the board. White resigned to join the National Broadcasting Company.

Six o'Clock Report

**TELEVISION**—Reviewed Monday (26), 8-6:15 p.m., EDT. Initial five minutes presented by Chase National Bank, thru Hewitt, Ogilvy, Benson & Mather, via WCBS-TV, New York. Director, Vince Walters. Commentators: Don Hollenbeck, Bill Leonard and Tom Meany.

WCBS-TV has created an informative and well-conceived early news program. The show offers Don Hollenbeck for straight news in the first five minutes, Bill Leonard for a five-minute feature story and Tom Meany for sports coverage on the remainder of the 15-minute show.

Don Hollenbeck, one of the best news commentators on the New York scene, did his usual impressive stint for the station. The story of the day, as handled by Leonard, dealt with General Ridgway and his family. They were news because they were about to take off for Europe. In the absence of spot baseball news, Meany went into the background of night baseball and showed clips from the first night game.

Good Film

Film was used intelligently to illustrate news developments, the feature story and the sports activities. Perhaps the only drawback to the news show was the fact that the three commentators had to read their copy. It is obvious that they could not memorize so much material, but some device is needed which would enable them to read their dispatches without downward glances.

The commercial for Chase National Bank, which sponsors the first five minutes, was well done. Leon Morse.

Those Two

**TELEVISION**—Reviewed Monday (26), 7:30-7:45 p.m., EDT. Sponsored by Procter & Gamble thru Benton & Bowles, via the National Broadcasting Company. Producer, Oliver Barbour, Director, William L. State. Writers, Johnny Greene and Lee Wainer. Music, Harry Lubin.

Martha Stewart, replacing Vivian Blaine on "Those Two," was understandably uncertain in her new venture, a condition that will probably disappear as soon as she's done a few shows. The basic format of the show remains—boy-girl combo (thinly veiled romance) with one of the two having showbiz ambitions. In this one, Pinky Lee, a pathetic little man, is heading for the country to apply for an emcee job. He runs into Martha Stewart in the bus station, and what do you think? Both are headed for the same place. He for a job; she, as a guest. The latter, however, was never made plain, because when she arrived at the hotel she was treated more as an owner than a guest.

Misunderstanding

In any case, the usual misunderstanding occurred. It seemed that the hotel didn't require an emcee but a bus boy. In between the chatter, Lee got a chance to sing a n.d. dance, presumably showing his wares for the job. Miss Stewart, with her dimples flashing, philosophized via "Look for the Silver Lining," giving it the proper schmaltz interpretation to show she meant it. Later she danced a bit, making Pinky's terps stand out by comparison.

The Johnny Johnston filmed commercial plugging Drene can stand a renovation. It's blurry, dark and unconvincing. Bill Smith.

Capt. Glenn's Play Club

**TELEVISION**—Reviewed Wednesday (21), 9-9:30 a.m., EST. Sustaining Mondays thru Fridays via WLW-TV, Cincinnati, and fed to WLW-C, Columbus, O., and WLW-D, Dayton, O. Produced and directed by Bill Huffman, assisted by Larry Kutz. Cast: (Capt.) Glenn Rowell, (Nurse) Rosemary Oberding; Si Kelly, puppeteer, and 14 participating children.

This show, designed to catch the eyes of kiddies under seven so that mother will have a chance to do early-morning chores, has sponsorship possibilities for firms catering to the moppet field. After a few more shakedown telecasts, it should be ripe for a bankroller. In an effort to render a service, the station has retained Dr. Ruth I. Smith, assistant professor of kindergarten and primary education at the University of Cincinnati, as consultant seeking to mold programs that will be entertaining as well as beneficial to tots.

In the title role is Glenn Rowell, who also pilots a successful evening children's program, "Captain Glenn's Bandwagon." Rowell has the knack of making the kid forget TV, with the result that actions are completely natural before the cameras. Lending capable assists are "nurse" Rosemary Oberding and Si Kelly with a puppetry stint.

While it is difficult to argue with an expert on children, it appears that some of the show segments now presented could be eliminated to produce an overall tighter and more entertaining half hour. Some of Rowell's chatter with the kids could be cut, and Program Director Huffman might offer on alternate days the health hints and daily exercise presented by Miss Oberding. This would allow more time for the puppet show—one of the program's highlights. Kelly is an okay manipulator, but lack of production and limited time cramps his modified presentations of standard nursery tales such as "Three Little Pigs."

Other program features include group singing, motion songs, daily song with a kiddie safety message and a rhythm band stunt in which the kids beat toy drums, castinets, etc., in time to piano accompaniment by Rowell. The songs, written by Rowell, are intended to instruct as well as entertain. They cover such subjects as helping mother, kindness to pets, manners and Sunday school reminders.

Like many of its kind, this program has a club membership gimmick. Badges are awarded children participating in the program and those watching at home. Recruits for the program are drawn from the membership. A pitch for membership is made during the program. Al Schneider.

Stars in Khaki 'n' Blue

**RADIO**—Reviewed Sunday (25), 7:30-8 p.m., EDT. Sustaining via the National Broadcasting Company. Producer, Robert Jennings. Director, Parker Gibbs. Writer, Jack Cleary. Femesse, Margaret Truman. Cast, various servicemen.

With Arlene Frances, regular femesse of this show, off this week, Margaret Truman took over the reins of the servicemen's talent program. It is sufficient to say that she was by far the most professional thing on it, and actually carried the show.

Miss Truman was both smooth and confident in her handling of the show, altho it was quite evident she was working from a script. She seemed quite at ease, and her well-rehearsed informality came over well, by and large. The same can not be said for the contestants, whose replies were voiced strictly in wooden, primer-reading fashion, with one exception.

Artistically, the talent which aired was fair enough, and included an Irish tenor (who captured the top prize), a musical trio, chorus and, surprisingly enough, a symphony soloist who worked both in classical and pop rhythms.

Chanting Counter

The only unusual stunt was the use of three men from the Honest Ballot Association to count white cards held up by the studio audience in voting for their favorites.

CAPSULE COMMENT

**American Inventory (TV), NBC-TV, Sunday (18), 12:30-1 p.m., CDT.**

Doug Johnson does a masterful job in adapting "The Abe Lincoln Story" for TV. Much of his material was culled from Broadcast Music, Inc., President Carl Haverlin's radio script. The TV adaptation drew fine analogies between 1860 and 1952. The excellence of cast, direction, etc., is not denied, but whether Lincoln presents enough interest to sustain a series remains to be seen. (See full review this issue.)

**Capt. Glenn's Play Club (TV), WLW-TV, Cincinnati, Monday thru Friday, 9-9:30 a.m., EST.**

WLW-TV has retained Dr. Ruth I. Smith, assistant professor of kindergarten and primary education, University of Cincinnati, as consultant in its effort to mold a program that will be entertaining and beneficial to kiddies and at the same time keep them out of mother's hair as she does early-morning household duties. In this show succeeds. Program offers puppet show, children's safety hints and songs with a "message" for the kids.

**Thru the Enchanted Gate (TV), WNBT, New York, Sunday (18), 12:30-1 p.m., EDT.**

WNBT's new children's series, produced in co-operation with the Museum of Modern Art, more than lives up to the magical promise of its title. It's an unusual kid video entry in that it educates and entertains at the same time, and has equal appeal for parent and off-spring. (See full review this issue.)

**Those Two (TV), NBC-TV, Monday (26), 7:30-7:45 p.m., EDT.**

Pinky Lee remains as the little man who is misunderstood but always comes up smiling. His new partner, Martha Stewart, is the ray of sunshine who comforts him without being too brash. The gal's singing and dancing is adequate without being outstanding. But her flashing dimples make her good to look at. (See full review this issue.)

**Six O'Clock Report (TV), WCBS-TV, New York, Monday (26), 6-6:15 p.m., EDT.**

WCBS-TV has created an informative and well-conceived early evening news show, which offers Don Hollenbeck for straight reporting, Bill Leonard or a feature story and Tom Meany for sports coverage. All three newsmen were more than satisfactory for their stints, with perhaps the nod going to Hollenbeck. There was an intelligent use of film. The Chase National Bank commercial made its point minus verbal hammer-blows. (See full review this issue.)

**Stars in Khaki 'n' Blue (Radio), NBC, Sunday (25), 7:30-8 p.m., EDT.**

Margaret Truman filled in as femesse for Arlene Frances in this edition of the servicemen's talent stanza, and was by far the most professional performer on it. She was both smooth and confident in her handling of her lines, altho it was quite evident she was working from a script. (See full review this issue.)

The counter worked in a chant not too dissimilar from that used by the famed tobacco auctioneer, in multiples of 10, and he was backed by drum rolls which increased in tempo as the count drew toward a close. It was a highly effective device. Midway in the show Miss Truman interviewed a veteran of World War II and the Korean action, who shortly is going to return to Korea. He made a pitch for blood donations. Sam Chase.

American Inventory

**TELEVISION**—Reviewed Sunday (18), 12:30-1 p.m., CDT. Presented by the Sloan Foundation via National Broadcasting Company-TV. Executive producer, Bill Hodapp. Production-direction supervision, Walter Schwimmer. Producer, director for NBC, Ben Park. Writing-adaptation, Doug Johnson. Original manuscript, Carl Haverlin. Costumes, Doug Ray. Musical direction, Joseph Gallicio. Commentator, Clifton Utley. Announcer, Hugh Downs. Cast: Crahon Denton, Geraldine Kay, Maurice Copeland, Fred Smith and Stanley Gordon.

Series, for the second time in several months, moved to Chicago, this time to do "Abe Lincoln Story." There were several reasons for producing this seg from the Windy City rather than from New York. It was here, many years ago, that Bill Hodapp, now executive producer of the series, worked on a radio program written by Carl Haverlin, president of Broadcast Music, Inc., and produced by Walter Schwimmer. In the latter's files were complete manuscripts on the subject of the great American, and in the element of time, the episode related the distinct bearing on the national picture today as the country prepares for a new election.

Much of Haverlin's original manuscript, written for radio, was used in this television treatment, but Doug Johnson did a masterful job of adapting it for TV and in adding original matter to evolve an outstanding program. Obviously minute care had been taken with the direction and production, and the casting was excellent. The rare moments of tenderness as compared with the usually cold, taciturn character of Mary Todd Lincoln was ably enacted by Geraldine Kay, while Crahon Denton accurately portrayed the 1860 future of unrest and almost certain war with an appealing display of homely philosophy mixed with reverential faith in God. Supporting players also were well-coached to handle their historically true roles with convincing accuracy.

Analogy

It was the intent of the program to draw an analogy between the political crisis of 1860 and 1952. In this it was successful. Not only was the action so designed, but Clifton Utley, the NBC newscaster here, was employed as an off-screen commentator, giving election results and sidelights on the political picture of that earlier day.

It was also the intent of Schwimmer to use the "American Inventory" to showcase his Lincoln radio series for television. That he presented an outstanding audition cannot be denied, but whether there is wisdom in a weekly production based on Lincoln is a matter yet to be decided.

The major question, however, is not material for the series, but whether listeners would return week after week to this type show. The impact of special telecasts of this nature is great—it can hold the young as well as the old. Whether it could continue to do so weekly is the problem.

In any event, Schwimmer has done an excellent job, and future coverage of the Great Emancipator will have to go some to beat it. Norman Weiser.

WIOD Makes \$1 1/4 Mil TV Bid

MIAMI, May 31.—A television station on Channel 7 in Miami to cost \$1,250,000 is proposed by WIOD, the Miami Daily News station, in an application already filed with the Federal Communications Commission.

It's the first Miami application for a new television outlet to be filed under the amended regulations announced at the time the TV freeze was lifted.

Thru the Enchanted Gate

**TELEVISION**—Reviewed Sunday (18), 12:30-1 p.m., EDT. Sustaining via WNBT, New York. Producer, Victor D'Amico. Director, James Elson. Commentators, Ben Grauer and D'Amico.

"Thru the Enchanted Gate" more than lives up to the magical promise of its title. The series, produced in co-operation with the Museum of Modern Art by Victor D'Amico, director of the Museum's department of education and people's art center, is an unusual entry for the kid video field, in that it educates and entertains at the same time.

The average parent will sit thru some dry stuff in an effort to get a few pointers about what makes Junior tick, but Junior himself demands showmanship with his ABC's. Consequently it's a rare children's program that really rates the approval of both parent and child, and even rarer if it also appeals to the kind of adult who usually shudders at the mere pater of little feet across his TV screen. Judging by the initial program, this series should please all three.

Art Development

Designed for three-to-10-year-olds (with emphasis on the younger set), the series endeavors to help children express and develop their own creative powers and appreciation of art, via a variety of materials and techniques. For instance, on last Sunday's program a group of youngsters made "feeling pictures" by gluing bits of velvet, lace, paper, tinfoil, cellophane and what-have-you on cardboard. The object was for the children to select their materials by texture instead of appearance. In line with this, the teacher first ran thru a few lessons on "seeing with your hands" with the small fry (eyes tightly shut) describing what they "saw" with their fingers. (E.g., "It's soft, and fluffy. It's a bunny!")

The fem teachers were gracious and knowing, handing each child with careful casualness and holding his attention so that he performed with delightful naturalness in front of the camera. This naturalness is the best thing about the show. The kids are obviously having too much fun to care about the audience and their pleasure in "doing" should spark young viewers to do likewise, which is the primary intent of the program. At the close of the show, producer Victor D'Amico, likable tho slightly camera-shy, invited children watching the show to send in their "feeling" pictures, cautioning them gently, tho, "not to send in their favorite picture." This thoughtfulness sums up the over-all atmosphere of the show which makes no attempt to exploit its young charges.

Cameras Fine

Camera work and production were excellent throughout. Particular praise is due the quietly effective opener (children passing thru a cutout figure) which set the mood for the whole show. Narrator Ben Grauer has a way with kids, and aptly demonstrated it in a round-the-table interview session, during which he held grave discussions with the children about their individual pictures.

WNBT's new program director, Dick Pack, has a winner in "Thru the Enchanted Gate."

June Bundy.

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## Paramount, New York

(Wednesday, May 28)

Capacity, 3,654 seats. Price range, 55 cents-\$1.60. Five shows daily. Chain booker, Harry Levine. Managing director, Bob Weisman. Show played by Billy May's ork.

There was a show onstage; it was billed outside and the acts came on and did their spots. But with all the constant screaming and frenzied yowls, it was amazing that any act could go thru its routine and get off. The teenagers dominated the house, particularly the front rows. It was a Johnnie Ray audience—an audience that had already sat thru one show, knew all the routines and heckled enthusiastically, particularly the comic, if he deviated from his lines.

Ray, coming on in the closer, threw the kids into pandemonium. They were having an emotional jag and no usher was going to stop them. Fortunately no usher tried too hard. He'd have been lynched. Ray went thru his "Walking My Baby Back Home," "All of Me" (Now girls, keep still—Shut your mouths and kiss me), and the screams could've been heard in Times Square! When Ray finally got into "Cry" and went thru his wild arm waving, the Paramount became a snake-pit.

The house gave Ray all kinds of help. It plastered his name all over, including the vending machines; had pennants strung all over the front of the theater and ran display ads and other gimmicks. The result was a big opening with the cops patrolling the 44th Street stage door to keep the eager kids in check.

**Robinson Starter**  
The show started with Bud and Cece Robinson, an appropriate act on a Johnnie Ray bill. The two kids' enthusiastic hoofing and flaming youth impressions made for a great starter.

The Four Lads, in plaid Eton jackets, came on next and the

(Continued on page 45)

## Palace, New York

(Friday, May 30)

Capacity, 1,700. Price range, 55 cents-\$1.20. Four shows daily; five week-ends. RKO Chain booker, Dan Friendly. Producer, Dave Bines. Show played by Jo Lombardi's ork.

Management has followed up last week's solid bill with another well-balanced octet of bookings which should add up as over-all crowd-pleasers.

Ken Whitmer's comedy instrumental routines are in the feature spot. Whitmer is a musician of no mean talent, but he has a happy knack of taking the "curse of a 'class act' off by selling himself strictly for laughs. His gagged-up intro is a chuckle click and even when his musicianship could be taken seriously, he breaks it up with leaps to the pit for odd sessions on piano and traps. His trumpet wind-up is really virtuoso. It is a fine instrumental turn and has the customers with it from start to finish.

In the dance department the bill

(Continued on page 45)

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# Night Club-Vaude Reviews

## Radio City Music Hall, New York

(Thursday, May 29)

Capacity, 5,954. Price range, 80 cents-\$2.40. Four shows daily. House booker and senior producer, Leon Leonidoff. Producer, Russell Markert. Associate producer, Florence Rogge. Show played by the Raymond Paige house ork.

Only at the closing moment did the current show have the kind of spectacle the public expects to find at this house. The rest was put together quite simply. Nevertheless, there was enough amusing and, at times, impressive material to keep the customers laughing and clapping. And one of the two outside acts did fracture them—the Honey Brothers.

The Honey Brothers, three smart-looking fellows, came on as hoofers but quickly got into a routine of zany acrobatics and wild antics that kept the crowd yoking it up. The boys didn't spare themselves. One of them even landed in the pit. And they came up with a good gimmick for their bow off that gave them an extra big mitt.

A laugh was derived from the Clee Club's routine, too. Preceding the Honey Brothers, they opened with "That's the Chance You Take," against a race-track backdrop. Then after it was indicated that the race was over, they went into a take-off on "Cry," in which "you put your bet down" instead of your hair. George Sawtelle did a neat job of vocalizing on that.

### Ballet Number

A simple effect that got ah's and hands was the opening of the ballet number. Following the ork's opening with a medley of Franz Liszt melodies, the curtain went up revealing a bare stage. At the back was a tableau in the style of classical French painting against which six of the girls in white were standing motionless. The rest of the troupe entered from the wings, and their routine was the standard type for this group.

The Rockettes followed the Honey Brothers, and, except for their opening in black light to solo drums, they too did their standard turn. The theme of their number was "Rhythmiana," with "I've Got Rhythm," as the basic theme.

In the wind-up, the dance team, Mario and Floria, entered behind the chorus and then worked full stage for two impressive numbers. The finale, which provided the big flash, had the full company carrying ribbons of blue lights, all the way up the sides. Patterns of blue lights were also brought up from the on-stage pit and dropped from above for a sock ending. The pic was "Lovely to Look At." Gene Plotnik.

## La Vie En Rose, New York

(Wednesday, May 28)

Capacity, 150. Price policy, \$4-\$5 minimum. Operator, Monte Proser. Shows at 9, 12 and 2. Booking, non-exclusive. Publicity, Gene Weber. Estimated talent budget, \$2,250.

Pearl Bailey, a superb Pearl Bailey, is back again as the only act on the bill. For the first show the room was comfortably filled; for the second, it was jammed to the lobby.

Miss Bailey improves each time caught. Her contrived ad libs and bits of business have such spontaneity that they pull yocks time and again. Her act is now a combo of informality and stand-up mike singing, the bending of the two highlighted by excellent timing, making for a solid impact.

This time around the gal came in with a couple of new specials, of which one with the titillating title "From Rabbit to Muskrat" was the more hilarious with literate but funny lyrics. Miss Bailey worked on the dance floor as often as she did onstage, breaking into impromptu dances, even doing a beat-up j-bug with a customer.

This time around the comedienne was backed by the light-fingered pianistics of Herman Chittison and his trio. The combo gave her tremendous support.

The Van Smith Trio, another solid outfit, did the dance sessions. Bill Smith.

## Chez Paree, Chicago

(Monday, May 26)

Capacity, 500. Price policy, \$1.10 cover with \$3.50 minimum. Shows at 8:30, 12 and 2. Operator, Dave Halper. Publicity, Bob Curley. Booking policy, non-exclusive. Estimated budget this show, \$6,000. Estimated budget last show, \$5,000.

Despite the fact that Jane Froman is plenty hot because of the current "Song in My Heart" flicker, there was a question whether or not she could draw at the Chez. The answer came fast. From the opening show, when a capacity house of 500 stood and cheered as she came on, she was one of the heavyweights. The spot has enjoyed in months, came proof that even after an eight-year absence, Chicagoans would flock to glimpse Miss Showbiz.

In addition to getting their buck's worth, and then some, the customers are being given a preview of two new acts to Windy City niteries, one of which is destined to be a big name in years to come. He is Joel Grey, 19-year-old-son of Mickey Katz, ork front-runner, who came on second and proceeded to put one of the best song-and-dance routines witnessed here in a long time.

Grey, who appeared in "Borscht Capades" with his father here last year, is a slightly built, goggle-eyed kid who sells like a hot item.

He has a pleasing personality, and while not a big singer, has a strong set of pipes and knows how to get the most out of them. He is also a talented mimic and his brief take-offs on Durante, Daniels, Ray and Cantor are excellent. His closer, "Roumania, Roumania," done in Yiddish, earned him a sock send-off.

Also breaking into the major niter circuit in this show is Larry Thompson, a Chicago boy who performs a series of intricate juggling routines while racing around the floor on skates. He has a novel act, but it needs a bit of work to make it more visible in a room of this type.

Miss Froman, doing practically the same routine she followed at Bill Miller's Riviera, Fort Lee, N. J., a few weeks ago, was working under the handicap of a virus attack, but nobody in the audience was aware of that fact. She sang as she never has before here.

The Chez Paree Adorables were on for two numbers, with Maureen Cunningham leading the lookers thru their paces. Johnny Martin handled both the vocals and emcee chores, while Phil Levant fronted for the show. Andrew Ackers, succeeding Bert Fisher as Miss Froman's accompanist, did an excellent job. Norman Weiser.

## Blue Note, Chicago

(Monday, May 26)

Capacity, 450. Price policy, 75 cents-\$1 cover, \$2 minimum. Operator, Frank Holtziand. Exclusive booker, Fred Williamson. Associated Booking Corporation. Estimated budget this show, \$4,500.

This Loop bistro continues to set the pace, grosswise, for most of the city's niteries, with full houses the rule during the current span of Andy O'Day, the Roy Kral Trio, and Georgia Auld and his quintet.

Miss O'Day is at her best for this engagement. She is a highly stylized singer, and her new book features some musically unique arrangements which can only add to her stature. Her "Lover, Come Back to Me" treatment drew a prolonged response from the capacity house at the show caught, while her handling of "How High the Moon" has been completely revamped into an exciting modernistic rendition which also drew a tremendous hand.

Chirp works with Roy Kral and his trio backing the tricky arrangement. Kral has a sharp group which makes a difficult job look easy.

Georgia Auld, no stranger to Chicago jazz fans, works the second half of the show, going thru much of his tremendous book without a break. Many of the payees know the Auld routine by heart, and keep calling for their favorites, with Auld adding them to the succeeding show. Norman Weiser.

## Astor Roof, Hotel Astor, New York

(Monday, 26)

Capacity, 850. Price policy, \$1-\$1.25 minimum. Operator, Hotel Astor. Booking, non-exclusive. Publicity, Marvin Kohn. Estimated budget this show, \$5,000.

Continued from page 3

sparkling renditions of gospel and spiritual songs. Had they gotten a better break from the p.a. system, which had too much mike on the instrumental backing and too little on the boys, their offerings might have socked home even more. Rounding out the bill were Martha Carson, who injected a lot of bounce into "Shogun Boogie," and the Candy Mountain Girls.

Backing for all the vocalists plus shining forth on a couple of instrumentals was a hand-picked string group of some of Nashville's best sidemen fronted by Eddie Hill. Their music was great.

### Revisions Needed

All in all, the opening show didn't come off as well as many might have hoped, but with certain revisions the package could shape up as an attractive offering. The attitude was much too apologetic. Altogether this is a far cry from the normal Astor booking, country music is too good and too indigenous to America to need apologies. The addition of a square dance octet would increase the color as well as be helpful in adding organization to the square dance sets for the paying customers between shows. Mounting the steel guitar on a stand and moving this very visual instrumental up front would help. And, as previously mentioned, more music and a de-emphasis on the humor would add to better pacing.

The Alan Holmes ork brings the Astor back to normalcy with its danceable fox trots and Latin melodies between shows.

## Chateau Madrid, New York

(Wednesday, May 14)

Capacity, 200. Price policy, \$3-\$3.50 minimum. Shows at 9:30 and 12:30. Operator, Angel Lopez. Booking, non-exclusive. Publicity, Zussim, Bayne. Estimated talent budget \$1,750.

The Chateau Madrid remains a top spot for those who like it in the Latin kick. The authentic rhythms of the Alanzo and Calvet orks keep the floor busy between shows.

The show, too, is good, opening with the holdover piano team of Felo Bergaza and Juan Bruno Darraza. These two Cuban lads have an act that kept the customers mitting for more and left

(Continued on page 47)

## Caught Again

CLUB HOLLYWOOD, Chicago.

In the few months Steve Harris has had his new niter in operation he has built it into a major talent showcase for Midwest operators. Larry Thompson was unveiled here and is currently at the Chez Paree, while several other acts have hit lush cafe and vaude acts as a result of their stint here.

Current show has another prospect for the big time, a cute, vivacious blonde, chirp, Davey Hall, who, while young and still in need of experience, caught the fancy of more than one op in her opening show. Thrush belted out "Night and Day," "One at a Time," a good piece of material, "Man I Love" and "Napoli" to tremendous mits. Better programming would help show off her versatile pipes.

Yvonne and DeCarlo, terp team who are steadily moving up, also are in for a two-week stand. Duo handles sensational lift routines with such ease they are almost lost on the audience.

Rest of the line-up includes Sou Chan, hot fiddler and a good novelty act; Leslie and O'Neill legit singers who have good pipes but need a lot of work on their stage appearance, and Pinky Tracy, comic, who works part of his routine with his shapely blonde frau. Norman Weiser.

## National-Scala, Copenhagen

(Tuesday, May 13)

Capacity, 1,500 in cafe-cabaret. 2,000 in Scala-Salen ball room. Policy, one show nightly, no cover, no minimum. Booked by Ernst Sahlstrom. Publicity, Edel Winkel-Petersen.

Miss Shirley opens the show with a well presented contortion act, displaying unusual suppleness and control. She finishes with a bit of tumbling to a big hand.

Astor, young Swedish tight-wire ace, relies largely on neat dance bits and drops to sitting posture followed by bounds and high kicks. His feature trick is a well-executed back somersault. He works at fast tempo with little stalling and scills well.

Hanne Mouche, an English ballet dancer, has two spots, doing two brief novelty dances in each spot. Her amusing bits are her "Affected Hen," in which she cleverly satirizes a fussy hen, and "Katrine at the Harvest Ball," a funny souce caricature. Her "Little Clown" and her "City Slicker" dances are good but less original. Excellent mimicry and facial expressions add much to her numbers.

### A TV Natural

The Likajos have a new act which is a natural for video. Two expert fenceers have teamed up with an attractive fem and have come up with a swashbuckling skit that is full of excitement. It starts off with one man trying out rapier skills in a sparsely furnished 17th century room. A second man joins him and the duo go thru fencing exercise and then sit down at a table to be served drinks by the fem. Over-familiarity by the visitor starts a very

(Continued on page 47)

## Blue Angel, New York

(Wednesday, May 29)

Capacity, 150. Price policy, \$4-\$5 minimum. Operator, Herbert Jacoby-Max Gordon. Booking, non-exclusive. Publicity, Curt Weinberg. Estimated talent budget, \$2,500.

Class spot has a good show combining esoteric chanting, specials, pops, and the off-hand comedy that the Blue Angel has found commercial. Feature on current bill is Josh White backed by the Phil Larkin Trio. White, working in his usual open shirt-collared and slacks get-up, did a workmanlike job on his folk, work and special songs. Guitar playing chap has added a few rhythm and blues to his act with highly adult lyrics which sold very well. His finisher, "Green Grass Grew All Around," an audience participation number, however, was much too long.

Earth Kitt, first caught in a competitive club (see The Billboard, December 29, 1951), has caught on via her click in the Broadway musical, "New Faces." Tiny singer has a couple of new ones with "I Wanna Be Evil," a dynamic standout. Her intense style is well suited for ballads and blues. Her walkoff number, "C'est Ce Bon," with bits of business and English comedy lines, made for a fine finish.

Orson Bean, a holdover, also

(Continued on page 47)

## Oriental, Chicago

(Thursday, May 29)

Capacity, 3,200. Price policy, 50 to 98 cents. Five shows daily. General Manager and House Booker, Charley Hogan. Show played by Buddy Shaw's house band.

Continued from page 3

and Bobby Knapp, rope experts, and others. For sheer beauty and artistry, the Jemez Indians, who perform four native dances in one of the most elaborate wardrobe seen, can't be topped. Cieser has Autry bringing on Champion, who goes thru his paces with ease despite the confines of a theater stage. Autry then switches to Little Champ, a chestnut version of his old man, who also can put on quite a show.

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## ARA Debates Renegors On AGVA Pacts

### Decision in Air On Handling Nix of Insurance Tabs

NEW YORK, May 31.—The question of whether or not the Artists Representatives Association will stand behind members who refuse to abide by their contracts with the American Guild of Variety Artists was the major piece of business at the ARA's meeting of the board of governors held here Wednesday (29). The meeting broke up without a decision.

The problem is still what to do about Delbridge & Gorrell, Detroit agents who have refused to pay the AGVA insurance premiums since last November. Under the Club Date Code between ARA and AGVA, any member of ARA who refuses to pay can be thrown out of AGVA, and ARA is bound to follow along. Jack Katz, ARA attorney, emphasized that the contract was clear but left it up to the board to decide how to apply it.

#### Escrow Fuss

Delbridge & Gorrell offered to put all back dough for insurance premiums into an escrow fund pending a ruling on the legality of the insurance plan by the Michigan Insurance Department. AGVA turned it down, claiming it was not empowered to put such funds into escrow; they were premiums owed to the insurance company.

(Continued on page 47)

## Martin-Lewis, Copa Rhubarb In Silly Stage

NEW YORK, May 31.—The Martin and Lewis rhubarb involving the "cancelled" Copacabana date, with threats that the American Guild of Variety Artists would mark them unfair for contract jumping, has now reached the silly stage.

Last week the New York AGVA board authorized a letter to Martin and Lewis ordering them to appear before it by June 20 to give their side. Monday (26), the board met again, revoked its first ruling, and authorized a wire to the boys giving them until Monday (27) to show up or be declared unfair. It also ordered the lads to arrange a Copa date between July 1952 and July 1953.

Joe Ross, Martin and Lewis' Coast lawyer, refused to set any date, but offered to pay the Copa \$34,000 (\$10,000 given to Lewis as an advance and \$24,000 as salary at \$6,000 a week for four weeks).

The AGVA board said the reason for the amended ruling was to give Martin and Lewis a chance to appeal to the Appeals Board that will sit in Los Angeles week of June 9. Had the original 30-day postponement remained in effect, the earliest appeal couldn't be until October.

## Detroit Skeds Caesar-Coca

DETROIT, May 31.—Sid Caesar and Imogene Coca will headline the first stage show to play the Michigan here since the Tony Bennett show in February. The "Show of Shows" unit has been set for the week of June 18.

Booking will come just two weeks after the current spot booking of the Louis Armstrong ork at the opposition Fox Theater. After the Michigan date, the Caesar-Coca package will play a week at Paramount's Metropolitan, Boston, opening June 27.

## COBB TO HIT NITERY TRAIL

NEW YORK, May 31.—Lee J. Cobb will begin a cafe act June 24, when he opens at Danny's Bagatelle, in what is planned to make a chi-chi operation.

The deal, set for Cobb by Senia Gamsa, calls for a four-weeker at a guarantee against a percentage, with the dramatic picture name to do eight shows a week. Each turn will be about 30-35 minutes, with a piano player as the only accompaniment. Unlike the previous readings started in cafes by legit actors, Cobb will do only roles from plays he's been in, working in costume and building from farce to drama to light comedy.

The club plans to open a separate 75-seat upstairs room for Cobb. The downstairs room will continue to operate with Gigi Durston.

## Music Hall Cast Wins Salary Hikes

### Wage Board OK Puts Retroactive Raises Into Effect

NEW YORK, May 31.—The salary hike for the cast of the Radio City Music Hall, jointly requested by the theater and the American Guild of Variety Artists, was finally approved by the Wage Stabilization Board and will go into effect early next week when the official approval is received by the theater.

The board, chaired by Arthur J. White, granted the majority of the requests, tho it cut back some of the fringe benefits asked for. Among the innovations granted was a one week's vacation each year, which is precedent making in showbiz.

AGVA had asked for \$3.50 extra for each show over a predetermined number. The decision was \$3.10. The cast had also asked for \$1.80 an hour rehearsal pay, with 23 hours free. The board granted the principle but ruled payment it was to be \$1.50 an hour. Cast members who do extra bits, in addition to their regular chores, are to get \$10 additional.

#### The Scales

The new salary scale, to be retroactive to December 6 will be \$60-\$70 for the first six months; \$60-\$76 after six months; \$67-\$77.50 at the end of a year; \$67.50-\$80 after 18 months; \$72.50-\$82.50 after 24 months; \$72.50-\$85 after 30 months and an \$87.50 top for those in Music Hall 36 months to 48 months.

The fringe benefits will be retroactive to February 29.

The entire cast, 147 people, will come under the new contract which the Music Hall signed with AGVA last December. These consist of 47 Rockettes, 36 in the ballet, 15 in the glee club and 25 in the singing ensemble.

The deal was negotiated between Irving Evans and others for the Music Hall and Henry Katz, house counsel, for AGVA.

## WM Chicago Office Changing Location

CHICAGO, May 31.—Local headquarters of the William Morris Agency, which have been housed in the 203 North Wabash Building, home of most of the Windy City booking offices, will be moved to the Palmolive Building, 919 North Michigan, Friday (30).

Chicago office is headed by Phil Lambkin and includes Sid Epstein, handling locations and acts, and Stretch Adler, radio and TV.

# Stars No Longer Justify Big Salaries; Costs Eat Profits

Continued from page 1

Another cafe up disagreed, "Even if we were allowed to charge more the customers wouldn't pay it."

But all agreed that the one thing that was hurting most was the inability of stars to draw the business that the ops feel their salaries command. A girl singer of stature, a record name with a picture tie-in, went into a major club recently for about \$8,000. Business was so poor that the singer volunteered to play for free the second week of her two-week contract. A big troupe opening in another key cafe for a salary of about \$10,000 proved such a bad draw that the op tried to pay them off at the end of a week. When no terms could be agreed upon, the op was forced to go out and borrow to meet his salary.

#### No Solution

Talent buyers admit they have no ready solution. They always hope that an attraction that died in a neighboring town or a competitive spot will do big for them. But they have no assurance.

The chief sufferers in this slide-back of the big names are the smaller attractions which were in the big-time class only a year or two ago. One comic who got \$5,000 in Miami not so long ago is now working for \$2,500-\$3,000.

## Inn, 2 Parks Boost Det. Booking; Some Steady Work There

### Novelties, Gals Sought; Acts Can't Repeat Often; Negroes Fare Well

DETROIT, May 31.—An addition of three more weeks of work booked out of Detroit has given the local booking offices a decided spurt, altho total time available is low by comparison with a few seasons back. Current additions, all thru the Amusement Booking Office, include a week at the Northwood Inn, suburban roadhouse, and bills of about five acts each, opening Decoration Day for full-week park stands, at Wrennash Beach, Bay City, Mich., and Russell's Point, O. Both parks are standard spots booked out of here for several summers past.

Steady work for a reasonable period for good new acts coming into the territory is available, agents indicate, with novelty acts and girl dancers in principal demand. There are full weeks of cafe spot dates, as well as week-end bookings and club dates, but the existence of a considerable

## Milwaukee Club Continues Names

MILWAUKEE, May 31.—The summer schedule at Milwaukee's Tie-Toe calls for continued emphasis on a name booking policy. The room, booked exclusively by Lou Cohen, has commitments for the following acts and is in process of setting dates for others: Jimmy Nelson, opens June 20; the Billy Williams Quartet, August 8; and Myron Cohen, September 5.

The Schroeder Hotel's Empire Room shutters early in June, following two weeks of George Gobel and the top team of Kristofer and King, plus the Billy Bishop band. The room will reopen in the fall with name bookings.

Local comic fame, Tommy Riehards, returns to La Coma, after an extended stay at Curley's in Minneapolis.

A flock of comics who managed to get their salaries to above the \$2,500 level a few years ago were now competing with each other for \$750 to \$1,250.

"Sure these guys are good," was the opinion of cafe buyers, "but they don't bring in dollars. We'd rather pay \$5,000 and make a buck than pay \$2,500 and die."

#### Hotel Problems

Hotel rooms which don't go in for the heavy attractions, but keep their talent budgets within \$3,500, are hit on a different level. Their basic costs, service, food, etc., have risen so high the majority of class hotel rooms have to take in \$10,000 before they even start worrying about their talent. Putting in a \$3,500 attraction brings the over-all expense to maybe \$18,000. The additional costs go for promotion, advertising, food, liquor, insurance, etc. This, in effect, means that the performer is called upon to do close to five times his salary before he is classified as a box-office hit.

Performers (some of them) admit they are not the tremendous box-office lures they were at lower figures. But they say the increased costs of operation shouldn't be levied against them. They're willing to play along with some buyers, but point out

## Inn, 2 Parks Boost Det. Booking; Some Steady Work There

### Novelties, Gals Sought; Acts Can't Repeat Often; Negroes Fare Well

pool of acts already in the territory and not doing too well on dates is discouraging others from coming in.

#### Two Years Apart

Major criticism that acts are induced by former good bookings here to attempt to repeat the territory too soon was voiced by Harry Lee of the Betty Bryden agency. According to Lee, acts who schedule their returns here about two years apart are able to do very well, while others who have been coming back at approximately six-month intervals have worn out their drawing power and are disappointed in the response. The very frequent returns of the lush postwar years are apparently a thing of the past.

The nucleus of a regular booking "circuit" for Negro attractions is in the making at the Gus Sun agency here, created by booker Jerry Carman. Spots include some in the Detroit area, and in other States as well, with an average bill consisting of four people, occasionally three, while a New Orleans spot prefers five. The talent budget runs only about \$450, but since the average bill is able to stay for four to eight weeks, it makes an attractive deal for the acts.

#### 16 Weeks

Carman now has four spots lined up, with at least one more in prospect, making a probable minimum of 16 weeks work available, as acts are toured from one spot on to the next. Typical of the headliners who are being booked are Gaines and Gaines, Art and Mary Brooks, and Lou Owens.

Racial patronage in the spots booked is mixed. The "circuit" started a year ago with the Deer Hurd Inn, North-End Detroit spots, with others added in recent months, including the Frolic, which uses, typically, a shake dancer, comedy emcee and a singer, with a pianist for lulls. Others are the Schaefersee, South Bend, Ind., and the Pelican Club Carman is also booking a Negro act regularly into the Gayety Theater, Toledo.

that "few bosses will give you an increase, if you do big."

#### Talent Offices

Talent offices ruefully admit they have no solution. They attribute the spiraling cost of names to competition, taxes and television. "A guy doesn't want to work if he has to give it all back to the government. To get him out you have to make it attractive in money terms, so he can keep a little for himself." Another office said that "television pays off so well, actors have an exaggerated idea of their value."

All offices, however, were in agreement that the high price structure was established by the buyers themselves. "They're always competing with each other. If they hear one guy is willing to pay a star \$6,000, they'll bid \$7,500, and another will offer \$8,000. They'd be suckers to turn down the biggest salary, and besides what would our clients say if we did. We'd be accused of selling them down the river."

## May Grosses Dip Low for Stem Combos

NEW YORK, May 31. May was one of the poorest grossers in recent combo policy theater history. They all took it on the chin.

Radio City Music Hall (5,945 seats; averaged \$114,000 for May against \$150,000 weekly for April) wound up with \$106,800 for "Scaramouche," plus its stage show. The new bill has "Lovely to Look At" plus the Honeyboys.

The Roxy (5,880 seats; averaged \$56,000 for May against \$90,000 for April) ended its two weeker with "Kangaroo" plus Georgia Gibbs and Jimmy Nelson with \$45,000, against an opener of \$60,000. The new bill has "Lydia" with Alan Dale Florian Zabach and the D-mills on stage.

The Pharamount (3,854 seats; averaged \$52,000 during May against \$66,000 in April) wound up its two-weeker of "Rancho Notorious" Nat (King) Cole, Alan King and the Russ Case band, with \$45,000 against a \$57,000 opener. The new bill has Johnnie Ray and Billy May's ork, plus Wild Heart.

The Warner (2,756 seats; averaged about \$20,000 since it returned to full operation) opened fairly well without about \$28,000 for the pic of "About Face" plus the stage show of Mindy Carson and Alan Carney.

The Palace (1,850 seats) squeezed thru with about \$14,000 for the week, with "Models" plus its eight act policy, against \$15,000 the week before. The new bill will have "Sellout" with another eight-acter.

## Oriental Firm In Closing Plan

CHICAGO, May 31.—With the Oriental assured of a heavy cross thru next Wednesday (4) with the Gene Autry package in person, house still was decided to go thru with its closing following the final show on that date. As of this week-end, no picture had been purchased to follow the current offering, "Aaron Slick From Pumpkin Creek," and newly appointed General Manager Charlie Hagan indicated none would be set until the current rental hassle is settled.

Oriental execs are reported to have balked at the 15 per cent of the gross rental on the house, and point to recent months, when business was at an extremely low ebb, as a basis for cutting down the percentage. Building owners, however, are said to be sticking to their current deal.

(Continued on page 47)

## 802 to Suggest Tossing Out 5% TV Film Royalty Plan

Favors Re-Use Fee, Since Dodges Abound; AFM Likes Percentages

• Continued from page 8

field. That is, all the locals would get a piece of the royalty money. This was greeted with considerable pleasure. Now, however, it would appear that the royalties have failed to materialize. Not only that, members in key locals are feeling that they are losing work.

(2) The failure of the 5 per cent royalty to amount to much financially is a major disappointment on another level—that of AFM-network relations. AFM, when it negotiated the last TV and AM contract with the networks, imposed no restrictions on the use of mechanical music. This lack of restriction has permitted the free substitution of live music by canned music on network programming. The AFM, it was argued, felt that in view of the Taft-Hartley Act, it was useless to try to drive too hard a bargain. The AFM, however, did come up with what it considered a contractual

plum. The networks agreed to the 5 per cent royalty. Here, too, the AFM got the short end of the bargain, for the royalty plan has not been productive of money, only of squawks.

### What Future?

What is the future of the AFM 5 per cent royalty philosophy? As of now, indications are that the AFM would like to save it.

## SERVE PLATTER SANS GIMMICKS

NEW YORK, May 31.—"No Gimmicks! No Echo Chamber! No One Playing 'Hot Triangle'!" That's the heading for a card which Famous Music has sent to deejays, promoting Perry Como's dishing of "Black Moonlight." The item was included in the singer's recent "TV Favorites" album. Because of some sales action, RCA Victor has released the side as a single.

Petrillo, as indicated in The Billboard last week, will introduce a proposed amendment to the union's bylaws which would forbid the musicians from making transcriptions to be used with TV film, and from making recordings. (Continued on page 28)

## Frisco Music Pic Brightens

HOLLYWOOD, May 31.—The San Francisco music picture, which has been in the doldrums for location hands, showed its first sign of loosening up when the St. Francis Hotel announced the inking of the Tex Beneke ork to open September 9 for four weeks. Beneke is the first name to play a location there since all the important hostilities dropped name orks early this year. With the inking of Beneke, other hotels in the area may be forced to buy competitive names in the band field to meet the challenge of the St. Francis.

## Marks, Cap Waive Court in Test Case

Unsettled: Disk Rights on Pre-1909 Tunes; Coin Obligation Recognized

NEW YORK, May 31.—The music publishing fraternity, which from the sidelines had been giving its full moral support to the Edward B. Marks Music Corporation in the latter's case against Capitol Records, Inc., involving the Capitol release of "In the Good Old Summer Time," in an album were mighty disappointed this week when the matter was amicably settled out of court. The case promised to cast light upon several clouded points of law. And had a court decision been rendered in favor of Marks, publishers felt they might have won a victory of considerable financial significance.

The hassle between the diskery and Marks involved the Les Paul-Mary Ford recording of the Marks tune, which is a pre-1909 copyright. Neither Marks nor Capitol would divulge details of the settlement. A statement by the diskery said: "As sign of the friendly relations between Capitol and Marks, Capitol announced that it is rushing the release as a single."

### Obligation Admitted

It was learned, however, that a point of settlement was agreed upon by the contesting parties.

## Cugat, Martin Ankle MCA To Go Freelance

HOLLYWOOD, May 31.—Two major orks, which previously had been contracted to MCA, have failed to ink renewal pacts, adding more steam to the trend which has seen an increasing number of orks do a semi-freelance booking job. Freddy Martin, whose MCA pact came up for renewal about two months ago, has formally notified the office that he will not renew, but that MCA can continue to book him on a verbal agreement. In addition, Xavier Cugat has ankle the office, but is continuing to book thru MCA. Cugat, it's known, has talked to several other offices, including Lew and Leslie Grade and the William Morris, about locations and TV-radio commitments.

## DOES HIS XMAS BOOKING EARLY

NEW YORK, May 31.—John Marks, St. Nicholas Music tapper in a man who likes to plan ahead, his "Rudolph, the Red-Nosed Reindeer" is set for a performance by Jimmie Durante (who recently waxed the tune for Big Golden Records) over the Dinah Shore TV show — of December 24!

## Santly-Joy Sets New Deals for Foreign Reps

NEW YORK, May 31.—Santly-Joy has just completed new deals for foreign representation of its catalogs (S-J, Oxford and Hawthorne) in England, France, Italy and Australia. English representation was set with Campbell, Connelly & Co., Ltd. Reg Connelly's firm won a renewal with Santly-Joy on the basis of the job it has done with the Santly-Joy group's tunes in 1951, and thus far in 1952. This year Campbell-Connelly has worked "There's Always Room at Our House," "We Won't Live in a Castle" and "Pittsburgh, Pennsylvania" onto the English best seller lists. In 1951 they hit the lists in London with "Sparrow in a Tree Top," "My Truly, Truly Fair," "A Beggar in Love" and "Belle, Belle, My Liberty Bell." French rights were set with Publications Francis Day, Italian with Accordo Edizioni Musicali and Australian with J. Albert & Son, Pty., Ltd.

## Lawrence Opens Edgewater Park

DETROIT, May 31.—Elliott Lawrence, who Friday (23), opened the remodelled Edgewater Park Ballroom, which had been shut for 2½ years, spent several days this week in Mount Carmel Mercy Hospital, after suffering a severe attack of an acute asthma condition. He was barely able to complete the session Saturday, and virtually collapsed on the stand late Sunday night.

## Novel Sales Plan For MGM Album

NEW YORK, May 31.—As the opening gun in its move to reverse the traditional summer disk slump, MGM Records will offer its forthcoming sound-track albums of "Lovely to Look At" to the public at special introductory prices for a 30-day period. This is probably the first instance of this type of merchandising, long practiced in the drug field, being applied to the record business.

During this 30-day period, which runs thru July 19, the introductory offering will pass on a saving of approximately 25 per cent to the consumer. The introductory price on the 78 r.p.m. album, with a normal \$4.35 list, will be \$3.29. The LP version will open at \$2.29 as compared with the regular retail marking of \$3, and the 45 album will sell for \$2.99, a saving of 30 cents. At the end of the 30-day period, prices are scheduled to revert to the normal retail figure.

Special prices will also be extended to dealers and distributors during this introductory month, without any limitation as to quantity.

The decision to attempt this unusual type of promotion stems from MGM's desire to kick off the album strongly, to stimulate dealer business, and to give the consumer a break.

calling attention to the special offer. Dealers can remove this at the end of the 30-day period. Also included are special counter and window displays which are designed to hold the album, plus window streamers. Following the introductory period, new display material will be substituted, mutually plugging the album and the MGM film.

## RIAA Favors Passage Of Fair Trade Laws

NEW YORK, May 31.—The Record Industry Association of America this week took a strong stand in favor of fair trade legislation. At its regular monthly board meeting, the association's Advisory Committee voted unanimously to put the RIAA on record as in favor of such legislation to the Senate Interstate and Foreign Commerce Committee hearing on fair trade which opens Monday (2). John Griffin, executive secretary of the RIAA was directed to inform the Senate committee to that effect.

This Senate action follows the recent successful passage of the Maguire Bill by the House of Representatives. This bill would put teeth back into the fair trade laws which 45 States have on their statute books, by forcing

## Finegan, Sauter To Arrange For New Band

NEW YORK, May 31.—Culminating more than two years of planning, blueprints are being finalized for launching a new band, bringing together two of the outstanding arrangers in the music business, Bill Finegan and Ed Sauter. The latter is known for his arrangements for the Red Norvo, Benny Goodman and Ray McKinley orks, while Finegan was responsible for many of the late Glenn Miller and Tommy Dorsey arrangements.

Built as a creative band, which will combine dance music as well as mood interpretations, the group has already been signed to a three-year contract by RCA Victor with options, in a deal that calls for about 16 sides a year. This points up the importance of disks in establishing an ork in today's market. A number of sides have already been cut, with the diskery planning to release four of them later in the summer.

The thinking behind this new group, according to Willard Alexander, who has helped in its formation and will book the band, (Continued on page 34)

## 4 Publishers Get Judgment Vs. Bolletino

NEW YORK, May 31.—Four publishers were this week awarded a default judgment in their infringement suit against Dante Bolletino and his Paradox Industries. The defendant was charged with failing to obtain a license for recordings he issued on the Jolly Roger label. Federal Judge Edward A. Conger gave the defendant one week to move to vacate the judgment and file an answer. Bolletino had moved that he be given until June 13 to answer, but that motion was denied. The plaintiffs were awarded the usual \$250 per infringement.

The four publishers were Felst, who received \$1,250; Shapiro-Bernstein who got \$750; Mills, \$1,000, and Robbins, \$500.

## Palladium Sets Names for Fall

HOLLYWOOD, May 31.—The Palladium, showcase danceery here, is setting up for a fast fall business, with Woody Herman this week inked for the September 18-October 5 period, followed by Billy May making his local location debut, starting October 7 for three weeks. In addition, it was announced this week that Benny Strong, whose ork follows the current Tommy Dorsey stay, has added chirper Lola Ameche. Strong (Continued on page 42)

## GOLD DISKS

### Capitol to Honor Its Top Artists

NEW YORK, May 31.—Capitol Records, as part of its 10th anniversary celebration this year, will present, for the first time in its history, gold platters to the firm's artists whose disks have passed the 1,000,000 mark in sales. Gold records will be awarded at public presentations, when the artists appearing in TV, stage, night club shows, etc.

First platters will be presented Les Paul and Mary Ford on the Ken Murray TV show tonight (31) for their "How High the Moon" record, which has sold 1,500,000 copies. Nat "King" Cole will receive one for "Too Young," a disk that has hit the 1,200,000 mark on the single sales TV airer of June 13, and Kay Starr will receive a gold platter for her 1,000,000 sale "Wheel of Fortune" diskling, on the Eddie Cantor TV stanza in late June. Other Capitol stars will also get their golden awards during the summer and fall. Margaret Whiting, for "Tree in the Meadow," and Pee Wee Hunt for "12th Street Rag," are among those to be honored.

## File Two Suits On 'Blacksmith'

HOLLYWOOD, May 31.—Hill & Range Songs, Inc., publishers of "Blacksmith Blues," this week was hit by two copyright suits on the big Ella Mae Morse Capitol seller. First suit was filed in U. S. District Court here by attorney Robert Butts on behalf of Harry K. Watkins, who owns Lynda Music here. Watkins is asking for a declaratory judgment and accounting of the royalties accrued to "Blacksmith Blues" plus \$100,000 in damages. Watkins alleges that Jack Holmes, co-defendant in the suit, came to him June 23, 1949, and signed an exclusive writers' agreement, turning over to Watkins a number of original songs, including "Happy Payday." Watkins alleges that the melody of "Payday" is the same as "Blacksmith Blues," which was also written by Holmes. In his complaint, Watkins states that Holmes sold "Happy Payday" to Tunetown Tunes around 1950. The Tunetown pubbery is owned by Carl Hoeffke, who later sold the song to Hill & Range.

The second suit was filed in Superior Court here by attorney Al Sparr, representing Lutz Bros. Music. The Lutz firm is asking that the court rescind a contract, set by the Lutz brothers with H. & R. January 8, 1952, whereby (Continued on page 42)

# Capitol Plans 45, LP Disk Sales Drive

NEW YORK, May 31.—Capitol Records will start next week on a big-scale merchandising promotion to hype the sales of their 45 and LP disks during the summer. Concerts in, during the June to August period will be on their new "Counter Browser," a small 45 r.p.m. manual player that can be used on store counters. It will be offered to dealers shortly at a special price. In addition the diskery is set with other counter display items for their disks to help Capitol sales.

The 45 "Counter Browser" will be available to all dealers who had taken on the complete Capitol "1600" series previously at a price of \$18, less than the firm's cost price. It has space in the back of the cabinet for 35 of the firm's 45 disks. The diskery intends to send out each few weeks a list of the top hits of the day, which can be attached to the cabinet to show the latest Capitol releases. Capitol's idea is that customers will be able to play these disks themselves on the "Browser," and will become more familiar with the optional center, which eliminates the need for an insert in a 45 disk.

Capitol will try to place as many small players as possible in stores, one for pop 45's, another for hillbilly, etc., in order to get maximum exploitation of their items. In addition to the "1600" series counter boxes, and the 45-r.p.m. players, the firm has also made LP counter boxes, which will hold 10 to 20 platters.

# Victor Obtains Disk Rights to "New Faces"

NEW YORK, May 31.—RCA Victor this week secured original cast rights to Leonard Sillman's "New Faces of 1952." The diskery paid an unnamed advance to the producers for the rights. The show has received rave reviews in most quarters and is playing to SRO, as one of the most successful legions of the season. Santly-Joy publishes the score.

# SATHERLEY QUILTS COLUMBIA JOB

NEW YORK, May 31.—Goddard Lieberson, executive vice-president of Columbia Records, this week announced the resignation of Arthur Satherley (see separate story) and the appointment of Don Law as director of Folk Music Artists and Repertoire. Law has assisted Satherley for more than five years. Lieberson noted that "Uncle Arthur" launched the recording careers of many leading artists and developed such outstanding stars as Gene Autry and Roy Acuff. Lieberson said in part: "It is with profound appreciation for his distinguished service, and with warmest regards, that his associates at Columbia Records accept Arthur Satherley's retirement from the company."

# CALLS IT QUILTS

## Satherley Steps Out As Col'bia A.&R. Exec

HOLLYWOOD, May 31.—Art Satherley, dean of a and r men with 39 years in the session-cutting field, last week stepped down from his post as v.-p. with Columbia Records in charge of h.b. and Western catalog, with Don Law, long his assistant, replacing him. Satherley will continue to act as a consultant to the firm. Satherley, who will take a month's vacation starting in June, intends to continue in country music, with offers in personal management and music publishing being considered by him. Law and Sath-

# DISK 'BIBLE'

## Tome Lists All Longhair Recordings

NEW YORK, May 31.—The "World's Encyclopaedia of Recorded Music," the most ambitious compendium of recording ever compiled, will soon be available to American record buyers. The 900-page catalog, limited to classical diskings, lists every recording issued thruout the world since the start of the electrical method of recording thru May, 1951, as well as many of the outstanding older acoustical waxings. Published by Sedgwick and Jackson of E. gland, the book is the result of ten years of research by Clough and Cuming, two British music scholars. Publication costs were borne by E. R. Ted Lewis, president of Decca Records, Ltd., as a non-profit venture.

The "Encyclopaedia" which will be merchandised in this country thru record stores, as well as book shops, simply lists the titles and recordings without any editorial comment. Retail price has been set at \$17.50. To keep the tome up to date, the plan is to issue a yearly supplement.

# Como's Golf Tourney Set

NEW YORK, May 31.—The fourth annual golf tournament and testimonial dinner honoring Perry Como will be held on Tuesday (10) at Long Island's plush Garden City Country Club. Approximately 150 publishers, disk jockeys and other members of the music business will be on hand to toast the vocalist. The publisher committee sponsoring this event includes Jack Spina, Murray Luth and Mickey Addy.

Interest in the afternoon will center on the golf tournament, with both defending champs, Sammy Kaye in the publishers' division, and Mitch Ayres, in the guests' group, scheduled to be on hand to defend their laurels. There's also a rumor that the Como-Don Cherry links rivalry will be settled via a sudden death twosome.

# THE ANTIPODES

## Aussie Spinners Put U. S. Deejays in Shade

NEW YORK, May 31.—Disk jockeys, important as they are here in the promotion of musical copyrights, rate behind their Australian counterparts. Further, record twirlers down under have held a dominant position longer than their American confreres. About twice as long, according to Jack Davis, for many years the head of a flourishing Australian publishing firm, D. Davis & Company, Ltd.

Here on a business trip this week, Davis stressed the promotional strength of deejays and disclosed certain intimate facts of Australian musical life.

While there are some 120 commercial radio stations in his country, plus about 20 owned and operated by the government, only six or eight disk jockeys are of major importance trade-wise. But these wield an influence out of all proportion to their number. Each is aired over a net of 20 to 30 stations. For at least 10 years, said Davis, it has been impossible to build a hit unless the deejays got on a tune and gave it a heavy promotional ride. The greatest chunk of programming (about 80 per cent) is of mechanical origin, he explained. Despite the acknowledged primacy of disk jockeys in the Australian musical scene, the practice of payola has been conspicuous by its absence, Davis stressed. Entertainment? Yes, but in modest style. Money? No. About four big pop publishers handle the great bulk of productive copyrights in his country, according to Davis. These have two-way deals with publishers Stateside and elsewhere. These have been enjoying excellent business, he noted. Record sales, too, are healthy. Demand is strong and, until recently, outpaced the supply. Only in the past year have local diskeries, principally Electrical and Musical Industries, been able to supply the market adequately. Hit records have sold as much as 120,000 in recent years in a country with a population of only 9,000,000. "Goodnight Irene" hit that figure, and others have sold

# REPORT FROM THE CATSKILLS

## Hot Tapes and Latin Tunes Hit Rip Van Winkle Land

Continued from page 3

is that Local 809 no longer okays contracts which make arrangement for room and board for the wife and/or children of the musicians. Instead, the local tells the men to make private agreements on this score. This is done because if an ork ever got the gate under the old system, and if money was owed the band, clubs would often attempt to deduct for room and board, costs for musicians' wives and little ones. The local got into so many hassles about this, they decided to end such contractual arrangements.

### Hot Catskill Tape

The union has also tightened up on any and all types of recordings of orks in the hills. None is allowed. A local 809 law forbids taping or recording of the ork, and requires the ork to leave the bandstand if attempts are made to transcribe the ork, and to notify the local at once, collect. This regulation is due to a certain amount of chicanery that used to go on with the finished "hot Borscht Belt tapes." The local allows remotes to New York stations, but is very careful about allowing no advertising on these. Usually, in the larger clubs, older, more experienced musicians

are desired, since the younger men, they can play fine dance music, have not had as much experience rehearsing acts or backing shows. The dances and weekend shows, plus rehearsals for the latter, are, of course, the duties of the country club orks.

Most of the orks work about

# Country, R&B Pacts for RCA

NEW YORK, May 31.—RCA Victor has added a brace of new artists to its country and r.&b. rosters. On the country side are Ken Marvin, Ellis Hall and the Lonesome Pine Fiddlers. The last-named group, from Bluefield, W. Va., is considered by the diskery to be the first new genuinely hillbilly group to be recorded in recent years. It's their first disk pact. Marvin formerly recorded for Mercury and is a regular on "Grand Ole Opry." Hall is an old-fashioned fiddler who works with a guitarist under the billing of Ellis and Bill.

New to the r.&b. roster is Ford Nelson who plays piano with his quintet from Memphis.

# Industry Demands Copyright Overhaul

## House Subcommittee to Start Revision Ball Rolling in Next Congress in Jan.

WASHINGTON, May 31.—The House Judiciary Subcommittee on Copyrights, Patents and Trademarks is facing a growing industry demand for the first major overhauling of the Federal Copyright Law in 43 years, a subcommittee spokesman revealed this week. As a result, the subcommittee is virtually certain to start the ball rolling on the sweeping revision early in the next Congress which starts in January, said a spokesman.

"The demand for modernizing of the outmoded law is coming from all industry quarters," said the subcommittee spokesman. "and this has provided just the proper incentive to get the subcommittee into action." Rep. Joseph Bryson (D., S. C.) has made it clear that he has been mindful of the need to modernize the law ever since he became chairman of the copyrights subcommittee. He now believes that "the psychological time" to take this step will be at hand in the next Congress. The move is viewed certain to get under way no matter what volume of piecemeal copyright legislation is introduced by individual congressmen. It is likely, for instance, that a new version of the Bryson-Kaufman Juke Box Copyright Bill may be tossed into the hopper next session, and it is certain that several pieces of legislation proposing other piecemeal revision will be offered. Subcommittee leaders are likely to handle these measures separately in an effort to avoid as much as possible the introduction of obviously controversial provisions in the over-all revision bill. One of the primary objectives of the overhauling will

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# Jobber Up on Anti-Trust Suit

SAN ANTONIO, May 31.—An anti-trust suit has been filed against the Southern Music Company by Texas Attorney General Price Daniel. The company was charged with entering into agreements with retail stores to restrict the selling of musical instruments to the consuming public "consisting largely of high school bands within the State of Texas." The company, in addition to being a sheet music jobber, is also a distributor of musical instruments. The Attorney General is seeking penalties of \$50 to \$1,500 per day for each day the alleged violations have existed. An injunction has been requested against further observance of agreements which were first made according to Daniel on December 1, 1940. The Southern Music Company is not to be confused with the music publishing firm, Southern Music Publishing Company, Inc.

four hours per day, six days a week. This year a great number of musicians applied for work in the Catskills, since the wage plus room and board is considered good in this period of acute unemployment of musicians.

### Rough on Dames

In spite of the fact that over 1,000 musicians will be used in the Borscht Belt this summer, less than 10 will be women. This is not due to any prejudice against the distaff side, but due to economic considerations. Most country clubs have more women than men guests, since women often head toward the country summertime, to locate the elusive male. Thus a female ork means still more women. To even up the count, male musicians are desired and hired, and female musicians are told that "we do not have the accommodations."

# ABC Sets Up Japan Jaunt For A. O'Day

CHICAGO, May 31.—Following the recent record-breaking tour of Honolulu and Japan by the Gene Krupa Jazz Trio, Associated Booking Corporation, which handled the tour, has set a follow-up with Anita O'Day, Carl Hoff and accompanists, who will play two weeks in each spot next month.

Chirp, who winds up a two-week stand at the Blue Note here this week, will play Cleveland and Akron thru early June, then heads for the West Coast, where she will jump off for the Honolulu leg of the month's jaunt.

The Jazz Trio tour established that there is a heavy demand for this type of entertainment in the Islands and Japan (The Billboard, May 24). Financial details have already been worked out for the tour, just as they were with the Trio, with guarantee in American dollars being placed in escrow with ABC prior to the start of the tour.

# Col Releases Maddox Disks

HOLLYWOOD, May 31.—After clarifying a contractual hassle with 4 Star Records here, Columbia records this week announced the first release by the Maddox Brothers and Rose. The veteran Western show group got an AFM release from the musicians' executive board from their 4 Star pact last November and a month later inked with Columbia. Since then Columbia attorneys have been studying claims made by 4 Star. First release by the family group will be "I'll Make Sweet Love to You" and "Wedding Blues." The Maddoxes have inked for a daily show a KFYD, Los Angeles, and with Marty Landau, rustic music promoter here, have taken a three-month lease on the Lido Ballroom, Long Beach, where they'll work Wednesday, Friday and Sunday.

# GAC-Snyder In TV-Pic Pact

CHICAGO, May 31.—General Artists Corporation has signed Bill Snyder to a contract which will cover television and motion pictures, as well as his activities as an act and musical composer. Formerly, ork band frontman who dropped his side late last year to become a piano single, is now under contract to Decca. GAC had booked his band previously. Agency will institute a major push on Snyder's original music, much of it in the longhair realm. Currently in the works are "Windy City Suite," published by Bregman, Vocco & Conn.; "Chicago Concerto," published by Bobby Mellin, and a new one, "Gold Coast Etude," as yet unpublished but which will be introduced over the National Broadcasting Company in two weeks on a web shot out of Chicago.

MILITARY TUNE WANTED

Music Execs Meet to Aid In Search for Army Song

Music Execs Meet to Aid In Search for Army Song
Continued from page 1
bia's Mitch Miller were invited but will be unable to make it.
Army Alone
Altho many tunes have been associated with the Army in the past and "The Caissons" has been unofficially identified with the artillery, strangely enough this branch of the service has never had an official song. The Navy has long been identified thru "Anchors Aweigh" and the Marines by "Semper Parvulus." More recently the Air Force adopted "The Army Air Corps." The Coast Guard also has its own tune.
Efforts have been made from

time to time by the Army to come up with a permanent musical identity, but all have failed thus far. In 1949 the Special Services division ran a contest which Vaughn Monroe won with his "Men of the Army," but the service failed to give it an official blessing. More recently Sammy Siegel submitted "The All-Army Team" and "Hit the Dirt," two tunes written after he visited Fort Benning in January at the request of the Army. The Army band has recorded both sides, but as yet no official action has been taken.
One of the problems is that it is felt that the tune should embrace all phases of today's multi-faceted Army. Another factor involved is that despite the desire of Army brass for an official song, many feel that such a tune should be absorbed by the organization rather than impressed upon it.

Fedway Chain Stores Install Record Depts.

NEW YORK, May 31.—In a move that points up a strong belief in the future growth of the record business, all stores of the recently organized Fedway department store group will include a complete record department. Fedway, a division of the 24-store Federated group, is presently constructing five ultra-modern stores in Texas as well as units in Albuquerque and Westwood, Calif. The first stores to be completed are those in Wichita Falls and Corpus Christi, Texas, both slated for October openings.
Because of the traffic strength of the disk department, the location of the department will be identical in all the units of the chain, at the top of the second floor escalator. The volume potential of the disk department in each store will be geared to be at least as large as the strongest of the city's competition.

ADVANCE DATA AND TRADE ACTION ON "SONGS FOR SALE"

SONGS TO BE AIRED ON JUNE 7 OVER CBS-TV
MADE OF MUSIC—By Jane Albers... Song by Johnny Devoand
WHY DON'T YOU MARRY THE GUY—By Ralph Grays Jr... Song by Johnny Devoand
WAITING—By Katherine Cook... Song by Kay Aronson
THERE'LL ALWAYS BE LOVE—By Howard Rich... Song by Kay Aronson
CHILI SAUCE—By Ben Kiberry... Song by Louis Prima
YOU GOT IT BABY—By Gerald Vinton... Song by Louis Prima
Judges panel for the June 7 telecast will be Barry Gray, Ben Grant, Joe Cotton and Ed Gallaher.

On the Stand

Ralph Marterie

Reviewed May 28 at Frank Dalley's Meadowbrook, Cedar Grove, N. J. Managed by General Artists Corporation. Publicity, Buddy Friedlander.
Saxes: Jack Gaylo, Len Gagliardi, Boyd Rolando, Maury Lathowers and Charles Spero.
Trumpets: Cory Panico, Art Schindelbeck and Warren Kime.
Trombones: Paul Severson, Bob Speer, Jim Georgeopoulos and Gene Isseff.
Rhythm: Matt Alagna, piano; Henry Riggs, drums, and Henry Paustenback, bass.
Vocalist, Nancy Thomas.
Arrangers: Matt Alagna and Paul Severson.
Leader: Ralph Marterie.

If the heralded return of the band business stands up as more than a self-induced industry hype it will probably be due to combos such as Ralph Marterie has here assembled. It's a well-schooled group of Chicagoans that produce a fine sound, both in sections and in concert. Out of its well-balanced book, the boys turn out music that's eminently danceable and more than listenable.
Arrangements make full use of the leader's talents and the band can project mellow mood music or bright, brassy tones with equal success. Unusual is the sparing use Marterie makes of clarinets; he relies almost entirely on the sax section for reed leads. Rhythm is strong and the beat is solid thruout.
Marterie, a handy man with a trumpet, gives out with solos on most duties to the customers' appreciation. At all times he has the group solidly under control. If the band can stand improvement anywhere, it's in the sight department. The boys play, stand up when they have anything special to do, but otherwise do little to focus attention on the stand.
Tho the Mercury recording group may be static as a sight attraction, the same can't be said of The Harmonicats, who turn in some wild performances in featured spots. They go thru gyrations when tackling a rhythm opus, and had the patrons hopping with glee, albeit fascinated with their virtuosity.
Nancy Thomas is vocalist with the band, and she's an attractive addition to the ranks. She impressed with sweet-voiced renditions of "A Guy is a Guy" and "Kiss of Fire." In some selections she's supported ably by sidemen Paul Severson, Cory Panico and Warren Kime, billed as the Martie-Alts.
The band, picked up nightly by the Columbia Broadcasting Company net, from the New Jersey night spot, moves into the New York Paramount in a few weeks before taking off on an extensive personal-appearance junket.
Is Horowitz.

verified offerings. Playing pops, standards and a healthy grouping of oldies during the dance sets, the band swings into the South American kliek for the "El Sombrero" Dorothy Hill show, and does an excellent job on the various tempos.
Much of the coloring comes from the four saxes, while Reid himself adds to this phase with his trombone leads. A strong rhythm section also stands out, especially on the Latin-American numbers.
Most of the vocals are handled by Gwen Parke, petite brunette who has lot of personality to go along with her good voice. Thrush did so well with the band that Miss Hill brought her into both production numbers in the show. Russ Jonas handles some of the singing chores, while a trio composed of Reid, Jonas and Noro Hladelik work sparingly but effectively.
That the Reid ork is now on the uptbeat may be seen from its forthcoming bookings. Following this stand, band goes into the Muehlebach Hotel, Kansas City, Mo.; the Schroeder, Milwaukee; Peabody, Memphis; Cavalier Beach Hotel, Virginia Beach, then does a repeat at Roseland Ballroom, New York, starting September 12.
Norman Weiser.

Frank DeVol

Reviewed at the Lido Ballroom, Long Beach, Calif., May 1. Managed by Music Corporation of America, Publicity, Bobby Weiss.
SAXES: Jerry Kessler, Skeets Herzfurt, Julie Kinsler and Ted Romanza.
TRUMPETS: Ray Lina, Vera Rowe and Dick Cathcart.
TROMBONES: Tommy Pederson and Ray Coniff.
RHYTHM: Phil Stevens, bass; Jack Pleis, piano; Al Hendrickson, guitar; Milt Holland, drums.
VOCALISTS: Jaye P. Morgan, Skeets Herzfurt, Verne Rowe, Dick Cathcart, Al Hendrickson and Ray Coniff.
LEADER, sax and vocals and arranger: Frank DeVol.
DeVol, long a radio conductor and well known thru his Capitol disks, is trying an experiment which should be watched by the trade. At considerable expense, DeVol is leasing certain nights at this beach danceery in order to build a band which will be strictly for the TV viewer. DeVol feels that once an ork can obtain and sustain a web video seg, ballroom popularity will follow. Aside from its TV objective, DeVol is proving that almost every sideman can become an individual entertainer. Perhaps the last such band was Milt Britton's comedy group, but the Britton entourage was strictly for show, with their dance music negligible.
The band spots seven vocalists and features a set of arrangements a la Tommy Dorsey's old style, in which sidemen chant novelty lyrics while a singer does the straight vocal. Chirp Jaye P. Morgan is especially noteworthy. A vivacious gal, she can do almost any type lyric, tho up-tempo stuff is her forte. In addition, she does excellent comedy take-offs and fine vocal impressions. Guitarist Al Hendrickson has a deep baritone that sparkles on a romantic ballad. Remainder of the boys are average vocalists.
(Continued on page 13)

Don Reid

Reviewed May 4 at the Marina Dining Room, Edgewater Beach Hotel, Chicago. Managed by McConkey Artists Corporation.
SAXES: Ronnie Rithaler, Ray Willow, Norb Hladelik and Russ Jones.
TRUMPETS: Lu Dell and Dick Zelek.
TROMBONES: Don Reid and Denis Sourwine.
RHYTHM: Lloyd McCann, piano; Joe Bernas, bass, and Myron Kegebein, drums.
VOCALS: Gwen Parke, Russ Jones, The Three Reids.
LEADER AND ARRANGER: Don Reid.
Ork is making its first appearance at this location, and has built itself a good rep in the few weeks it's been here. Reid, who spent much time with Jan Garber, has built his own band along the Garber lines.
Perhaps the most notable factor in the Reid book is its widely di-

Col'bia Sets Preview TP's

NEW YORK, May 31.—Columbia Records has set up a new gimmick to push sales of its Masterworks LP releases. The item is called an LP Record Preview, and it contains selections from all of the platters released by the diskery each month on one LP disk. The package also includes covers from all of the albums.
Originally the set was issued for dealer and clerk information to help them familiarize themselves with new releases. However, stores have found that they are also useful for customers, giving them a chance to hear portions of each LP release quickly. Columbia sends about 1,000 of the preview platters out each month to key shops.

Sebacic Acid's Expansion Goal

WASHINGTON, May 31.—Manufacturers of plastic phonograph disks welcomed expansion goals for sebacic acid announced this week by the Defense Production Administration. The sebacic acid goal, which represents annual domestic capacity to be obtained by January, 1954, was set at 25 million pounds.
To avoid disclosing the operations of individual companies, the DPA said 1951 capacities for the manufacture of sebacic acid, handled by two plants, will not be released.

Columbia Hits Folk Market

NEW YORK, May 31.—Columbia Records will release next week a special LP and 45 set, called "Current Country Hits," for the folk market. The disk contains eight selections of top folk tunes, performed by different Columbia hillbilly artists. This is the first Columbia release of the "Current Country Hits" series this year.
The new set includes waxings by Lefty Frizzell, Polly Possem and Joe Wolverton, Carl Smith, Ray Price, "Little" Jimmy Dickens, Neal Burris and George Morgan. Tunes include "Don't Just Stand There," "Almost," "Hot Diggity Dog," and others which are big in the country field. The album is Volume 4 in the Columbia hillbilly series.

Victor to Cut Show Albums

NEW YORK, May 31.—RCA Victor has set a deal for the original cast albums rights to the new Broadway musicals, "New Faces of 1952" and "Wish You Were Here." The latter show, which includes a specially built swimming pool on the stage, is set to open officially on June 23.
The diskery expects to have the show album available at that time. Shipping date for the "New Faces" album is not yet set.

UNION CARDS FOR ECHOS?

NEW YORK, May 31.—The good old days, when a song could be sold on musical merit alone and a singer sang straight, may come back again. But when? is the query categorically posed by many music men. One publisher, bemoaning the gimmick trend, offered the following solution: Treat echo chambers and other tone distorters like musicians and charge union rates for their use, he suggested.

Satchn o Inks With E'cca

NEW YORK, May 31.—Louis Armstrong, whose records have sold better during the last two years than ever before, has been signed to a new term contract by Leonard Schneider, Decca vice-president. The artist's surge in popularity is attributed to his growing acceptance in the pop market. Long play releases of his old jazz etchings have also moved well.
Meanwhile, Paul Cohen, Decca folk and r. & b. exec, has also resigned Webb Pierce to a new three-year pact. Just returned from a seven-week trip to the South and West, Cohen also announced the addition of singers Jesse Williams and Kitty Wells to the diskery roster.

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500,000 Mail boxes in the United States are your partners in the fight against cancer. A contribution addressed to "Cancer" in care of your local post office will help guard your family, yourself and your community.
Next time you see a mail box, "put 'er there, partner!"... as generously as you can.

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Here is my contribution of \$ \_\_\_\_\_ in support of the Cancer Crusade.
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Address \_\_\_\_\_
City \_\_\_\_\_ State \_\_\_\_\_

that singing rage
Miss Patti Page
"LOVE, WHERE ARE YOU NOW?"
MERCURY 5816
ABC MUSIC CORP. 779 7th Ave. N.Y. N.Y.

"LOVE SONG OF THE WATERFALL"
JIMMY WALKER—CAPITOL
SLIM WHITMAN—IMPERIAL

AMERICAN MUSIC, INC.
1376 64th St. N.Y. 21
CO. 5-7180 CR. 1-3522

Another BMI Pin-Up Hit!
A GUY IS A GUY
Published by Luella
Recorded by
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Sile Frizell (Columbia)
Peggy Taylor (Mercury)
Dorothy Lee (RCA)
Jack Warner (RCA)
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Watch for...
"SMOKEY THE BEAR"
HILL and RANGE
SONGS, INC.
BEVERLY HILLS, CALIF.

MINDY CARSON'S
RCA Victor Recording
"HO-HO"
(Dcedle-ee-di-di!)
SANTLY-JOY, INC.
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CARL SMITH
Does it agoin?
IT'S A LOVELY, LOVELY WORLD
COLUMBIA 20672
TANNEN MUSIC, INC.
146 West 54 St., New York 19



**FORECAST**

HE'S JUST CRAZY FOR ME  
and  
CHECKIN' MY HEART  
by  
Jane Wymann  
28201\*

**DECCA DATA**

YOUR WEEKLY GUIDE

TO  
**AMERICA'S FASTEST SELLING RECORDS**



TO BUILD SALES

Vol. II

Published in the Interests of Decca Dealers and Music Operators

No. 23

TO BUILD PROFITS

**NEW RELEASES—SINGLES & ALBUMS**

You (Based on Musetta's Waltz from "La Bohème") Fred Waring 28235\*  
It Happened In Monterey Evelyn Knight 28227\*  
Pretty Bride (Saw, Sew, Sew, Sew) Evelyn Knight 28227\*  
It's Best We Say Goodbye  
A Mighty Pretty Waltz Jeri Southern and Victor Young 28224\*  
When I Fall In Love (From RKO Picture "The Korean Story") Jane Wymann 28204\*  
He's Just Crazy For Me (From Paramount Picture "Just For You") Jane Wymann 28204\*  
Checkin' My Heart (From Paramount Picture "Just For You") Floyd Smith with Horace Henderson 28208\*

Beware Of The Bear (With The Chartreuse Hair) Peter Lind Hayes  
You're So Much A Part Of Me Peter Lind Hayes and Mary Healy 28205\*  
The Judgment Day Express Orval Prophet 28206\*  
Crown Of Thorns  
All Hope Is Gone Jack and Daniel and The Sourwood Mt. Boys 28207\*  
Throwing Water On The Flame

**NOW AVAILABLE IN LONG PLAY**  
Selections from MGM's Production of Sigmund Romberg's Operetta **NEW MOON** with FLORENCE GEORGE, PAUL GREGORY, FRANK FOREST and Chorus under Direction of Joseph Lilley  
**DECCA CONCERT ORCHESTRA** under Direction of HARRY SAMSICK DL 5378-53.00  
Also available in A-135-53.50

Musical Score of the MGM Production **THE WIZARD OF OZ** Featuring **JUDY GARLAND** with VICTOR YOUNG and His Orchestra Vocals under Direction of Ken Darby 9-395-53.75  
Also available in A-558-54.15 • DL 5151-53.00

**SOFT AND WARM**  
Piano Noods Composed and Played By JOSEF NYLQW  
Piano Solos with Instru. Accompaniment 9-372-52.75 • DL 5404-53.00

**NOW AVAILABLE IN 45 RPM**  
**RUMBAS** Volume 2 Played by **EDDIE LE BARON** and His Orchestra 9-302-54.75  
Also available in A-567-54.15 • DL 5085-52.00

**SONGS FROM THE VELD** Volume 2 Sung by JOSEF MARAIS, Baritone with His Bushwell Band Sung in English and Afrikaans 9-305-53.75  
Also available in A-567-54.15 • DL 5083-53.00

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

**TOP SELLERS**

... based on this week's actual sales

WEEKS ON LIST	COUNTRY	ARTIST	DECCA NO.
4	SO USED TO LOVING YOU THAT HEART BELONGS TO ME	Webb Pierce	28091*
1	RACK UP THE BALLS BOYS TILL THE WELL GOES DRY	Ray Allen	28146*
6	WILD SIDE OF LIFE IT'S SO LONG AND GOOD-BYE TO YOU	Burl Ives and Grady Martin	28055*
27	WONDERING	How Silver Balls Webb Pierce	46364*
1	I'M BOUND FOR THE KINGDOM I'D RATHER HAVE JESUS	Red Foley with The Jordanaires	28947*
50	PEACE IN THE VALLEY Where Could I Go But To The Lord	Red Foley	14573*
2	ALMOST Let's Take A Trip To The Moon	Marvin Shiner and Grady Martin	28121*
1	LITTLE GREEN VALLEY DIESEL SMOKE, DANGEROUS CURVES	Burl Ives and Grady Martin	28161*
7	SOMEBODY'S STOLEN MY HONEY MY MOTHER MUST HAVE BEEN A GIRL-LIKE YOU	Ernest Tubbs	28067*
2	THIRTY PIECES OF SILVER WHEN WE ALL GET TOGETHER UP THERE	Jimmie Davis with The Anita Kerr Singers	28110*

**RHYTHM AND BLUES**

3	SLOW DOWN NEVER TRUST A WOMAN	Louis Jordan	28088*
2	LOUD TALKIN' WOMAN THEY RAIDED THE JOINT	Helen Humes	28113*
6	AT LAST ROOF MAN BLUES	Buddy Johnson	27998*
14	PEACE IN THE VALLEY NEAR THE CROSS	Sister Rosetta Tharpe with The Anita Kerr Singers	48279*
16	A MAN AIN'T SUPPOSED TO CRY I DIDN'T SLEEP A WINK LAST NIGHT	Arthur Prysock	27871*

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

**BEST BETS**

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

POSITION THIS WEEK	LOVER	ARTIST	DECCA NO.
1.	YOU GO TO MY HEAD	Peggy Lee and Gordon Jenkins	28215*
2.	HANG YOUR HEAD IN SHAME WHERE IS YOUR WANDERING MOTHER	Andrews Sisters and Red Foley	28163*
3.	HERE IN MY HEART I'M SORRY	Andrews Sisters and Dick Haymes	28213*
4.	JUNCO PARTNER AZURE-TE (Paris Blues)	Louis Jordan	28211*
5.	PRETTY AS A PICTURE WHEN YOU COME BACK TO ME	Mills Brothers	28180*
6.	JORDAN FOR PRESIDENT OIL WELL, TEXAS	Louis Jordan	28225*
7.	WHEN THE CACTUS IS IN BLOOM SAILOR'S PLEA	Bill Monroe	28183*
8.	GEE, BUT I'M GLAD TO KNOW YOU LOVE ME I HADN'T ANOTHE TILL YOU	Ella Fitzgerald	28181*
9.	IT ONLY TAKES A MOMENT (To Fall In Love) IF THEY ASK ME	Gordon Jenkins with Clark Dennis	28148*
10.	TATTERED AND TORN THE WORLD HAS A PROMISE	Dolores Gray	28178*
11.	I WAITED A LITTLE TOO LONG I MAY HATE MYSELF IN THE MORNING (For Falling In Love Tonight)	Trudy Richards and Artie Shaw	28190*
12.	MY ACHING HEART I DON'T KNOW WHAT'S TROUBLIN' YOUR MIND	Buddy Johnson	28165*
13.	LONELY WINE MY MELANCHOLY BABY	Bill Snyder	28192*
14.	MINE YOU'VE GOT ME WHERE YOU WANT ME	Bing Crosby and Judy Garland	28210*
15.	THE CUBAN NIGHTINGALE (Sun Sun Baboé) THE FLUTER'S SAMBA	Music by Camarata	28226*

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

**ALBUM TOP SELLERS**

<b>LEROY ANDERSON COND., Vol. 2</b> DU 885-54.75 • 9-274-54.15 • DL 7519-53.85	<b>LEROY ANDERSON COND., Vol. 1</b> A-910-54.75 • 9-151-54.15 • DL 7509-53.85
<b>GUYS AND DOLLS—Orig. Cast</b> DL 835-54.70 • 9-703-54.30 • DL 8035-54.85	<b>ETHEL MERMAN</b> Songs from CALL ME MADAM A-818-54.85 • 9-164-55.45 • DL 8035-54.85
<b>SATCHMO SERENADES—</b> Louis Armstrong A-911-54.15 • 9-331-53.75 • DL 5401-53.00	<b>TANGOS FOR ROMANCE</b> Carmen Cavallero 9-335-53.75 • DL 5407-53.00
<b>AL JOLSON</b> In Songs He Made Famous A-469-54.15 • 9-37-53.75 • DL 5024-53.00	<b>LOMBARDOLAND</b> Guy Lombardo A-576-54.15 • 9-35-53.70 • DL 5401-53.00
<b>GUY LOMBARDO</b> Featuring THE TWIN PIANOS A-512-54.15 • 9-11-52.90 • DL 5007-53.00	<b>TRUMPET SOLOS EXTRAORDINARY</b> Retael Mendez 9-274-57.90 • DL 5385-53.00

**CHILDREN'S TOP SELLERS**

<b>The Adventures of the Lone Ranger: HE BECOMES THE LONE RANGER</b> E-29 • 1-152	<b>HE FINDS SILVER</b> E-30 • 1-153
<b>HE FINDS DAN REID</b> E-31 • 1-154	<b>HE HELPS THE COLONEL'S SON</b> E-32 • 1-155
<b>THE LITTLE ENGINE THAT COULD and LET'S HAVE A PARTY</b> Guy Lombardo E-37 • 1-162	<b>THE BIRTHDAY PARTY RECORD</b> Frank Luther E-33 • 1-153
<b>CRADLE SONG (Brahms' Lullaby) and THAT SLY OLD GENTLEMAN</b> E-38 • 1-157	<b>BABAR STORIES</b> Frank Luther CE-104-52.00 • 1-141
<b>NURSERY RHYMES</b> Frank Luther CE-101-52.00 • 1-147	<b>THE TUBBY THE TUBA SONG and POPO THE PUPPET</b> Denny Kaye E-21 • 1-151

78 RPM (E-4) Decalite (Unbreakable under normal use) Records—53.00 plus tax  
45 RPM (1-) Records (in Decorative Envelope)—95c

**TOP SELLERS**

... based on this week's actual sales

WEEKS ON LIST	POPULAR	ARTIST	DECCA NO.
19	BLUE TANGO	Belle Of The Ball Leroy Anderson	27875*
3	KISS OF FIRE	28179*	Guy Lombardo
3	KISS OF FIRE	28177*	Louis Armstrong
12	BLUE TANGO	28031*	Guy Lombardo
4	I'M YOURS I UNDERSTAND	28162*	Four Aces
3	UNDER THE HONETSUCKLE VINE	28164*	Bill Kenny of The Ink Spots
	YOU MAY BE THE SWEETHEART OF SOMEBODY ELSE	Tak Spots featuring Bill Kenny	
	**WABASH BLUES	28143*	LINGER AWHILE Andrews Sisters and Russ Morgan
4	DELICADO (Delicate)	28044*	See If You Like It (Ve Se Gostas) Woldyr Azevedo
1	**PLINK, PLANK, PLUNK!	28168*	SERENATA Leroy Anderson
14	PERFIDIA	27987*	YOU BROUGHT ME LOVE Four Aces
4	BE ANYTHING (But Be Mine) FORGIVE ME	28142*	Peggy Lee and Gordon Jenkins
2	IT'S A SIN TO TELL A LIE	25305*	That's When Your Heartaches Begin Tak Spots
	**HEAVENLY FATHER LONESOME AND BLUE	28151*	Evelyn Knight with Sy Oliver
2	There's A Pawn Shop On A Corner in PITTSBURGH, PENNSYLVANIA SOMEWHERE ALONG THE WAY	28141*	Jerry Gray
	**"TWO" MINUTE WALTZ	28130*	Stars and Stripes Forever Carmen Cavallero

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



**CHEROKEE** (Indian Love Song)  
by the Clarinets of

**JERRY WALD**  
**DECCA RECORDS**

and  
The Voice of

**CHRIS CONNERS**  
coupled with

**YOU'RE THE CREAM IN MY COFFEE**

by **JERRY WALD** and His Orchestra  
Decca 28203 (78 RPM) and 9-28203 (45 RPM)





**right in that best-selling tradition**



from that best-selling team

**GUY MITCHELL**

and

**MITCH MILLER**



a rousing novelty

**THE DAY OF JUBILO**

*and*

a big romantic ballad

**YOU'LL NEVER BE MINE**

on **COLUMBIA**

78 rpm 39753 • 4 rpm 4-39753



**COLUMBIA RECORDS**

FOR MUSIC THAT SENDS 'EM—TO YOU!

**PREDICTION:  
THIS WONDERFUL VERSION  
BY THE GREAT**

# DINAH WASHINGTON

OF

# 'MAD ABOUT THE BOY'

**WILL ESTABLISH DINAH  
AS A NEW STAR IN  
THE POPULAR RECORDING FIELD**

*Flip Side*

**"I CAN'T FACE THE MUSIC"**

RECORD NUMBER 5842



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD. TORONTO, CANADA

## THE BILLBOARD Music Popularity Charts

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

### HONOR ROLL OF HITS

From March 1952

#### The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Popularity Chart based on records received May 28, 29, 30.

Last  
Week

This  
Week

#### 1. 1. Blue Tango

By Leroy Anderson—Published by Mills Music (ASCAP)

RECORDS AVAILABLE: L. Anderson, Dec 27875; L. Bester, Cap 1964; F. Carle, V 20-4541; R. Dugal, Mercury 5817; O. Hayman, Mercury 5390; G. Lombardo, Dec 78013; J. Thomas, Mercury 8268; H. Winterhalter, V 20-4516.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Long-Worth; Freddy Martin, Theatrical; Dave Terry, Associated.

#### 2. 2. Kiss of Fire

By Lester Allan and Robert Hill—Published by Decca (BMI)

RECORDS AVAILABLE: T. Arden, Col 39737; L. Armstrong, Dec 28177; L. Bester, Cap 2102; L. Brown, Coral 40745; B. Eccles, MGM 11225; R. Flanagan, V 20-4708; G. Gilby, Mercury 5823; G. Lombardo, Dec 28179; T. Martin, V 20-4622; A. Sletten, London 1214.

ELECTRICAL TRANSCRIPTION LIBRARIES: Henry Jerome, Long-Worth.

#### 3. 3. I'm Yours

By Robert Mellin—Published by Algonquin (BMI)

RECORDS AVAILABLE: T. Arden, Col 39737; L. Bester, Cap 2102; D. Cornell, Coral 40640; E. Fisher-W. Wellerhater, Ori, V 20-4680; F. Flanagan, V 20-4705; Four Aces, Dec 28182; B. Holiday, Coral 7518; B. Martin, Mercury 5835.

ELECTRICAL TRANSCRIPTION LIBRARIES: George Bassman, Associated; Henry Jerome, Long-Worth.

#### 3. 4. Wheel of Fortune

By Irving Benjamin and George Weiss—Published by Laurel (ASCAP)

RECORDS AVAILABLE: Bill Sisters-H. Row, V 20-4520; Cardinals, Atlantic 458; F. Carle, V 20-4540; A. Castillo-W. Scott, Brunswick 6104; Four Flames, Specialty 423; J. Hartman, V 20-4340; H. Humes, Dec 48260; S. Kaye, Col 3967; E. Light Ori, Prom 1018; K. Nash, Remington R-25024; S. McDonald, Cap 1995; A. Prysock, Dec 27967; J. Scott, Coral 40650; K. Starr, Cap 1964; T. Thomas, King 1895; D. Washington, Mercury 1267; B. Wayne, Mercury 3776; E. Wilcox-S. Cole, Derby 787; G. Williams, MGM 11172.

ELECTRICAL TRANSCRIPTION LIBRARIES: Vincent Lopez, Theatrical; Dave Terry, Associated.

#### 8. 5. Here in My Heart

By Gaudio, Lewinsohn, Barrett—Published by Miffie (BMI)

RECORDS AVAILABLE: T. Bennett, Col 39745; A. Dale, Coral 40746; V. Damone, Mercury 5859; D. Haynes-Andrews Sisters, Dec 28123; A. Martin, 885 101.

ELECTRICAL TRANSCRIPTION LIBRARIES: Earl Stetson, Associated.

#### 4. 6. Guy Is a Guy

By Oscar Brand—Published by Ludlow (BMI)

RECORDS AVAILABLE: Doris Day, Col 39673; E. Fitzgerald, Dec 38046; D. Lee-J. Morgan Ori, Remington R-25028.

ELECTRICAL TRANSCRIPTION LIBRARIES: George Bassman, Associated.

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

By Jules Stone and Sammy Cahn—Published by Mayfair (ASCAP)

RECORDS AVAILABLE: G. Ammons, Dec 78094; P. Andrews, Dec 70580; L. Armstrong, Dec 28177; D. Cornell, Coral 40650; R. Flanagan, V 47-4303; J. Frankie, Cap 20644; R. Hayes, Mercury 5817; L. Humes, MGM 11180; P. King Sisters, V 20-4642; G. Lombardo, Dec 27468; M. Martin, Dec 83340; L. Prima, Mercury 5218; D. Taylor-P. Faith Col 34654; M. Whiting, Cap 1000.

ELECTRICAL TRANSCRIPTION LIBRARIES: Earl Stetson, Associated.

#### 7. 8. Blacksmith Blues

By Jack Holmes—Published by Hill & Range (BMI)

RECORDS AVAILABLE:—E. Britt, V 20-4532; B. Darnell, Dec 27940; R. Flanagan, V 20-4706; I. Harter-H. James Ori, Col 39673; L. McCalliffe, Cap 20407; E. M. Morse, Cap 1922; A. Moore, MGM 11171; S. Oliver Ori, Dec 27922.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Long-Worth.

#### 9. 9. Be Anything (But Be Mine)

By Irving Gordon—Published by Shapiro-Bernstein (ASCAP)

RECORDS AVAILABLE: R. Brown, Atlantic 4629; W. Brown, Mercury 8270; B. Davis, Jubilee 6802; A. Dean, MGM 11187; D. Eves, V 20-4576; Flip Kew, Ataddin 5127; R. Flanagan, V 20-4704; J. Haskett, Coral 40640; E. Howard, Mercury 5815; P. Lee and Gordon Jemmy Ori, Dec; V. Lyon, London; M. O'Connell, Cap 2011; D. Smith, Apollo 812; B. Stark, Dec 78039.

ELECTRICAL TRANSCRIPTION LIBRARIES: Vernon Lopez & Doty Dawn Theatrical; Glenn Diner, Associated.

#### 10. Delicado

By Healy Alredo—Published by Remick (ASCAP)

RECORDS AVAILABLE: L. Almeria, Coral 40729; J. August, Mercury 5859; M. Arizona Ori, Dec 28044; R. Costello, V 23-5686; R. Faith-S. Freeman, Col 39708; R. Flanagan, V 20-4706; S. Keweenaw, Cap 2040; G. Lombardo, Dec 78179; E. Rex, London 1151; D. Shore, V 20-4719; Three Suns, V 20-4677.

**WARNING**—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Simply write or wire Publisher, The Billboard, 1566 Broadway, New York, and permission will be immediately granted.



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FILL OUT AND MAIL TO YOUR NEAREST CAPITOL DISTRIBUTOR

Zooming, Booming Hit!



**JEANNE GAYLE**

sings

**"The Boom Song"**

coupled with

**"I WAS WALKIN' OUT THE DOOR"**

RECORD NO. 2088



**BEST SELLING POPULAR ALBUMS**  
(Based on Actual Retail Reports)

The VOICES of WALTER SCHUMANN  
rise to new heights in

**"GREAT GETTIN' UP MORNIN'"**

featuring Jester Hairston



"In That Great Gettin' Up Mornin'"  
"Oh, Holy Lord"  
"(Sometimes I Feel Like) A Motherless Child"  
"Oh, Rocks My Soul"  
"It's All Over Me"  
"Joshua Fit De Battle De Jerico"  
"Poor Man Lazarus"  
"Deep River"  
13 1/2 songs "Crescendo"—"Finale"  
Album No. 316

	QUANTITY		
	45	78	33 1/3
"WITH A SONG IN MY HEART" Jane Froman	509		
"BIG BAND BASH" Billy May	329		
"BEN LIGHT'S JUKE BOX FAVORITES" Ben Light	330		
"SUGAR BLUES" Clyde McCoy	371		
"CLASSICS IN JAZZ" Woods Herman	324	X	
"CIRCUS PARADE" Ringling Bros. and Barnum & Bailey Band	313		
"TODAY'S TOP HITS" 8 Top Artists	9105	X	X
"LEGEND OF THE SUN VIRGIN" Yma Sumac	299		
"ALL TIME FAVORITES" 8 Top Artists	9103	X	X
"HOUSEPARTY HOP" Ray Anthony	292		
"SONGS BY RAY STARR" Ray Starr	211		X
"KITTEN ON THE KEYP" Ray Turner	306		
"BAR ROOM PIANO" Joe "Fingers" Carr	280		

**TOP SELLERS...POPULAR**

	QUANTITY			QUANTITY	
	78	45		78	45
"I'M CONFESSIN' (That I Love You)" "CARIOCA" Les Paul and Mary Ford	2080		"MONKY TONK BLUES" "211HER BLUES" Jan Carber	2068	
"WHEEL OF FORTUNE" "I WANNA LOVE YOU" Kay Starr	1944		"WIMOWEN" "BABALU" Yma Sumac	2079	
"THE BLACKSMITH BLUES" "LOVE ME OR LEAVE ME" Ella Mae Morse	1922		"THE BOOM SONG" "I WAS JUST WALKIN' OUT THE DOOR" Jeanne Gayle	2088	
"DARIE BOOCIE" "LOVE YA' LIKE MAD!" Ella Mae Morse	2072		"AT LAST" "I'LL SEE YOU IN MY DREAMS" Ray Anthony	1912	
"I WAITED A LITTLE TOO LONG" "ING HO NA HAI ME TOO" Kay Starr	2062		"DELICADO" "BACS AND BACCAGE" Stan Kenton	2040	
"I'LL WALK ALONE" "WITH A SONG IN MY HEART" Jane Froman	2044		"PERME POLKA" "MY LITTLE GIRL" Johnny Pecon	2061	
"SOMEWHERE ALONG THE WAY" "WHAT DOES IT TAKE" Nat "King" Cole	2069		"ROSALIE" "MEXICALI ROSE" Ben Light	2074	
"SCATTERBRAIN" "AS TIME GOES BY" Ray Anthony	2104		"YOU'RE DRIVING ME CRAZY" "TRUMPET BOOCIE" Ray Anthony	2058	
"BLUS TANGO" "PLEASE MR. SUN" Les Baxter	1966		"RET-I-CHA" "I PASSTO YOUR HOUSE TONIGHT" Dean Martin	2071	
"BUSYBODY" "HINDUSTAN" Jan Carber and Lee Bennett	2107		"I LOST" "LOVE ME SWEET AND LOVE ME LONG" The Dining Sisters	2082	
"THAT EVER-LOVIN' RAG" "GOOD-TIME CHARLIE" Joe "Fingers" Carr	2081		"MONEY AND TRULY" "WHEN THE SWALLOWS COME BACK TO CAPITOL" Billy May	2054	
"IT'S A SIN TO TELL A LIE" "I'M THE WORLD'S BIGGEST FOOL" The Four Knights	2087		"BE ANYTHING" "RIGHT OR WRONG" Helen O'Connell	2011	
"FAREWELL (For Just Awake)" "STAR EYES" Helen O'Connell	2090		"YES" "MAMBO RHAPSODY" Stan Kenton	2026	
"I'M YOURS" "KISS OF FIRE" Les Baxter and Dick Beavers	2102		"MISTAKES" "PERFIDIA" Ben Light	2023	
"FORGIVE ME" "JUST BECAUSE" Jimmy Wakely	2078		"TWO LITTLE KISSES" "WHO'S EXCITED" Jan Carber	2033	
			"GREEN CROW THE LILACS" "A DAY AWAY FROM YOU" Bob Eberly and Les Baxter	2053	

**TOP COUNTRY and HILLBILLY**

	78		45			78		45	
"WAITING IN THE LOBBY OF YOUR HEART" "DON'T MAKE ME CRY AGAIN" Hank Thompson			2063		"STRETCHIN' A POINT OR TWO" "PUT SOME SUGAR IN YOUR SHOES" Roy Hargrove			2083	
"THE WILD SIDE OF LIFE" "CRYIN' IN THE DEEP BLUE SEA" Hank Thompson			1942		"WEEPING WILLOW" "POKE SALAD GREEN" Leon Payne			2055	
"TATTLE TALE TEARS" "HAVE I WAITED TOO LONG" Faron Young			2039		"SATISFIED" "HIDE ME, ROCK OF AGES" Martha Carson			1900	
"SHOWSOF THOMPSON" "PATBACK LOUISIANA, U.S.A." Tennessee Ernie			2066		"I LOVE YOU 24 HOURS A DAY" "HELL TRAIN" Billy Strange			2112	
"I WANNA REST" "OLD BLIND BARNABUSS" Martha Carson			2077		"DIESEL SMOKE, DANGEROUS CURVES" "ALMANAC SONG" Billy Strange			2032	
"CURTAIN OF YEARS" "PLEASE COME BACK" Skeets McDonald			2073		"EVERYBODY'S GOT A GIRL BUT ME" "PUT YOUR ARMS AROUND ME" Tennessee Ernie			2042	
"MOBILIN' BABY OF MINE" "I'LL NEVER BE THE SAME" Gene O'Quin			2075		"MY MARY" "NEW STAR RAG" Ole Rasmussen			2093	

**TOMORROW'S HITS—TODAY**

	78	45
"IN THE GOOD OLD SUMMERTIME" "SMOKE RINGS" Les Paul and Mary Ford	2123	
"KISS OF MEYER" "SCHWITZBURCH, PENNSYLVANIA" Mickey Katz	2124	
"JOHNNY" "WHISTLE, MY LOVE" Greta MacKenzie	2110	
"I LOVE YOU 24 HOURS A DAY" "HELL TRAIN" Billy Strange	2112	
"THE BOOM SONG" "I WAS JUST WALKIN' OUT THE DOOR" Jeanne Gayle	2086	
"EAST STREET" "MAYHEM" Billy May	2113	
"ISN'T THIS A NIGHT FOR LOVE" "HILLS OF PRIDE" Bob Eberly	2103	
"TELL THEM" "DREAMING MY WEARY LIFE AWAY" Jimmie Skinner	2108	
"LONELY WINE" "LOST IN MEDITATION" Les Baxter	2106	
"FAREWELL (For Just Awake)" "STAR EYES" Helen O'Connell	2090	

**NEW RELEASES**

	78	45
"SHE'S A COMELY WENCH" "COOL EYES" Stan Kenton	2044	
"CLING TO ME" "CANY GET OUT OF THIS MOOD" Jane Froman	2116	
"PLEASE SAY YOU LOVE ME" "TEARS" Dick Beavers	2117	
"BACK UP THE BALLS, BOYS" "RUBBER BALL HEART" Ramblin' Jimmie Dotan	2118	
"PADUCAN PARADE" "SONG OF THE ISLANDS" Bob Crosby	2119	
"GO ON! GET OUT!" "HIGH NOON (De Nat Farsake Me)" Tex Ritter	2120	
"HANDT MAN" "I Down The ROAD TO LOVE" Carl Saccaeman	2121	

MAIL TO YOUR NEAREST



DISTRIBUTOR

CUSTOMER ORDER NO. \_\_\_\_\_ DATE \_\_\_\_\_

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

# THE BILLBOARD Music Popularity Charts

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

## Records Most Played by Disk Jockeys

Based on reports received May 28, 29 and 30

Records listed here in numerical order are played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys throughout the country. Unless shown in DJ chart, other available records or items listed here will be found in the Major Roll of RHM, Music Popularity Chart, Part 1. (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks   Last   This to date/Week/Week	RECORD	ARTIST	COMPANY	
7	1	1	KISS OF FIRE	G. Gibbs	Mercury (78)15823; (45)15823-45-BMI
3	4	2	HERE IN MY HEART	A. Martino	E.S. (78)1101; (45)45-101-BMI
12	3	3	GUY IS A GUY	Ooris Day-P. Weston	Col (78)39675; (45)4-39675-BMI
18	2	4	BLUE TANGO	L. Anderson	Doc (78)27875; (45)9-27875-ASCAP
6	7	5	I'M YOURS	D. Cornell	Cap (78)60690; (45)9-60690-BMI
6	5	6	DELICADO	P. Faith	Cap (78)39708; (45)4-39708-ASCAP
16	6	7	WHEEL OF FORTUNE	K. Starr	Cap (78)3964; (45)F-3964-ASCAP
13	13	8	BLUE TANGO	H. Winterhalter	V (78)20-4518; (45)47-4518-ASCAP
5	9	9	I'M YOURS	E. Fisher-H. Winterhalter	V (78)20-4680; (45)47-4680-BMI
11	8	10	I'LL WALK ALONE	D. Cornell	Cap (78)60659; (45)9-60659-ASCAP
10	10	11	BE ANYTHING (But Be Mine)	E. Howard	Mercury (78)5815; (45)5815-45-ASCAP
3	12	12	WALKIN' MY BABY BACK HOME	J. Ray	Col (78)10135; (45)4-10135-ASCAP
5	21	13	HALF AS MUCH	R. Clooney	Cap (78)39710; (45)4-39710-BMI
17	11	14	BLACKSMITH BLUES	E. M. Morse	Cap (78)1922; (45)F-1922-BMI
10	22	15	FORGIVE ME	E. Fisher-H. Winterhalter	V (78)20-4574; (45)47-4574-ASCAP
6	20	16	KISS OF FIRE	T. Martin	V (78)20-4671; (45)47-4671-BMI
12	15	17	PITTSBURGH, PENNSYLVANIA	G. Mitchell-M. Miller	Cap (78)39643; (45)4-39643-ASCAP
4	17	18	I'M CONFESSIN'	L. Paul-M. Ford	Cap (78)2080; (45)F-2080-ASCAP
3	16	19	CARIOCA	L. Paul	Cap (78)2080; (45)F-2080-ASCAP
1	—	20	KISS OF FIRE	L. Armstrong	Doc (78)28177; (45)9-28177-BMI
3	28	21	BE ANYTHING (But Be Mine)	P. Lee-G. Jenkins	Doc (78)28142; (45)9-28142-ASCAP
4	25	22	KISS OF FIRE	B. Eckstine	MGM (78)13225; (45)N-13225-BMI
6	26	22	JUNCO PARTNER	R. Hayes	Mercury (78)5833; (45)15833-45-BMI
1	—	24	LOVER	P. Lee-G. Jenkins	Doc (78)28215; (45)9-28215-ASCAP
3	14	25	KISS OF FIRE	T. Arden	Col (78)39737; (45)4-39737-BMI
12	27	26	AY-ROUND THE CORNER	J. Stafford	Cap (78)39653; (45)4-39653-ASCAP
9	—	27	THAT'S THE CHANCE YOU TAKE	E. Fisher-H. Winterhalter	V (78)20-4574; (45)47-4574-ASCAP
1	—	28	DELICADO	D. Shore	V (78)20-4719; (45)47-4719-ASCAP
13	19	29	BLUE TANGO	L. Baxter	Cap (78)1966; (45)F-1966-ASCAP
1	—	29	I WAITED A LITTLE TOO LONG	K. Starr	Cap (78)2062; (45)F-2062-ASCAP

## VOX JOX

By JOE MARTIN

### Chatter

Bill Taylor, WOR, New York, received the Veteran's of Foreign Wars Loyalty Award for his "Sunrise Serenade" show in recognition of Taylor's cooperation with many humanitarian endeavors. The award was presented on the show by VFW Commander in Chief Frank C. Hilton. . . . Wally Kinch is handling an across-the-board r.&b. show on WATR, Waterbury, Conn. He recently sponsored an Earl Bostic night. . . . Don Malone, formerly staff deejay on KSTN, Stockton, Calif., is program director of KONG, Visalia, Calif. . . . Eddy Howard guested with Bob Custer, KLOK, San Jose, Calif. Howard was a former student at San Jose State, while Custer is currently completing his degree course at the school. . . . Hal Otis, Stan Kenton and Norman Granz guested with Marie Edwards recently on WMIN, St. Paul. . . . Condolences to Joe Vincent, WHOS, Decatur, Ala., who recently lost his mother. . . . Bob Byron left KECK, Odessa, Tex., to join MCBS, Midland, Tex. . . . When Brod Crawford, Lita Baron, Lisabeth Scott, William Bendix and Rory Calhoun visited Columbus, Ga., with the "Movietime, U. S. A. Unit, they taped interviews and intros for the Jim Stewart "Yawn Patrol" and "Breakfast With Helen and Bill" shows on WRBL. . . . Bill Endicott, KBRC, Mount Vernon, Wash., suggests that some diskery record the standard ditty, "Long Ago (and Far Away)." . . . "Lucky" Len Ross has been named chief announcer at KRUX, Phoenix, Ariz. . . . Phoenix's Dick Gilbert, KTYL, was toastmaster at the charter-night meeting of the newly formed Lions' Club of Scottsdale, Ariz. . . . Sherm Olson, WJBC, Bloomington, Ill., says that Dick Jensen was one of the nicest disk stars ever to appear on his show. . . . Jerry R. Nagle Jr., who runs an across-the-board pop show on WHTN, Huntington, W. Va., also works as master of ceremonies and vocalist with Bob Ackers' band. . . . Gene Williams, KMDD, Modesto, Calif., is devoting a regular Saturday afternoon session to Glenn Miller disks from his own collection, which is said to be large enough to permit 13 weeks of programming without repeating. . . . Note from Frank Knight, WARE, Ware, Mass., says that there are lots of laughs waiting for those who spin the Janette Davis platter "Hold the Phone" at 33 1/3 speed—but not on the air! . . . Fred Hall, program director at KDB, Santa Barbara, Calif., cut a series of commercials for the TV sponsor of the "Candid Camera" series. . . . Henry Lebnahed, KVFD, Seagulf, Tex., sends kudos for his local MGM Records distributor, H. W. Dally. . . . John Argo, KWCB, Searcy, Ark., says that Jox make a mistake when they permit personal likes to dictate programming. He says, "We're supposed to serve the public, not dictate to them."

### Preams

Station WOLF, Syracuse, has a group of new men spinning "on in the persons of Jerry Pearson, Art Weidt and Erv Rosen. At the same station, Pete Yamen has replaced Norton Grotzler, who is completing a TV course at Syracuse University. . . . Jim Curtis is moving to WSBA, York, Pa., from WHAY, New Britain, Conn. . . . Clarence Hamann now has two additional hours each afternoon on WJMR, New Orleans. . . . Joe Powers' afternoon session on WNAV, Annapolis, Md., is being aired from 1:15 to 5. . . . Newcomer to the airwaves is Gerry Lawrence on WCMA, Corinth, Miss., who polls local high schools for their favorites. . . . Dean Griffin, WHSY, Hattiesburg, Miss., has added a Sunday night show of light music. . . . Allan Jelfox, WTOP, Washington, has added

(Continued on page 28)

## Best Selling Sheet Music

Based on reports received May 28, 29 and 30

Tunes listed are the national best selling sheet music sellers. List is based on records received from week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales. (F) indicates tune is a film; (M) indicates tune is legit musical; (R) indicates tune is available on record.

POSITION	Weeks   Last   This to date/Week/Week	TUNE	ARTIST	
12	1	1	BLUE TANGO (R)	Mills
6	3	2	KISS OF FIRE (R)	Duchess
11	4	3	GUY IS A GUY (R)	Ludlow
7	8	4	I'LL WALK ALONE (R) (F)	Mayfair
15	2	5	WHEEL OF FORTUNE (R)	Laurel
12	5	6	BLACKSMITH BLUES (R)	Hill & Range
7	6	7	BE ANYTHING (But Be Mine) (R)	Shapiro-Bernstein
4	10	8	I'M YOURS (R)	Algonquin
21	7	9	ANY TIME (R)	Hill & Range
2	14	10	HERE IN MY HEART (R)	Melton
11	9	11	PITTSBURGH, PENNSYLVANIA (R)	Oxford
8	11	12	FORGIVE ME (R)	Advanced
16	—	13	BE MY LIFE'S COMPANION (R)	E. H. Morris
1	—	14	DELICADO (R)	Pemick
2	—	15	WITH A SONG IN MY HEART (R) (F)	Harms

## Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based on John G. Peatman's Audience Coverage Index. The index is projected from radio logs made available to Peatman's ACI by the Accurate Recording Service in New York, Radio Checkers Service in Chicago, Radio Checking Service in Los Angeles. Lists are the top 30 (over in the case of tied tunes) alphabetically. This music checked is representative (over 60 per cent) only.

(F) indicates tune from a film; (M) indicates tune from a legitimate musical; (R) indicates tune is available on records. In each instance the following agency controlling performance rights on the tune is indicated.

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1	A Guy Is a Guy (R)	Ludlow—BMI
2	Am I in Love (R) (F)	Tamara—ASCAP
3	Any Time (R)	Hill & Range—BMI
4	Be Anything (But Be Mine) (R)	Shapiro-Bernstein—ASCAP
5	Blacksmith Blues (R)	Hill & Range—BMI
6	Blue Tango (R)	Mills—ASCAP
7	Charmaine (R)	Lipsa—ASCAP
8	For the Very First Time (R)	Bertine—ASCAP
9	Forgive Me (R)	Advanced—ASCAP
10	Gloria (R)	Life—BMI
11	Goin' on a Holiday (R)	Chappell—ASCAP
12	Here in My Heart (R)	Melton—BMI
13	Honest and Truly (R)	Lions—ASCAP
14	How Close (R)	Life—BMI
15	If Someone Had Told Me (R)	Wizmark—ASCAP
16	I'll Walk Alone	Melton—ASCAP
17	I'm Yours (R)	Algonquin—BMI
18	It's a Sin to Tell a Lie (R)	Bregman-Vocco-Carn—ASCAP
19	Just a Little Lovin' (R)	Hill & Range—BMI
20	Kiss of Fire (R)	Duchess—BMI
21	Maybe (R)	Rocking—ASCAP
22	Perfidia (R)	Peer—BMI
23	Pittsburgh, Pennsylvania (R)	Oxford—ASCAP
24	Single in the Rain (R) (F)	Robbins—ASCAP
25	Sleepy Little Cowboy (R)	Beaman—BMI
26	There's a Good My Whole of Sunshine	Farnum—ASCAP
27	To Be Loved by You (R)	Pemick—ASCAP
28	Un and Down Mambo (R)	Life—BMI
29	Walkin' My Baby Back Home (R)	O'Syria, Brown-Henderson—ASCAP
30	Why Did You Leave Me? (R)	Emery—ASCAP
31	Why Did You Leave Me? (R)	Ransom—ASCAP

### Top Ten in Television

1	A Guy Is a Guy (R)	Ludlow—BMI
2	Any Time (R)	Hill & Range—BMI
3	Be Anything (But Be Mine) (R)	Shapiro-Bernstein—ASCAP
4	Blacksmith Blues (R)	Hill & Range—BMI
5	Blue Tango (R)	Mills—ASCAP
6	Forgive Me (R)	Advanced—ASCAP
7	Goin' on a Holiday (R)	Chappell—ASCAP
8	I'm Yours (R)	Algonquin—BMI
9	Kiss of Fire (R)	Duchess—BMI
10	Single in the Rain (R) (F)	Robbins—ASCAP

## England's Top Twenty

POSITION	Weeks   Last   This to date/Week/Week	TUNE	ARTIST	English	American
4	5	1	AROUND THE CORNER		Frank
6	1	1	UNFORGETTABLE	Bowen, Ltd.	Storace
12	2	3	CAY	Franklin Day	Melrose
8	4	4	TELL ME WHY	Edwin H. Morris	Sigmet
13	5	5	WY WOHLE	Campanelli-Connolly	Divard
5	8	6	WHEEL OF FORTUNE		Laurel
6	6	7	NEVER		Robins
2	11	8	BLACKSMITH BLUES		Hill & Range
4	7	9	BE MY LIFE'S COMPANION	Morris	E. H. Morris
15	9	11	PITTSBURGH, PENNSYLVANIA		Oxford
15	9	11	SLOWCOACH	Stirling	Hidgeney
8	14	12	AT LAST, AT LAST	Pickwick	Duchess
16	15	13	LETTE WHITE CLOUD	Larry Spier	Spier
1	14	16	AUF WIEDERSEHN	Peter Marschke	Emery
32	15	14	MISTAKES	Lawrence Wright	Mills
12	10	16	SATURDAY RAG	John Fields	Robbins
2	20	17	CARNEY DANCERS BALL		Oliver
19	16	18	THERE'S ALWAYS ROOM AT OUR HOUSE	Campanelli-Connolly	Oxford
8	18	19	PLEASE, MR. SUN	Chappell	Weiss & Barry
5	19	20	ANY TIME	Victoria	Hill & Range
13	17	20	I WARRA SAY HELLO	Stirling	Johnson-Morise

\* Publisher not available as The Billboard goes to press.

# this week on COLUMBIA

**JEROME KERN'S  
"ROBERTA"**  
(Lovely To Look At)  
Joan Roberts & Jack Cassidy  
Kaye Ballard & Purita Nelson  
Stephen Douglas & Frank Rogers  
"Lp" CL 6220 \* 45 Set B-333  
78 Set C-214

**COLUMBIA'S No. 1**  
JOHNNIE RAY  
Walkin' My Baby  
Back Home  
Give Me Time  
78 rpm 39750 \* 45 rpm 4-39750



**JOHNNY BOND**

**'Louisiana Lucy'  
'The Man Behind  
the Throttle'**

20948 - 4-20948



**TONI ARDEN**

and  
**PERCY FAITH**

**'Take My Heart'  
'Tell Your Tale,  
Nightingale'**

39768 - 4-39768

**OTHER NEW RELEASES**

**CURRENT COUNTRY HITS—Vol. 5**

Don't Stay Away—Lefty Frizzell & Sad Singer, Slow Ridin'—Polly Possum  
and Joe Wolverton \* Don't Just Stand There—Carl Smith \* I've Got To  
Hurry, Hurry, Hurry—Ray Price \* It's a Lovely, Lovely World—Carl Smith  
& Not Sluggish Dog—Little Jimmy Dickens & There's No Reason—Red  
Burns \* Almost—George Morgan "Lp" HL 9020 \* 45 Set M 4-14

**ROY ACUFF**

**CHEATING**

DON'T HANG YOUR DIRTY LINEN ON MY LINE

20951 \* 4-20951

**THE STANLEY BROTHERS**

**SWEETEST LOVE**

THE WONDERING BOY

20953 \* 4-20953

**LEON McAULIFFE**

**WHO TOOK MY RING FROM YOUR FINGER**

THIS SIDE OF TOWN

20952 \* 4-20952

**JOHNNY KICKS**

**HO DE REE DEE AH**

AN ANGEL IN DISGUISE

20954 \* 4-20954

**your check list—COLUMBIA'S TOP TWELVE**

Based on actual sales reports for week ending May 31st

**PERCY FAITH**  
Delicado  
Festival  
39708 \* 4-39708

**FRANKIE LAINE AND  
DORIS DAY**  
How Lovely Cooks the  
Meal  
Sugarbush  
39693 \* 4-39693

**ROSEMARY CLOONEY**  
Half as Much  
Poor Whip-Poor-Will  
39710 \* 4-39710

**GUY MITCHELL**  
You'll Never Be Mine  
The Day of Jubilo  
39753 \* 4-39753

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

**TONY BENNETT**  
Here in My Heart  
I'm Lost Again  
39745 \* 4-39745

**LOUIS PRIMA**  
The Bigger the Figure  
Boney Bones  
39735 \* 4-39735

**DORIS DAY**  
A Guy Is a Guy  
Who, Who, Who  
39673 \* 4-39673

**LEFTY FRIZZELL**  
It's Just You  
If You Can Spare the Time  
20950 \* 4-20950

**ROSEMARY CLOONEY**  
Tenderly  
Did Anyone Call  
39648 \* 4-39648

**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

# COLUMBIA RECORDS

for music that sends them . . . to you!

THE BILLBOARD

Music Popularity Charts

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

Best Selling Pop Singles

Based on reports received May 31, 32 and 33

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

Table with columns: POSITION, Weeks in List, Title, Artist, and Record Info. Includes entries like 'Blue Tango' by I. Anderson, 'Here in My Heart' by A. Martino, 'Kiss of Fire' by G. Gibbs, etc.

Best Selling Classical Albums

Table with columns: Last Week, This Week, Title, Artist, and Record Info. Includes entries like 'Puccini: La Bohème', 'Verdi: La Traviata', 'Mozart: Symphonies', etc.

DEALER DOINGS

Here's a thought worthy of attention by the powers that be. It's forwarded by Gene Highland, of the Richmond Record Shop, Richmond, Ky., who writes, "I have just learned from a soldier customer of mine who is stationed in Europe that he can get record players over there, but can't buy any records except foreign ones, even in the post exchanges. I can't understand why this should be. It certainly appears that records should be treated among the most potent morale builders. What good are the players without the records soldiers want? Why don't the record companies set aside a number of their best releases just for this purpose? Somebody please enlighten me." Well, dicker excess, what's the answer? Another request for information has been received this week, and it's from one of our most faithful correspondents, Mrs. Louis E. Dean, of the Dean Record Shop, Hyannis, Mass., who prefers to be known as "Grandma Dean," relays this plea. "Can anybody help me locate a record played this winter on Florida stations? The words go, 'All I do is sit and cry every time the trains go by.' Who made it, and for what record company? Can anyone help Grandma? It's probably a good customer that wants the disk... The Music House, in Buffalo, reports that Peggy Lee's waxing of "Lover" is breaking out in its area. Meanwhile, the outlet is getting set for a personal appearance by Al Martino in Buffalo next week. Music House hopes to arrange a Martino appearance in the store during his Buffalo stay... Kerm's, in Orleans, Vt., tosses a couple of bouquets at two of his record suppliers. "Received complete orders from both King and Columbia this week. Wish the other distributors were as much on the ball."

Trade Notes

The Turntable Record Shop, Columbus, O., has a suggestion for MGM. The store would like to see the label "Jump on David Rose." We continually have calls for David Rose records of "Blue Tango," "Spellbound," "Serenata," etc. So many customers associate strings with these records, that we think such records would be sure sellers, even if he isn't always the first out with a song." The Turntable would also like to see Capitol eliminate optional centers on 45 r.p.m.'s. "Have to punch out about 98 per cent of them. We want to thank Capitol, Columbia and Victor for not putting envelopes in 45 albums and leaving off cellophane wrappers. Terrific idea." Pace Music, of Saginaw, Mich., writes, "We recently began using Schwann LP catalog and find it lives up to our expectations. It's a real help." Adrian's, in Hutchinson, Kan., asks for data on a problem that may affect sales. "I'd like to have some views from dealers in areas invaded by television. Locally, we have no video yet. I'd like to know what to expect."

List Artists For N. Haven

NEW HAVEN, Conn., May 31.—The 1952 "Pops" concert, featuring the New Haven Symphony Orchestra, will start, June 24, with the following artists booked for the series: June 24, Jane Pickens; July 8, Benny Goodman; July 22, Sarah Vaughan; July 29, Earl Wrightson; August 12, Jesus Maria Samarra; and Cenehial Gaston, and August 28, Charles Kullman. Harry Bertram will conduct.

Best Selling Children's Records

Based on reports received May 28, 29 and 30

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

Table with columns: POSITION, Weeks in List, Title, Artist, and Record Info. Includes entries like 'Gonderella', 'Boyz n the Daze', 'Snow White and the Seven Dwarfs', etc.

Best Selling Pop Albums

Based on reports received May 28, 29 and 30

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

Table with columns: Last Week, This Week, Title, Artist, and Record Info. Includes entries like 'With a Song in My Heart', 'Singin' in the Rain', 'Johnny Ray', etc.

Best Selling 45 R.P.M.

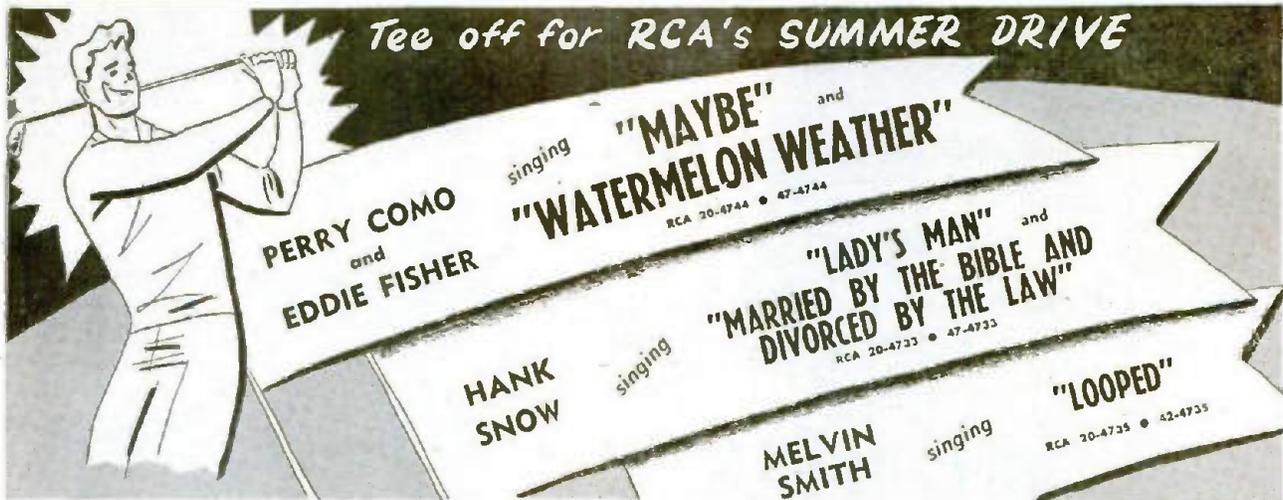
Table with columns: Last Week, This Week, Title, Artist, and Record Info. Includes entries like 'With a Song in My Heart', 'Singin' in the Rain', 'Johnny Ray', etc.

Classical Reviews

TREASURY OF HANSSICHOUD MUSIC—80 Wanda Landowska 11-1279 V 331 LM-1217 Wanda Landowska is acknowledged as a foremost living exponent of the harpsichord. Those who have already enjoyed her "Well Tempered Clavier" album should rejoice in the knowledge of this new disc. It is in truth a treasury since Miss Landowska has selected 117 works of nine seventeenth and eighteenth century masters plus a lovely bird-like, anonymous composition entitled "The Nightingale." The beauty of the music, the high clarity, together with her outstanding technique and artistic approach makes for enjoyable listening. Complete program notes written by Miss Landowska and by the arranger of the album, set was originally issued on 78 r.p.m., and recording on LP issue is good.

90-100 TOPS  
80-89 EXCELLENT  
70-79 GOOD  
60-69 SATISFACTORY  
0-59 POOR

ERNEST BLOCH ISRAEL SYMPHONY—68 Vienna State Opera Ork., Adalberto Chiaro, P. Litschauer, Cond. (11-27) Vanguard (33) VRS-423 The first recording of Ernest Bloch's "Israel Symphony" is a welcome event, and Vanguard deserves a bouquet for making the recording. This work is one of the major cycles of Bloch's compositions, and was composed during the years 1912-1915, while Bloch was writing his "Three Jewish Prayers," "The Psalm" and "Schelomo." A moving and emotional work, it broods a picture of Hebrew struggle from the time of Moses and Sinai to the destruction of the Temple, and it ends with the words of the choir raised in prayer. The Academic Choir soloists and the Vienna State Opera Ork. make the work live with a stimulating performance under the baton of Franz Litschauer. The waxing should have an active sale since it is a "new" as well as the interest shown in Bloch's compositions.



This week's  
**New Releases**  
... on **RCA Victor**

Release 57-73

Ships Coast to Coast, June 8

**POPULAR**

- LILY ANN CAROL** with Orchestra  
Penny No Mind  
I'm Sorry 20-4730—(47-4730)\*
- TONY BAYAR** with Orchestra and Chorus  
conducted by Hugo Winterhalter  
Break the Bands That Bind Me  
Afore or Aft 20-4731—(47-4731)\*
- THE BREWSTER BOYS** with Orchestra  
conducted by Hugo Winterhalter  
You'll Never Know  
It's Best We Say Goodbye 20-4732—(47-4732)\*
- BARCLAY ALLEN**, Multi-Piano  
with Rhythm Accompaniment  
After You've Gone  
Cherokee 20-4733—(47-4733)\*
- PHIL HARRIS** and His Orchestra  
With The Sportsmen  
Under the Lamp Post  
Potato Chips 20-4734—(47-4734)\*
- THE BARRY SISTERS** with Orchestra  
Pretty Bird (See, See, Saw, Saw)  
Ich Will (Mean-I Wanna) 20-4735—(47-4735)\*

**COUNTRY — WESTERN**

- WADE RAY**  
One Woman Man  
June-Roz Jitters 20-4736—(47-4736)\*
- ROSALIE ALLEN AND ELTON BRIT**  
The Wallflower Waltz  
The Fiddlin' Fool 20-4737—(47-4737)\*

**RHYTHM-BLUES**

- BIG BOY CRUDDIP**  
Worried Bout See, Baby  
Case In the Evening 20-4738—(47-4738)\*
- MICKI WILLIAMS**  
Sweet Grapes  
Brewbling 20-4739—(47-4739)\*

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*Going Strong...*

Indicates records which according to actual sales, are recognized hits. The trade is urged to keep ample stock of these records on hand, or to reorder promptly when current stocks begin to approach the "sold out" stage.

- ⑤ **Maybe/Watermelon Weather**  
Perry Como and Eddie Fisher ..... 20-4744—(47-4744)\*
- ⑤ **That's the Chance You Take/Forgive Me**  
Eddie Fisher ..... 20-4574—(47-4574)\*
- ⑤ **Just a Little Lovin'/I'm Yours**  
Eddie Fisher ..... 20-4680—(47-4680)\*
- ⑤ **Lady's Man/Married by the Bible, Divorced by the Law**  
Hank Snow ..... 20-4733—(47-4733)\*
- ⑤ **Blue Tango**  
Hugo Winterhalter ..... 20-4518—(47-4518)\*
- ⑤ **Anytime**  
Eddie Fisher ..... 20-4359—(47-4359)\*
- ⑤ **Kiss of Fire**  
Tony Martin ..... 20-4671—(47-4671)\*
- ⑤ **I Remember When**  
Eddie Fisher ..... 20-4678—(47-4678)\*
- ⑤ **Why Did You Leave Me?/Lonesome-That's All**  
Perry Como ..... 20-4687—(47-4687)\*
- ⑤ **Vanessa**  
Hugo Winterhalter ..... 20-4691—(47-4691)\*
- ⑤ **Rutza, Rutza/Boo-Boo**  
Bell Sisters and Henri Rene ..... 20-4665—(47-4665)\*
- ⑤ **Delicado/Plink, Plank, Plunk**  
The Three Suns ..... 20-4677—(47-4677)\*
- ⑤ **Looped**  
Melvin Smith ..... 20-4735—(47-4735)\*
- ⑤ **Perfidia/At Last**  
Glenn Miller ..... 27-0157—(42-0157)\*
- ⑤ **Night Train**  
Buddy Morrow ..... 20-4693—(47-4693)\*

*Coming Up...*

Indicates records which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top selling list category. The trade is advised to watch these records carefully in order to maintain stock consistent with demand.

- ★ **RUTZA, RUTZA**  
Bell Sisters with Henri Rene, Ork ..... 20-4665—(47-4665)\*  
The Operators Pick, Billboard, May 31st issue
- ★ **WHY DID YOU LEAVE ME?**  
Perry Como ..... 20-4687—(47-4687)\*  
The Retailers Pick, Billboard, May 31st issue
- ★ **MAYBE**  
Perry Como and Eddie Fisher ..... 20-4744—(47-4744)\*  
Billboard Picks, Billboard, May 31st issue

**TIPS**

**WATERMELON WEATHER**  
Perry Como and Eddie Fisher—20-4744—(47-4744)\*

**BARITONES and WATERMELON**

Perry Como came walking into the recording studio, parked his golf clubs next to the microphone and himself in a chair, and said, "It's WATERMELON WEATHER."

"Let me get a level on that," said the engineer.

"Okay, Fred. It's WATERMELON WEATHER," said Perry.

"Perfect," said Fred.

In strolled Eddie Fisher.

"Hello, Perry," he said. "I hear it's WATERMELON WEATHER."

"This kid doesn't miss a trick," said Perry. "Sit down and rest your tonsils, Eddie. Mitch Ayres and the orchestra aren't here yet."

"Is Mitch late?" asked Eddie.

"Mitch is never late," said Perry. "It's just that sometimes the clock is a little early."

Mitchell Ayres and the orchestra arrived. "It's WATERMELON WEATHER, men," said Mitch.

"Yes, master," said the men.

"Gentlemen," said Mitch, "let us endeavor to produce a recording which will have an aesthetic value of cataclysmic proportions."

"You got a good case," said the drummer.

"Did you guys hear it's WATERMELON WEATHER?" asked the engineer.

Yes, it's WATERMELON WEATHER, the great new RCA Victor record duet by Perry Como and Eddie Fisher, backed by the old favorite, MAYBE. This is the first time Perry and Eddie have dueted and 1 result are terrific! Mitchell Ayres and His Orchestra supply the fine accompaniment.

Remember! It's WATERMELON WEATHER with Perry Como and Eddie Fisher on an RCA Victor record, No. 20-4744.

The stars who make the hits are on

**RCA VICTOR Records**

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



# THE BILLBOARD Music Popularity Charts

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

## • Best Selling Pops by Territories

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

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

### NEW YORK

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

### CHICAGO

1. HERE IN MY HEART—A. Martino—B.B.S.
2. KISS OF FIRE—G. Gibbs—Mercury
3. DELICADO—P. Faith—Columbia
4. I'M YOURS—D. Cornell—Coral
5. BLUE TANGO—L. Anderson—Decca
6. LOVER—P. Lee and G. Jenkins—Decca
7. I'LL WALK ALONE—D. Cornell—Coral

### LOS ANGELES

1. BLUE TANGO—L. Anderson—Decca
2. HERE IN MY HEART—A. Martino—B.B.S.
3. DELICADO—P. Faith—Columbia
4. GUY IS A GUY—Doris Day—Columbia
5. KISS OF FIRE—G. Gibbs—Mercury
6. I'M YOURS—D. Cornell—Coral
7. I'LL WALK ALONE—J. Froman—Capitol
8. KISS OF FIRE—T. Martin—Victor
9. BLACKSMITH BLUES—E. M. Ross—Capitol
10. I'M YOURS—E. Fisher—H. Winterhalter—Victor

### PHILADELPHIA

1. HERE IN MY HEART—A. Martino—B.B.S.
2. BLUE TANGO—L. Anderson—Decca
3. KISS OF FIRE—G. Gibbs—Mercury
4. DELICADO—P. Faith—Columbia
5. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
6. WHEEL OF FORTUNE—K. Starr—Capitol
7. I'M YOURS—E. Fisher—H. Winterhalter—Victor
8. BLACKSMITH BLUES—E. M. Ross—Capitol
9. BE ANYTHING (But Be Mine)—E. Howard—Mercury
10. YOU—S. Kay—Columbia

### ST. LOUIS

1. HERE IN MY HEART—A. Martino—B.B.S.
2. BLUE TANGO—L. Anderson—Decca
3. DELICADO—P. Faith—Columbia
4. I'M YOURS—D. Cornell—Coral
5. I WANTED A LITTLE TOO LONG—K. Starr—Capitol
6. LOVER—P. Lee—G. Jenkins—Decca

## VOX JOX

• Continued from page 24

Two new shows, **Dave Fryca** has been added to the staff of WORC, Worcester, Mass., and will handle two shows. **Bob Martin** and wife, **Joyce**, have preemed a fourth son named **Brian**, after the Kenton man.

### Gimmix

**John Wisley**, WFGM, Fitchburg, Mass., reports that it "pays to advertise." Gimmicks include using the want ad columns of the local paper, leaving addressed request post cards in disk shops for clerks to hand to disk buyers to up the mail-pull, setting up displays of the joy picture in record stores and taking ads in school year books. All low-budget stuff that gets results.

**Hal Murray**, WKAT, Miami Beach, Fla., got lots of favorable comment in following up politico's advice "don't let your candidate clove" by airing an original poem on the subject of "don't let the voters down." **Len Allen**, KLO, Ogden, Utah, did a bang-up job as radio publicity man for the local Cancer Fund drive by airing from street booth and serving morning coffee to passers-by. **Eddie Chase**, WOOD, Grand Rapids, Mich., runs a special segment on his Saturday afternoon show via programming twists suggested by listeners. Says they've come up with fine idea like pairing "opposite" disks like "Nature Boy" and "Seretan Vol." **Andy Lyman's** show on KAYL, Storm Lake, Ia., uses the standard fund-raising gimmick of

### DETROIT

1. KISS OF FIRE—G. Gibbs—Mercury
2. I'M YOURS—D. Cornell—Coral
3. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
4. HERE IN MY HEART—A. Martino—B.B.S.
5. BLUE TANGO—L. Anderson—Decca
6. BLUE TANGO—L. Anderson—Decca
7. DELICADO—P. Faith—Columbia
8. I'M YOURS—E. Fisher—H. Winterhalter—Victor
9. HALF AS MUCH—R. Clooney—Columbia
10. I'M CONFESSIN'—L. Paul and M. Ford—Capitol

### BOSTON

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. HERE IN MY HEART—A. Martino—B.B.S.
3. BLUE TANGO—L. Anderson—Decca
4. KISS OF FIRE—G. Gibbs—Mercury
5. DELICADO—P. Faith—Columbia
6. I'M YOURS—D. Cornell—Coral
7. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
8. I'M YOURS—E. Fisher—H. Winterhalter—Victor

### SEATTLE

1. BLUE TANGO—L. Anderson—Decca
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. KISS OF FIRE—G. Gibbs—Mercury
4. DELICADO—P. Faith—Columbia
5. GUY IS A GUY—Doris Day—Columbia
6. KISS OF FIRE—G. Gibbs—Mercury

### NEW ORLEANS

1. BLUE TANGO—L. Anderson—Decca
2. DELICADO—P. Faith—Columbia
3. GUY IS A GUY—Doris Day—Columbia
4. PITTSBURGH, PENNSYLVANIA—G. Mitchell—Miller—Columbia
5. FORGIVE ME—E. Fisher—H. Winterhalter—Victor
6. HERE IN MY HEART—A. Martino—B.B.S.
7. HALF AS MUCH—R. Clooney—Columbia

### CINCINNATI

1. HERE IN MY HEART—A. Martino—B.B.S.
2. KISS OF FIRE—G. Gibbs—Mercury
3. I'M YOURS—E. Fisher—H. Winterhalter—Victor
4. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
5. FORGIVE ME—E. Fisher—H. Winterhalter—Victor
6. BE ANYTHING (But Be Mine)—E. Howard—Mercury
7. DELICADO—P. Faith—Columbia
8. BLUE TANGO—L. Anderson—Decca
9. I'M YOURS—D. Cornell—Coral

## 802 to Suggest

• Continued from page 16

to be used for live television programs. Such activities would be permitted only after clearance with the AFM. This is interpreted as a means of tightening up on current methods of evading the 5 per cent levy.

That the AFM will make a strong attempt to safeguard the 5 per cent levy, and to make it work satisfactorily, is indicated by another long-range point. When the tax on TV film was first promulgated, it was no secret that Petrillo was thinking that the levy would eventually apply on soundtrack of all types—both film used on TV and film in theaters. This, of course, would appear to be a great rainbow for the smaller locals, and would justify the AFM's apparent acceptance of what has been termed a "dole" philosophy.

Whether the problem will cause a ruckus at the convention is problematical. Local 802, it is known, intends to present its views to the executive board of the AFM. The resolution may never be aired in the open convention. Whether Local 47 on the Coast will take a similar tack in the presentation of its views is not known. Local 47 in a few days will hold a meeting to consider the entire matter (The Billboard, May 31).

putting on high school deejays and asking listeners to vote for favorites by sending in dimes. **Jack Kyle** and engineer **Les Cooley**, WMLN, Mount Clemens, Mich., teamed by re-mounting their show from the roof of the studio building and taking requests from people on the street instead of via phone as usual.

# RICHARD HAYES

# 'THE MASK IS OFF'

and

# 'NEVER LEAVE ME'

### A DYNAMIC RECORD!

MERCURY RECORD 5871 • 5871 x 45



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA

*Two beautiful religious songs  
on one record*

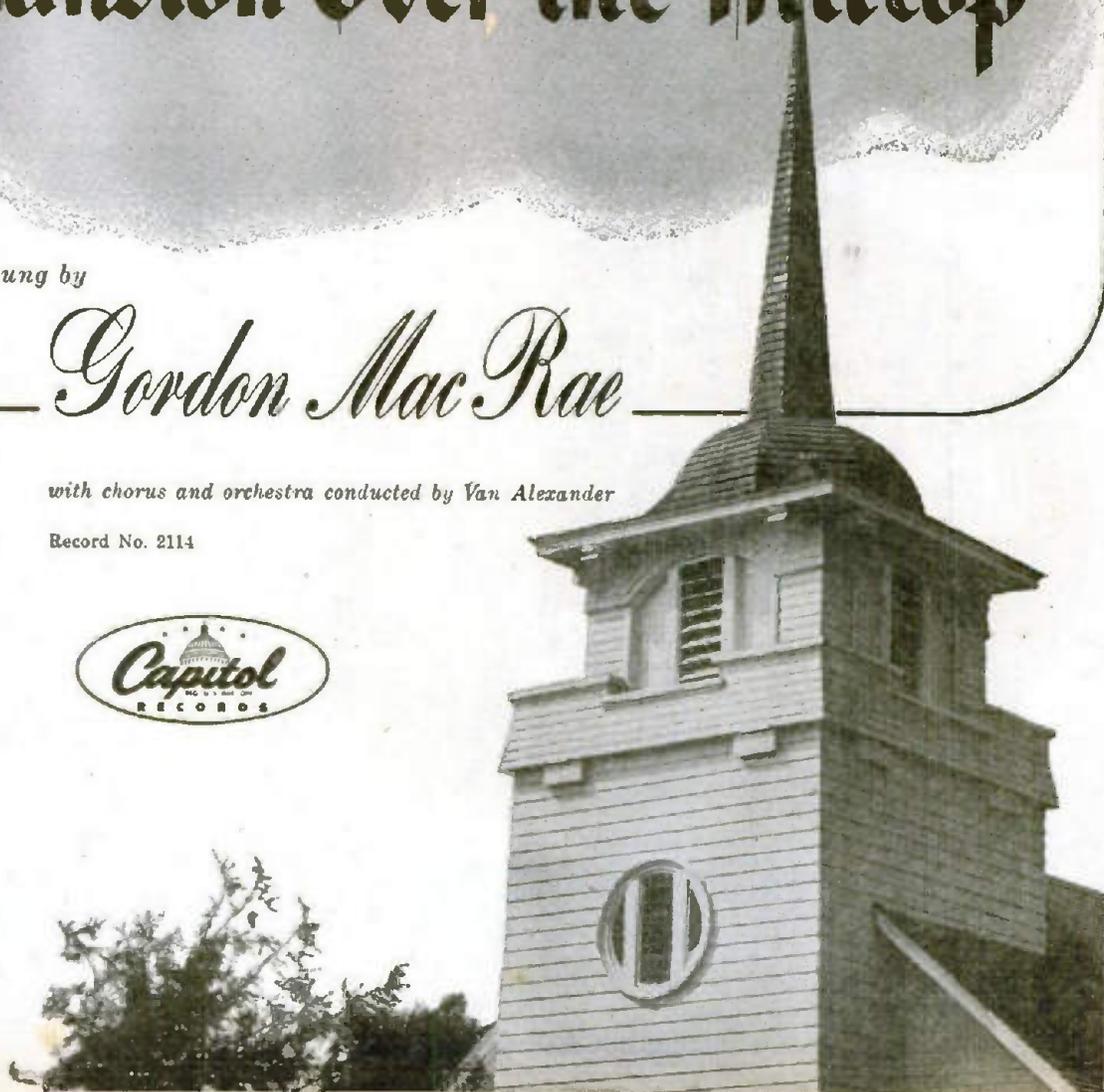
"Peace in the Valley"  
AND  
"Mansion Over the Hilltop"

*sung by*

*Gordon MacRae*

*with chorus and orchestra conducted by Van Alexander*

Record No. 2114



**VERA LYNN**  
and a chorus of  
70 soldiers and airmen

**ffrr**  
sound

auf  
wiederseh'n  
sweetheart

No. 1227 & 45-1227

**LONDON**   
RECORDS

**THE BILLBOARD Music Popularity Charts**

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

**• Most Played Juke Box Records**

Based on reports received May 21, 22 and 23

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Non-Top 40 of the Music Popularity Chart, Part 2.

POSITION	WEEKS	LAST	TITLE	ARTIST	RECORDING
11	1	1.	WHEEL OF FORTUNE	K. Starr	Capitol 3968; 45F-196A-ASCAP
16	2	2.	GUY IS A GUY	Doris Day	Capitol 3967; 45M-3967B-BMI
7	3	3.	KISS OF FIRE	G. Gibbs	Mercury 781582; 4519823X45-BMI
3	7	4.	HERE IN MY HEART	A. Martino	BBN 781101; 45145-101-BMI
16	4	5.	BLUE TANGO	L. Anderson	Decca 27875; 45149-27875-ASCAP
17	5	6.	BLACKSMITH BLUES	E. M. Morse	Capitol 391922; 4515F-1922-BMI
12	6	7.	PITTSBURGH, PENNSYLVANIA	G. Mitchell-M. Miller	Capitol 39166; 4514-39166-ASCAP
					U. Gray, Decca 28143
5	9	8.	I'M YOURS	E. Fisher-H. Winterhalter	V78120-4680; 45147-4680-BMI
10	8	9.	I'LL WALK ALONE	D. Cornell	Capitol 390659; 4519-68059-ASCAP
4	10	10.	I'M YOURS	D. Cornell	Capitol 390690; 4519-68098-BMI
11	11	11.	BLUE TANGO	G. Lombardo	Decca 28931; 4519-28931-ASCAP
10	16	12.	BLUE TANGO	H. Winterhalter	V78120-4518; 45147-4518-ASCAP
12	13	13.	FORGIVE ME	E. Fisher-H. Winterhalter	V78120-457; 45147-457A-ASCAP
					45. Gravelly, Capitol 7878; P. Lee, Jerome, Decca 28142; G. Auld, Decca 28718; G. James, Victor 28-4487; T. Edwards, Decca 28142; H. G. M. Decca 11370
3	15	14.	CARIOCA	L. Paul	Capitol 39120; 451F-2080-ASCAP
					18. Wurling, All Stars, Savoy 840; C. @Parlo, Mercury 8906; D. Hawthorn, Decca 28216
5	14	15.	KISS OF FIRE	T. Martin	V78120-4678; 45147-4671-BMI
4	19	16.	DELICADO	P. Faith	Capitol 39178; 4514-39178-ASCAP
11	24	16.	I'M CONFESSIN'	L. Paul M. Ford	Capitol 39200; 451F-2080-ASCAP
27	12	18.	ANYTIME	E. Fisher-H. Winterhalter	V78120-4359; 45147-4359-BMI
					18. Arnold, Victor 28-2700; F. Carter, Victor 28-4518; A. Haly, Mercury 68099; D. Mayne, Decca 24504; Lee & Trio, Decca 28142; H. O'Connell, Capitol 1895; S. Oliver, Decca 27972
9	17	19.	BE ANYTHING (But Be Mine)	E. Howard	Mercury 7815815; 4515815X45-ASCAP
2	27	19.	KISS OF FIRE	B. Eckstine	MGM 1811225; 451K-11225-BMI
6	18	21.	JUNCO PARTNER	R. Hayes	Mercury 7815833; 4515833X45-BMI
					18. Jordan, Tympany, Inc., Decca 28213
2	20	21.	I WAITED A LITTLE TOO LONG	K. Starr	Capitol 39062; 451F-2062-ASCAP
					18. Brian, Decca 28074; Topsy, Richards, Decca 28194
1	—	23.	OAKIE BOOGIE	E. M. Morse	Capitol 39202; 451F-2072-BMI
2	30	24.	WALKIN' MY BABY BACK HOME	J. Ray	Capitol 39150; 4514-39150-ASCAP
					18. Cole, Capitol 21307
2	20	25.	HERE IN MY HEART	I. Bennett	Capitol 39143; 4514-39143-BMI
2	27	25.	GONNA GET ALONG WITHOUT YA NOW	T. Brewer	Capitol 39167; 4519-6875-ASCAP
					45. Decca, Columbia 38189
4	—	25.	BLUE TANGO	L. Baxter	Capitol 39166; 451F-1966-ASCAP
2	26	28.	HALF AS MUCH	R. Clooney	Capitol 39110; 4514-39110-BMI
					18. Williams, MGM 11203
2	—	28.	I'M YOURS	Four Aces	Decca 28162; 4519-28162-BMI
8	27	30.	WHAT'S THE USE	J. Ray	Capitol 39098; 4514-39098-ASCAP
					45. Decca, Capitol 1999

**TWO GREAT DEVOTIONAL SONGS**  
Breaking for #1 Folk Hits...

**"MY MOTHER"**

**"I JUST TELEPHONE UPSTAIRS"**



Sung by the great . . .

**HANK SNOW**

and the JORDONAIRES

on RCA 20-4632

47-4632



**RCA VICTOR RECORDS**



# THE BILLBOARD Music Popularity Charts

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

## Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received May 28, 29 and 30

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on replies from weekly survey among a select list of over 400 disk jockeys specializing in Country and Western tunes.

POSITION	Weeks   Last   This	to date   Week   Week	Title	Artist	Label
13	1	1	1	WILD SIDE OF LIFE	H. Thompson Cap 7811942; (45)F-1942-BM1
15	2	2	1	DON'T JUST STAND THERE	Carl Smith Cap 7812093; (45)A-2093-BM1
8	3	2	1	ALMOST	G. Morgan Cap 7812096; (45)A-2096-BM1
4	5	4	1	TALK TO YOUR HEART	R. Price Cap 78120913; (45)A-20913-BM1
2	7	5	1	IT'S A LOVELY, LOVELY WORLD	Carl Smith Cap 78120922; (45)A-20922-BM1
1	—	6	1	ARE YOU TEASING ME?	Carl Smith Cap 78120911; (45)A-20911-BM1
1	—	7	1	THAT HEART BELONGS TO ME	W. Pierce Cap 78128091; (45)A-28091-BM1
10	8	8	1	EASY ON THE EYES	E. Arnold V78120-4569; (45)A7-4569-ASCAP
7	6	9	1	DON'T STAY AWAY	Lefty Frizzell Cap 78120911; (45)A-20911-BM1
8	10	10	1	GOLD RUSH IS OVER	Hank Snow V178120-4522; (45)A7-4522

### Coming Ups

- SOMEBODY'S STOLEN MY MONEY... E. Tubb... Dec 78128067; (45)A-28067
- ANYTHING YOUR HEART DESIRES... B. Walker... Cap 78120914; (45)A-20914-BM1
- WAITING IN THE LOBBY OF YOUR HEART... Hank Thompson... Cap 7812063; (45)F-2063

## Best Selling Retail Folk (Country & Western) Records

Based on reports received May 28, 29 and 30

Records listed as Country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase Country and Western records.

POSITION	Weeks   Last   This	to date   Week   Week	Title	Artist	Label
9	1	1	1	WILD SIDE OF LIFE	Hank Thompson Cap 7811942; (45)F-1942-BM1
6	2	2	1	HALF AS MUCH	Hank Williams MGM 78111202; (45)K-11202-BM1
6	5	3	1	ALMOST	G. Morgan Cap 7812096; (45)A-2096-BM1
17	4	4	1	WONDERING	W. Pierce Dec 78126364; (45)A-46364-BM1
10	7	5	1	EASY ON THE EYES	E. Arnold V78120-4569; (45)A7-4569-ASCAP
10	8	6	1	GOLD RUSH IS OVER	Hank Snow V178120-4522; (45)A7-4522
9	3	7	1	DON'T STAY AWAY	Lefty Frizzell Cap 78120911; (45)A-20911-BM1
1	—	8	1	IT'S A LOVELY, LOVELY WORLD	Carl Smith Cap 78120922; (45)A-20922-BM1
13	5	9	1	DON'T JUST STAND THERE	Carl Smith Cap 7812093; (45)A-2093-BM1
3	9	9	1	ARE YOU TEASING ME?	Carl Smith Cap 78120911; (45)A-20911-BM1

## Most Played Juke Box Folk (Country & Western) Records

Based on reports received May 28, 29 and 30

Records listed are Country and Western records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations include Country and Western records.

POSITION	Weeks   Last   This	to date   Week   Week	Title	Artist	Label
8	1	1	1	WILD SIDE OF LIFE	Hank Thompson Cap 7811942; (45)F-1942-BM1
15	2	2	1	DON'T JUST STAND THERE	Carl Smith Cap 7812093; (45)A-2093-BM1
9	3	3	1	GOLD RUSH IS OVER	Hank Snow V178120-4522; (45)A7-4522
7	4	4	1	DON'T STAY AWAY	Lefty Frizzell Cap 78120911; (45)A-20911-BM1
19	7	5	1	WONDERING	W. Pierce Dec 78126364; (45)A-46364-BM1
31	5	6	1	LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith Cap 78120862; (45)A-20862-BM1
3	6	7	1	HALF AS MUCH	Hank Williams MGM 78111202; (45)K-11202-BM1
3	10	8	1	ARE YOU TEASING ME?	Carl Smith Cap 78120922; (45)A-20922-BM1
5	10	9	1	THREE WAYS OF KNOWING	Johnnie & Jack V78120-8555; (45)A7-4555
1	—	10	1	TALK TO YOUR HEART	R. Price Cap 78120913; (45)A-20913-BM1
1	—	10	1	ALMOST	G. Morgan Cap 7812096; (45)A-2096-BM1

### Coming Ups

- SOMEBODY'S STOLEN MY MONEY... E. Tubb... Dec 78128067; (45)A-28067
- ANYTHING YOUR HEART DESIRES... B. Walker... Cap 78120914; (45)A-20914-BM1
- IT'S A LOVELY, LOVELY WORLD... Carl Smith... Cap 78120922; (45)A-20922-BM1

## FOLK TALENT AND TUNES

Communications in care The Billboard, 6000 Sunset Blvd., Hollywood 28.

By JOHNNY SIPP

### Disk Jockey Doings

Hugh Cherry, WMAK, Nashville, has been named campaign manager for Oscar Capps, Democratic candidate for sheriff. Ted Kirby, WZOB, Fort Payne, Ala., has added a half-hour to his Sunday sked, featuring disks by Carl Story. He has also inked with Blue Ribbon Records. Hillybilly Mack, KTYL, Mesa, Ariz., reports that Merv Shiner is touring thru that area. Tom Perryman, KSIJ, Gladewater, Tex., recently had Slim Whitman for an interview and reports that Whitman played to 500 payees at the local Sabine School May 15. Jimmy Lee and Johnny Mathis

are working with the Whitman package. Perryman recently went fishing with Johnny Horton (Abbot) and says he's a top angler. Johnny Rion, WIBV, Belleville, Ill., is opening his folk music park June 1 with amateur contests, with the winners recording with his ork and the disks to be played over his May air shows. Jimmy Logsdon, WINN, Louisville, who recently cut his first sides for Harvest diskery, has inked with Coral according to Carl Shook, WKYW, Louisville. Vic McAlpin, of Columbia, helped to work out the deal. Leon Sanders reports that his station, KDET, Center, Tex., promoted a May 12 date on Webb Pierce. Pat Cook, KSTL, St. Louis, booked Carl Smith to open his new Chain of Rocks Park June 1, with the Carlites set for June 8. Cook's trick horse, Lucy, will be featured at the weekly date. Shorty Long, WPAZ, Pottstown, Pa., d.j., is starting a live show with his Santa Rangers at WEEU, Reading, Pa. Rain hit his opening of the Santa Fe Ranch near Reading recently, but crowd was good. Dick Stuart, KWEM, West Memphis, Ark., will appear at the Bob Neal (he's h.b. spinner at WMP's, Memphis) birthday party June 8 at City Auditorium, featuring Hank Snow and Webb Pierce.

## Folk Record Releases

Counting My Heartaches—Terry Preston (I Love) Cap 2105  
(Down the) Road to Love—Joe (Cannonball) Lewis (What's) the! MGM 11253  
Dreaming My Heavy Life Away—Jimmie Skinner (The) Theme Cap 2108  
I Gotta Get My Sugar—Rusty Garbard (My Heart) MGM 11254  
If You Believe—The Sunshine Boys (I Want) Dec 2822  
I Love You—Terry Preston (Cannonball) Cap 2105  
I Want to Go There, Don't You?—The Sunshine Boys (If You) Dec 2822  
Mabel, Mabel—Dove O'Dell (The) Man (Intro) 6048  
My Heart Got—Rusty Garbard (I Gotta) MGM 11254  
Rock Up the Balls Boys—Ramblin' Jim Doolin (Rubber) Ball Cap 2118  
Rubber Ball Heart—Ramblin' Jim Doolin (Rock) Up Cap 2118  
Show Off—Red Row (Treasures) Intro 6048  
Tell Them—Jimmie Skinner (Dreaming My) Cap 2108  
The Man Behind the Throttle—Dove O'Dell (Mabel, Mabel) Intro 6048  
Treasures to You—Red Row (Show Off) Intro 6048  
What's the Use?—Joe (Cannonball) Lewis (Down the) MGM 11253

Eddie Zack, d.j. at WHIM providence, has started a network NBC radio show (1:30-2 p.m., EDT) called "Dude Ranch Jamboree." Potato Pete Hunter, KLEE, Houston, has added a show over KLEB, that city. Ted Duffan, he says, is organizing a new band, booking out of Houston. Aaron Allen, KWED, Seguin, Tex., Red River Dave, who has returned to San Antonio after a Coast hiatus, and Bill Lister worked a package show at the Capitol Theater, Nef Braunfels, Tex. Snow went so well that boys will do more dates together. Fred Wamble's Sunday show on WYOK, Birmingham, is now six hours long. Dopey Dunesen, WKAP, Allentown, Pa., is working clubs and parks. Hank Newman's "Lonesome Sailor's Dream" and Ray Price's "Talk to Your Heart" are showing the biggest request return in a long time on Elmer Snogross' show on WAKE, Greeneville, S. C. Dwight Gordon has moved from WJGD, Seymour, Ind., to KKLW, St. Louis. Cactus Joe Nixon, St. Louis. (Continued on page 33)



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RCA VICTOR RECORDS

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A Hit by Two

Great Artists

JOHNNY BOND

Columbia Records No. 7618

DOVE O'DELL

Intro Records No. 6848

RED RIVER SONGS

1001 No. Lincoln St. Burbank, Calif.

# THE BILLBOARD Music Popularity Charts

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

## Country & Western (Folk) Record Reviews

FOLK	RECORD	REVIEW	GRADE
Record Reviews			

**TOMMY LLOYD**  
**YOU CAME TO ME**.....40-46-40-40  
**OREGON TRAILS 101**—Lloyd sings this Western item without any spirit or feeling.  
**BLUES DON'T BOTHER ME**.....45-45-45-45  
 The warbler is most successful on this Western tune.

**ALAN MOORE**  
**DO YOU CRY**.....63-63-63-63  
 A STAR 1699—The warbler does a reasonable job on this country weeper about a soldier thinking of his girl back home.  
**THE SCRATCHIN' ITCH**.....67-67-67-67  
 Moore realizes that the scratchin'-itch is preferable to love as he does an effective job on this fast-tempo item.

**ROCKY BILL FORD**  
**WATCHIN' THE CLOCK AND GRIEVIN'**.....55-55-55-55  
**GILT-EDGE 5067**—Singer fails to hit his stride on this disk, which may be due to weak material.  
**DARLING WHY DO YOU PRETEND**.....65-65-65-65  
 Tune is a real weeper which Ford receives in near-peak fashion.

**LORE PINE & HIS MOUNTAINEERS**  
**ON THE TRAIL OF THE LONESOME PINE**.....73-71-72-73  
**VICTOR 204720**—Betty Coyle and her husband Lane Pine combine capably on the waltz.  
**LITTLE JEANIE**.....70-71-69-70  
 Lane Pine handles the vocal alone on this and gets appreciable support from the Mountaineers. Material is only so-so.

**HAMMIE HEAP**  
**HOMBY TOMKIN' WOMEN**.....70-71-70-70  
**IMPERIAL 8112**—Clever novelty in a medley tempo is excellent courtesy by Hank Williams with able instrumental support from Jimmie Hean and the Melody Masters.  
**CURTAIN OF TEARS**.....66-76-65-66  
 This disc is a weeper with Williams dueting with himself. The Melody Masters again provide an able assist.

**SUIM WHITMAN**  
**INDIAN LOVE CALL**.....75-76-74-75  
**IMPERIAL 8156**—Country rendition of the oldie comes off in new style with Whitman handling the vocal as well as the chords.  
**CHINA DOLL**.....79-79-79-79  
 Whitman tells a wreathe story disc the advantages of a china doll over a live one. Instrumental backing is fine with the steel standing out.

**TEXAS HIN ROBERTSON**  
**LOW IN THE LEHIGH VALLEY**.....67-68-67-66  
**VICTOR 204718**—Chorus has ten vocal support as he gives the beauty novelty ballad a prominent spot.  
**PUT YOUR ARMS AROUND ME**.....72-74-72-70  
 A real tear-jerker, this slow ballad about a prisoner left with no hope, is given a sincere reading by Texas Jim.

**TEX WILLIAMS ORK**  
**BRONCO BUSTERS' BALL**.....74-75-72-75  
**VICTOR 204708**—Brain-paced ditty bounces along merrily in this energetic reading by Williams and comb. Story lyrics have a novelty tinge that many will enjoy.  
**SINFUL**.....76-78-74-76  
 You can go just so far and then it becomes "sinful" the chorus. Here's a beautiful side with a fast beat that should pull chuckles from pious listeners.

**YORK BROS.**  
**I LOVE YOU WALTZ**.....66-66-66-66  
**KING 1067**—Pleasant-sounding reading of a simple ditty with a rousing melody is etched here by the chorists. Should earn some back-country action.  
**THE HARD WAY**.....72-72-70-74  
 This one is a ditty about a guy down on his luck, but still hopeful for a turn in fortune. The lads set powerful string-band sound.

FOLK	RECORD	REVIEW	GRADE
Record Reviews			

**JIMMIE OSBORNE**  
**HOW MANY HEARTS CAN YOU BREAK**.....68-70-68-66  
**KING 1064**—Forthright chanting by Osborne of a rural weeper. Should score some regional spots.  
**WE CAN'T TAKE IT WITH US TO OUR GRAVE**.....75-76-74-75  
 There are more important things than fame and fortune, sings Osborne in this saucy ditty with a religious message. It's a happy side done with fine spirit.

## FOLK TALENT AND TUNES

Continued from page 22

**WOKE**, Oak Ridge, Tenn., is running a Saturday morning kid show from a local grocery. . . .  
**Bob Edwards**, WFBC, Greenville, S. C., has added two hours per day at WEA.B, Greer, S. C. . . .  
 The first h.b. park in Texas was opened at Hamilton, May 18, by promoter Murl Alexander and d.j. Sam Lillbridge, KCLW, Hamilton. They will operate week-ends.

**Sheriff Tex Davis** has added a "Prayer Time" on his nightly shows playing the Sons of the Pioneers' dinking of "The Lord's Prayer" and then a couple of hymns. Response has been encouraging. . . .  
**Delmas Franklin**, WLAQ, Rome, Ga., is giving away merchandise prizes on a question-and-answer show, which he intersperses with country disks Saturday afternoons.

**Sleepy Bob Everson** has replaced **Tommy Cutrer** at KCLJ, Shreveport. Cutrer was injured seriously two weeks ago while making his way from Shreveport to WSM, Nashville, where he was to take Eddie Hill's place, while Hill is in New York appearing with "Grand Ole Opry" at the Astor Hotel for the summer. . . .  
**Fred Wamble** presented a plaque to **Iralee Bonns**, personal manager of **Lee Bonds**, on behalf of **Hennis' plugging of Bond's Tennessee dinking of "For Sale, One Broken Heart."** Wamble is plugging **Chuck Wall's "Crying Tears"** on King. He got an early release acetate and is getting smash reaction.

**Dude Martin** is reorganizing his band, which will co-feature **Sue Thompson**, who is also featured on his weekly TV in Hollywood. Martin and Miss Thompson plan to wed sometime before the end of the year. Personnel of Martin's new band, which will tour Southern California, includes: **Rex and Von Gallion**, stringed instruments; **Clude Ridge**, piano; **Clyde Hurley**, trumpet; **Ray Heath**, trombone; **Clint Nagley**, reeds, and **Dick Shanahan**, drums.

# THREE KINGS... THREE HITS!!!

**HAWKSHAW HAWKINS**  
 singing  
**"UNWANTED"**  
 b/w  
 "Got You On My Mind"  
 King #1062

**COWBOY COPAS**  
 singing  
**"IT'S ENOUGH TO MAKE ANYONE CRY"**  
 b/w  
 "Boomerang"  
 King #1064

and this one A Pop Tune!

**LARRY FOTINE and His Orch**  
**"YOU CAN'T PICK ALL THE ROSES"**  
 b/w  
 "Stumblin'"  
 King #15177

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2 I'M A SENTIMENTAL FOOL 5079 THE MARYLANDERS
3 PROUD OF YOU 5076 SONNY TIL

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VARETTA DILLARD Awarded the Highest Ratings by All Trade Papers She Does It Again With a Double Hit Parade Recording of "HERE IN MY HEART" "I'M YOURS" Savoy #851

THE BILLBOARD Music Popularity Charts

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

Best Selling Retail Rhythm & Blues Records

Based on reports received May 28, 29 and 30

Table with 3 columns: Position, Title, Artist. Includes Ruth Brown, Fats Domino, Clovers, L. Price, etc.

Most Played Juke Box Rhythm & Blues Records

Based on reports received May 28, 29 and 30

Table with 3 columns: Position, Title, Artist. Includes Ruth Brown, Dominos, Fats Domino, R. Gordon, etc.

Rhythm & Blues Record Releases

- Bad Heart Blues-Joe Williams (See Left) Transer 171
Breezy-Gene Ammons (See Above) Dec 26222
Break Thru-John (Schoolboy) Porter (Juno) Partner-Chance 1319

Rhythm & Blues Record Reviews

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

BERNARD HARDISON GOODBYE BLUES... 73-74-73-72
TENNESSEE 120-Nordson sheets out the blues in good style...
PEARCY MAYFIELD ORK LOUISIANA... 80-81-79-80

RHYTHM & BLUES NOTES

By BOB ROLONTZ
Cleveland's well-known r.&b. deejay, "Moondog" (Allan Freed) is in New York City for a few days this week to line up talent for his forthcoming dance promotions.

R&B Records to Watch

In the opinion of The Billboard's music staff, the following records have the best sales and performance potential among the rhythm and blues records received this week... The Ravens Mercury 5853

Finegan, Sauter

is that the time is ripe for a new and different type of ork. In recent years the interpretive type of ork has held sway. Creative Groups This followed the era of the middle 30's when such creative groups as the Goodman, Miller and Dorsey orks came to the fore and built the band business to heights never before reached.

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# BUSTING OUT ALL OVER!



**RED SAUNDERS** and his orchestra

## ZEKE'L ZEKE'L LA RASPA

Vocal by **THE HAMBONE KIDS**

78 rpm 6884  
45 rpm 4-6884

## TITUS TURNER

# GOT SO MUCH TROUBLE WHAT'CHA GONNA DO FOR ME

78 rpm 6883  
45 rpm 4-6883

## THE FOUR LADS

# THE MOCKING BIRD I MAY HATE MYSELF MORNING

in the

78 rpm 6885  
45 rpm 4-6885



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JUST RELEASED!

TWO GREAT THRILLING SIDES BY

America's No. 1 Singing Rage

PATTI PAGE

"Once In A While"

COUPLED WITH

"I'm Glad You're Happy"

Orchestra Conducted By JACK RAEI

MERCURY 5867-5867X45



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THE BILLBOARD Music Popularity Charts

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

Record Reviews

90-100 TOPS 80-89 EXCELLENT 70-79 GOOD 40-69 SATISFACTORY 0-39 POOR

How Ratings Are Determined: Records are rated four ways: (1) over-all; (2) as to their value for disk jukeboxes; (3) for radio use; and (4) for operators. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. N. S. indicates record is not suitable for a specific usage.

The Categories: Following are the maximum points that may be earned by a record in each of the nine categories combined: Song writer, 15; interpretation, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record advertising, promotion, etc.), 10; and other "big" deal, 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

POPULAR Record Reviews

- DAVID POLER: SOME DAY MY HEART 70-71-71-68 WILL AWAKE 70-71-71-68 DECA 21251-Ford, a singer with a voice of operatic proportions... THE STREET SINGERS: JUKE BOX DINER 68-68-68-70 DECA 21251-Oops will take the critics... WIN ON LOSE 70-71-69-70 DECA 21251-Ford, a singer with a voice of operatic proportions... THE LANCERS: TIME 69-69-69-69 CAPITOL 7092-Effective storytelling by the combo brings out the mopey qualities of the ballad... BILLY WILLIAMS QUARTET: STAY 71-73-70-71 MERCURY 5868-The hurricane hounds this attractive ballad an appealing performance... AZURTE 79-81-78-78 DECA 21251-Ford, a singer with a voice of operatic proportions... LEROY HOLMES ORK: DON THAT KISS 69-74-67-67 DECA 21251-Ford, a singer with a voice of operatic proportions... DOLores GRAY: DIAMOND MINE IN MADAGASCAR 69-70-68-68 DECA 28218 - Thrush tells the story strongly... DANCING ON THE GRAPES 72-74-70-72 DECA 28218 - Thrush tells the story strongly... EVELYN KNIGHT: PRETTY BRIDE 80-81-79-80 DECA 28227-Writers of the disc have come up with a very attractive adaptation... JERRY WALD: CHEROKEE 76-80-71-77 DECA 28200-A solid side is richly served by Wald via the multi-out technician... SKIP MARTIN ORK: VILTA 70-71-69-70 DECA 28200-The new ork being built up the label shows its stuff on a brisk, rhythmic egg take from the musical "The Merry Widow"...

POPULAR Record Reviews

- JACK FINA ORK: SOUTH 76-78-71-74 DECA 21251-Her's an impressive disk reading of the rhythm noir. It's a big, swinging performance making effective use of all her talents... SATURDAY RAC 75-77-70-79 DECA 21251-Her's an impressive disk reading of the rhythm noir. It's a big, swinging performance making effective use of all her talents... BILL FARRELL: STAY 71-74-70-72 DECA 21251-Her's an impressive disk reading of the rhythm noir. It's a big, swinging performance making effective use of all her talents... DAN BELLOC ORK: THE ROLLER COASTER SONG 66-66-64-65 DECA 21251-Her's an impressive disk reading of the rhythm noir. It's a big, swinging performance making effective use of all her talents... JOHN LAURENZ: TELL ME THAT YOU LOVE ME TONIGHT 66-66-66-66 DECA 21251-Her's an impressive disk reading of the rhythm noir. It's a big, swinging performance making effective use of all her talents... FREDDIE MARTEL-EDDIE WILCOX ORK: SPRING WAS EARLY BUT I WAS LATE 60-60-60-60 DECA 21251-Her's an impressive disk reading of the rhythm noir. It's a big, swinging performance making effective use of all her talents... LENNIE FOREST (M. Disc): MAMMY OF MINE 76-77-74-77 DECA 21251-Her's an impressive disk reading of the rhythm noir. It's a big, swinging performance making effective use of all her talents... BOB EBERLY: HILLS OF PRIDE 77-77-77-75 DECA 21251-Her's an impressive disk reading of the rhythm noir. It's a big, swinging performance making effective use of all her talents... SUNNY GALE-EDDIE WILCOX ORK: MY LAST AFFAIR 75-76-73-76 DECA 21251-Her's an impressive disk reading of the rhythm noir. It's a big, swinging performance making effective use of all her talents... DO YOU CARE 71-72-70-70 DECA 21251-Her's an impressive disk reading of the rhythm noir. It's a big, swinging performance making effective use of all her talents... JERI SOUTHERN-VICTOR ORK: WHEN I FALL IN LOVE 77-80-77-74 DECA 28224-The thrush has a fine piece of material here and she sells it magnificently with a soft, warm reading... A MIGHTY PRETTY WALTZ 74-75-73-73 DECA 28224-The thrush has a fine piece of material here and she sells it magnificently with a soft, warm reading...

POPULAR

Record Reviews

**SON ANTHONY-LAURIE SISTERS**  
**SHOULD YOU FORSAKE ME**... 65-65-65-65  
 DECCA 28219—The warbler, drawing on the label, sets the Latin-styled tune effectively with the help of the Laurie Sisters.  
**I JUST CAN'T CONTROL IT**... 62-62-62-62  
 The warbler and the Laurie Sisters make of this slight effort about a guy in love. Title is more exciting than the waxing.

**EDDIE (PIANO) MILLER**  
**SATURDAY RAG**... 74-74-72-76  
 RCA 28-465—The free-swinging style of the pianist, a recent addition to the label, is pleasantly evident in this rhythmic etching.  
**LONELY WINE**... 70-70-68-72  
 Smooth ballad by Miller of the lovely ballad. A listenable side.

**JERRY WAYNE**  
**PEACE OF MIND**... 63-63-63-63  
 DECCA 28219—Wayne sings this tune in his relaxed style, while a quartet backs him, and the work lends class support.  
**TING-A-LING IN MY HEART**... 60-60-60-60  
 Routine reading by the singer and chorus on this new effort. Side is dull.

**BILL KENNY**  
**THE HAND OF GOD**... 67-67-66-66  
 DECCA 28219—Pleasant little hymn effort receives a warm reception from Bill Kenny for the Top Spot. Gladly supported by chorus and orchestra.  
**A SOLDIER'S ROSARY**... 65-65-65-65  
 Tune about a soldier who lost his rosary is sung casually by the warbler, over big chorus and orchestra support.

**LES BAXTER**  
**LOST IN MEDITATION**... 73-73-72-72  
 CAPITOL 2108—The saxophone plays a strong instrumental performance from the Baxter orchestra, which shows off some fine string and ensemble work. Good discy wax.  
**LONELY WINE**... 77-77-76-77  
 The attractive new ballad, which has created a little action via the Bill Darnell disc, is given a lovely reading by the dulcet chorus and Les Baxter band. This is a strong contender for what could cause a stir.

**LEE BENNETT-JAN GARDNER**  
**HINDUSTAN**... 72-72-71-73  
 CAPITOL 2107—Lee Bennett gives the disc a quiet, unaffected reading, while the Gardner orchestra bounces along, with a bright and brassy arrangement.  
**BUSYBODY**... 78-78-76-80  
 The infectious waltz, which has started to slip out in the country field, receives a happy, stylish reading by Ray Carroll, the chorus and orchestra. It's a good item and should catch cool.

**DOLLY DAWN & SID BASS ORK**  
**GETTING SENTIMENTAL OVER YOU**... 69-70-69-68  
 JUBILEE 6006—The old favorite is sold warmly by the Dolly while the orchestra with imaginative arrangement. A listenable disc.  
**SMOOTH AS SILK**... 72-73-71-71  
 Dolly Dawn does an effective job with this active new ballad over an interesting orchestra backing. Waxing should pull desired sales.

**JOHNNY DEE TRIO**  
**PLEASE GO**... 70-70-65-72  
 JUBILEE 6007—New ballad receives big performance from the trio, a new group with a big sound. They sing this waltz with lots of style and it could catch cool.

**REGARDS TO JOE**... 73-73-71-76  
 The group gives this new tune a big-voiced, interesting reading, showing off their special style, warm blend and big beat. Fine for sales.

**MICKY KATZ & ORK**  
**KISS OF MEYER**... 78-78-80-78  
 CAPITOL 2124—"Kiss of Fire" from "El Chacal" is heard here in a version carrying the unmistakable Katz touch. It's a brassy, humorous parody that will pull rocks from its many fans. As usual, the fancy lyrics are liberally spiced with Yiddish phrases. Due for a healthy big-city sale.  
**SCHWITZBURGH, PENNSYLVANIA**... 76-74-78-78  
 More of the same on another top tune.

**LES PAUL-MARY FORD**  
**IN THE GOOD OLD SUMMERTIME**... 68-68-68-68  
 CAPITOL 2122—Les Paul and Mary Ford give the happy ballad a wild and exciting ride that swings all the way. The disc is from their latest Capitol album. This new release by the sax band is one of the brightest, healthiest sales and it should catch hot through the summertime.  
**SMOKE RINGS**... 66-68-66-84  
 The fine waltz receives a smooth and very relaxed reading from the team, with Mary Ford turning a top-flight duet, with the aid of "Mab-ling." This side too should be a winner for the combo.

**JUDY LYNN**  
**RIVERBOAT RAG**... 77-78-75-78  
 CORAL 60737—Judy Lynn, now starring in "Top Gunner" makes an exciting debut on Coral with a lively, bright waxing of a new novelty effort. Gal registers well on the disc and side could get a lot of discy action. An impressive first waxing.  
**BLOW OUT THE CANDLES**... 73-74-73-72  
 Thrush does a good job on this appealing tune, which has been out for a few weeks. She receives nice backing from the quartet and orchestra.

**DUKE ELLINGTON**  
**STRANGE FEELING BALCONY SERENADE**—RCA 20-6933  
**COLOMBIANA DANCERS IN LOVE**... 73-77-73-69  
 RCA 20-4932—These four sides by Ellington were recently found by Victor after being in the "basin" for eight years. Together they make up Ellington's "Vintage Series" which he introduced at his second Carnegie Hall concert in 1944. Each represents a different feeling in music. All 4 sides turn in a smooth, restrained vocal by "Orange Feeling" and Alvin Karpis. To join the disc is a fine disc of "Dancers in Love." The remaining sides are performed by the Ellington orchestra as instrumental. "Colombiana" which effectively portrays sophisticated love in the beautiful style. Duke's fans, however, should enjoy all the waxing.

POPULAR

Record Reviews

**BUDDY DEFRANCO**  
**SABA'S SHUFFLE**... 65-65-65-65  
 RCA 11350—Luscious rendition of repetition of a slight phrase by DeFranco, while the orchestra furnishes quiet backing.  
**GET HAPPY**... 68-68-68-68  
 Did I say gets a pleasant interpretation by clarinetist DeFranco and his quartet, consisting of piano, guitar, bass and drums.

**AMES BROTHERS**  
**CRAZY 'TIL I LOVE YOU**... 83-84-81-84  
 CORAL 60751—Cathy Lane by George Coley gets a solid reading by the Ames Brothers. Some nice guitar work stands out above the orchestra backing. Best effort by the group in recent months. Side could bust out.  
**STARDUST**... 78-80-77-77  
 One of the loveliest of the overtones is given a smooth reading by the group with an effective orchestra backing.

**EILEEN BARTON-BUDDY GRECO AND THE PINETOPPERS**  
**YOU BELONG TO ME**... 72-74-71-71  
 CORAL 60753—Cheerful ditty which is given a country flavor by the Pinetoppers is dueted pleasantly by Miss Barton and Greco.  
**RED ROSE WALTZ**... 63-65-65-65  
 Plaintive waltz gets a heart-rending reading from the disc.

**VERA LYNN**  
**AUF WIEDERSEHN SWEETHEART**... 86-87-85-86  
 LONDON 3227—The beautiful melody of Vera Lynn is set off effectively by a chorus of 70 British sailors and airmen. The backing is a sentimental item which originated in Germany.  
**THE PARTING SONG**... 77-76-76-76  
 Another fine tune with similar flavor as the first. Vera Lynn turns in another top-flight performance with fine support from the chorus and Stan Kay. A good disc which could go places.

**JOE KING & EDDY CONEY ISLAND BABY**... 74-72-71-78  
 RAINBOW 177—This is a new team with a lot of big time flavor in their style. In addition to the fine playing of the duo there's some nice piano work. Ought to catch a lot of coin.  
**HELLB EVERYBODY**... 72-70-69-75  
 This one is a bright novelty but still in the nostalgic style. Should do well particularly in tavern location.

**BURT TAYLOR-P. FAITH ORK**  
**THERE'S DOUBT IN MY MIND (I'm Hope in My Heart)**... 74-75-73-73  
 COLUMBIA 34996—Lovely new tune is given a fine reading by Taylor. Percy Faith orchestra provides its usual tasteful backing. Boy has a strong ballad.  
**MORE OR LESS**... 70-72-69-69  
 Another good effort by Taylor with more fine Faith backing. Material on this side, tho, is not as strong.

**DINAH WASHINGTON**  
**MAD ABOUT THE BOY**... 83-85-82-81  
 MERCURY 5892—Dinah Washington bares in a beautiful reading of the Best Current standard, and her first pop disk in a long time. The gal sings it with a lot of heart and feeling. With exploitation it could break out.  
**I CAN'T FACE THE MUSIC**... 78-80-76-77  
 Miss Washington brings back another old fave with her warm and heartfelt voice.

**PAUL NERO ORK**  
**WHISTLER'S FATHER**... 75-75-72-72  
 RHYTHMA 1002—Paul Nero, of "Mal Canary" fame, has another cute novelty item, and the orchestra, with Nero's vocal guidance, gives the effort a good instrumental waxing on this first Rhythm Records release. Violin gimmicks are clever and disc should get some sales.  
**SIXTY NINTH WILDWOOD TREE**... 68-70-68-66  
 Thrush Helen Carr comes thru with an enjoyable reading of a light, frothy novelty and the orchestra backs the gal with an attractive arrangement. For the dealers.

**RALPH MARZIE ORK**  
**THE MUSIC GOES ROUND AND ROUND**... 65-65-65-65  
 MERCURY 5892—The Marzies orchestra performs the oldie spiritedly, tho the band has made better sides. Ensemble work is good, and the orchestra shows off a strong beat, but the side is strong time.  
**MY YOUNG**... 68-70-69-65  
 Singer Ray Shaw turns in an impressive rendition of the hit tune on this coverage leading by the orchestra. Backed by the warbler smoothly, featuring some danceable music.

**RAY CURA**  
**BLUE BIRD**... 65-65-65-65  
 MERCURY 5896—Cura is set up to his best on this waltz which tells about a Blue Bird.  
**DESIRE**... 63-63-63-63  
 The warbler tries hard on this side, but he doesn't impress the love to please.

**RALPH FLANAGAN & ORK**  
**I UNDERSTAND**... 78-78-76-74  
 RCA VICTOR 20-6928—The side gets strong coverage from the Flanagan group with Harry Prime and the Singing Winds, combining on the vocal. If the Aces waxing builds, this one could share some of the foot.  
**SOUTH**... 81-83-79-81  
 A sparkling arrangement makes this instrumental one of the Flanagan orchestra's best efforts. Middle section particularly stands out. A very danceable and enjoyable side. Should be good for a lot of discy action.

**FRANK ASSUNTO'S DUKES OF DIXIELAND**  
**HINDUSTAN**... 74-75-74-73  
 NEW ORLEANS BANQUONON 94—Arrangement of the instrumental of the popular old band to show their considerable talent. Group has an authentic Dixie sound.  
**THE DUKES' STOMP**... 70-70-70-70  
 March tempo song by Assunto, trumpet player and leader of the combo, gets a spirited run-thru on this side.



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DAVID ROSE  
And His Orchestra Play  
"HARLEM NOCTURNE"  
Saxophone Solo By  
WOODY HERMAN  
On a Little Country Road in Switzerland"  
MGM 10582 78 rpm; K10582 45 rpm

FRAN WARREN  
"HEAVENLY FATHER"  
and  
"LEAVE THEM ALONE"  
MGM 11231 78 rpm; K11231 45 rpm

CINDY LORD  
"AFTER GRADUATION DAY"  
and  
"SO DEEP MY LOVE"  
MGM 11238 78 rpm; K11238 45 rpm

BILL FARRELL  
"BREAK THE BANDS THAT  
BIND ME"  
and  
"STAY"  
MGM 11256 78 rpm; K11256 45 rpm

ALAN DEAN  
"YOU'LL NEVER BE MINE"  
and  
"DO YOU CARE?"  
MGM 11226 78 rpm; K11226 45 rpm

ART MOONEY  
And His Orchestra  
"I MAY HATE MYSELF  
IN THE MORNING"  
and  
"I PAINTED IT"  
MGM 11258 78 rpm; K11258 45 rpm

BLUE BARRON  
And His Orchestra  
"A GIRL, A FELLA, A  
BEACH UMBRELLA"  
and  
"A MIGHTY PRETTY WALTZ"  
MGM 11239 78 rpm; K11239 45 rpm

DEBBIE REYNOLDS  
"AM I IN LOVE!"  
and  
"What Good is a Gal (Without a Guy)"  
MGM 10568 78 rpm; K10568 45 rpm

HENRY JEROME  
And His Orchestra  
"BOO HOO"  
and  
"WHISTLE MY LOVE"  
MGM 11240 78 rpm; K11240 45 rpm

HANK WILLIAMS  
"HALF AS MUCH"  
and  
"LET'S TURN BACK THE YEARS"  
MGM 11202 78 rpm; K11202 45 rpm

BOB WILLS  
"SNATCHIN' AND GRABBIN'"  
and  
"I WANT TO BE WANTED"  
MGM 11241 78 rpm; K11241 45 rpm

PEEWEE MADDUX  
"MY BUDDY OVER THERE"  
and  
"MY HOBO HEART"  
MGM 11224 78 rpm



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# THE BILLBOARD Music Popularity Charts

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

## The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry (and best selling, most played or most heard features) of the Chart.

- WALKIN' MY BABY BACK HOME.....Nat Cole/Billy May Ork.....Capitol 2130  
Nat Cole takes in a mighty smooth and warm reading of the evergreen, with slick, rhythmic backing from the May Ork.
- AUF WIEDERSEHN, SWEETHEART.....Vera Lynn.....London 1277  
Ames Brothers.....Coral 60773  
A nostalgic, sentimental ballad in a heart-warming rendition by Vera Lynn, with a rich full accompaniment by the 70-piece chorus. The Ames Brothers' version is one of their finest recent offerings.
- HARD, AINT IT HARD.....The Weavers.....Decca 76720  
A bright ballad with a true folk flavor, receives an exciting vocal performance by the Weavers that should rock up healthy sales.

## The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be:

- 1. VANESSA.....Philo Winterhalter Ork.....Victor 20 4691
- 2. I REMEMBER WHEN.....Eddie Fisher-Hugo Winterhalter Ork.....Victor 20 4618
- 3. SUGAR BUSH.....Doris Day-Frankie Laine.....Columbia 39493
- 4. DAY OF JUBILO.....Guy Mitchell-Mitch Miller Ork.....Columbia 39753
- 5. POINCIANA.....Steve Lawrence.....King 15185

## The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be:

- 1. DAY OF JUBILO.....Guy Mitchell-Mitch Miller Ork.....Columbia 39753
- 2. SUGAR BUSH.....Doris Day-Frankie Laine.....Columbia 39493
- 3. POINCIANA.....Steve Lawrence.....King 15185
- 4. YOU'LL NEVER BE MINE.....Guy Mitchell-Mitch Miller Ork.....Columbia 39753
- 5. CRAZY 'CAUSE I LOVE YOU.....Ames Brothers.....Coral 60753

## The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the juke box operators think tomorrow's hits will be:

- 1. DAY OF JUBILO.....Guy Mitchell-Mitch Miller Ork.....Columbia 39753
- 2. SUGAR BUSH.....Doris Day-Frankie Laine.....Columbia 39493
- 3. MAYBE.....Perry Como-Eddie Fisher.....Victor 20 4733
- 4. LOVER.....Perry Lee-Cordon Jenkins Ork.....Decca 20215
- 5. HERE IN MY HEART.....Vic Damone.....Mercury 5858

## The Country and Western Disk Jockeys Pick

PICKS that appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

- 1. INDIAN LOVE CALL.....Slim Whitman.....
- 2. BUSYBODY.....Pec Wee King.....Victor 20 4655
- 3. HOT DIGGITY DOG....."Little" Jimmy Dickens.....Columbia 20930
- 4. CHINA DOLL.....Slim Whitman.....Imperial B156
- 5. HILLBILLY HEAVEN.....Wesley Tuttle.....Capitol 2091

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• **Album and LP Reviews**

90-100 TOPS  
80-89 EXCELLENT  
70-79 GOOD  
40-69 SATISFACTORY  
0-39 POOR

**POPULAR**

**ANDRE KOTELANETZ, CONDUCTOR, PHILADELPHIA ORCHESTRA** 80  
DEK: "POPS"—Premiere Series Show Boss, Richard Rodgers' South Pacific, Saughauser on Tenth Avenue (E-12")  
Cap (33) ML-8514

This is the first ever that Kotelanetz and the Philadelphia Orchestra "Pops" have compiled an album. The union is a happy one. The "Pops" group, made up of members of the Philadelphia Symphony, puts together a sparkling performance under the excellent direction of the Kotelanetz baton. Little need be said about the music since the melodies of Jerome Kern and Richard Rodgers strike a familiar chord with all. The music from "Showboat" and "South Pacific" is arranged in the form of symphonic scenarios, the former written by Kern himself and the latter by Robert Russell Bennett. Despite the availability of original cast albums of these two shows, little novelty should be experienced in owning this disk.

**BEN LIGHT'S JUKE BOX FAVORITES—** 72  
(3-10")  
Cap (78) CCR-330

Ten for Ten, Benny's Bounce, I Got Rhythm, Rose Room, Orville in the Moonlight, I Came for You. This new album features the pianist displaying his lightning technique and fine musicianship on a group of well-known standards. On these matters the uninitiated listener is treated with a rhythmic comb which adds to the overall performance on all of the tunes. Best sides in the set are Light's own compositions "Benny's Bounce," which is a clever novelty item, and a fine re-arrangement of "Rose Room." The pianist also does an excellent job with "Ten for Ten," giving the oldie a delightful rendition. The set should appeal to the many Ben Light fans and race of the records should catch sale on the juke.

**HOT JAZZ**

**WOODY HERMAN—**(1-10") 65  
Cap (33) H-324

Early Autumn, Sloop Soak, Tenderly, Lemon Drop, Starlight, Sauter's Keeper of the Flame, Rhapsody in Wood, Mugs Mugs. Here are eight sides by the old Herman Head, made between 1948 and 1950. The set was issued to Capitol. It is not one of the best collections issued of the Herman Orchestra, but it does contain some good sides that will please the many followers of the old. Best settings are the driving "Keeper of the Flame," which shows off a lot of solo work from the Herdman, joined by Chubby Jackson's solid bass line, and "Early Autumn" which features some fine solo by Woody. "Tenderly" is also given a fine presentation by the orchestra. With the renewed interest in the Herman Head, due to the new work he recently formed, this release should get a lot of attention from Herman fans and collectors.

**PIANO STYLISTS—** Maria Ash, Art Tatum, Freddie Slack, Jess Stacy, Nat Powell, Nat Cole, Stan Kenton (1-10") 70  
Cap (33) H-323

Capitol's "Classics in Jazz" sets keep coming, and this new one is one of the best issued to date. It features some of the top pianists around today, each exhibiting his own distinctive style, some with combos, some with full orchestras. All types of piano music are included: the forceful boogie beat of Joshua Johnson on "Battler the Boogie," Jess Stacy's fine touch on "I'll Be Seeing You," Nat Powell's bright technique with "Cuban Pete," and Maria Ash's distinctive piano on "A Bag of Rag." Nat Cole shows that he can still play a lot of piano, while Art Tatum winds like "You Took Advantage of Me," the only piano solo in the set. Stan Kenton and Freddie Slack are reprobated here, and the moving should add up to a lot of listening pleasure for a lot of jazz collectors.

**Palladium Names**

• Continued from page 16

is on Capitol, while Miss Ameche is on Mercury, giving back Barney McDevitt of the Palladium a double-barrelled package for a j. plugging.

The injunction served against Tommy Dorsey by the owners of the property, on which his Casino Gardens, Ocean Park, Calif., is located, was clarified in court here Thursday (29), with Dorsey getting the court's okay to auction off all physical assets of the spot, outside of the building itself, the dance floor and the \$16,000 marquee. Auction will be held June 9-10 of all the fixtures. Dorsey is not certain what he will do with the dancery, but will probably turn it over to a warehouse firm for storage. His current lease has about 16 months to run.

Latest word on the projected opening of the ballroom on Catalina Island is that the place will probably remain dark, except for occasional promotions by indie operators. Thus far, city fathers of the island have not come up with a season's operator for the spot. Herman Hoyer, of Circo, operated it last season.



**JUDY LYNN**

"PRETTY BRIDE"

(Sew, Sew, Sew, Sew)

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# Marks, Capitol Waive Court

Continued from page 16

has been regarded as an infringement, and the Capitol disks as infringing copies. According to competent legal knowledge, "the diskery should pay."

Had the case been tried in court, an extremely interesting point of law would have been settled, namely: what is the mechanical status of tunes which were copyrighted prior to the Copyright Act of 1909? Many noted standards, in addition to "In the Good Old Summer Time," fall into this category.

Legalists tend to hold to the opinion that court evidence supports the following view: "In the Good Old Summer Time"—and others of similar vintage—are mechanically free in the event the diskery were to base its recording on the original copyright, note for note. Capitol, however, did not do this. Capitol based its version upon an arrangement which Marks did not authorize.

### Another Point

A court case would have settled another point. Some legalists hold that a pre-1909 copyright could be construed as being mechanically free only for the initial period of protection, 28 years. The renewal period would, these legalists claim, automatically take the copyright out of the mechanically free category. As matters stand now, there has been no legal clarification. One attorney working on the case, and desiring to maintain the secrecy agreed upon by the contesting, but now amicable, parties, stated the Marks-Capitol agreement "does not settle anything for anybody; it is an amicable adjustment on one song."

However, the revelation that there was in effect a financial obligation recognized, in other words, recognition by the diskery

that this usage was not mechanically free—is still of considerable interest to the publishers and has significance for the future. Publishers generally, however, had hoped for a clearer delineation, by the courts, of all the issues involved. But publishers generally, and perhaps understandably, have been wary of testing the matter fully in court.

# "Blacksmith" Suits

Continued from page 16

the firm turned over the song, "Happy Payday," to H. & R. for an undisclosed sum. The complaint alleges that two days later, they discovered that H. & R. had previously submitted the song, "Blacksmith Blues," to Capitol Records, who shortly after the pacting, cut the disk with Miss Morse. The complaint further sets forth that the Lutz brothers, in their pact with H. & R., were to remain sales agents for the "Happy Payday" ditty, but never were given sales rights on "Blacksmith Blues" which has the "Payday" melody. The suit asks for an accounting of royalties which are estimated at \$100,000, Sparr said.

# Frank DeVol

Continued from page 18

Herfurt, who has done comedy ever since he was with Tommy Dorsey, most of the sidemen are getting their first chance to show their piping ability and are doing well at it.

Because DeVol has worked with these boys on many radio shows, he knows each man's musical strength, with the result that this band's work includes a number of outstanding solo numbers. Each man does a different type of solo, with the boys, who have now been on TV about three months with a weekly local show by the band, utilizing many visual tricks.

Because DeVol is leasing this ballroom, he's improved the p.a.

# Industry Demands

Continued from page 17

to bring the act up to date on electronic developments which have emerged since 1908.

Altho the Copyright Act was modified within the last few years, the law has escaped major overhauling, a situation which some subcommittee members view as "alarming" because the 1909 law is, in effect, a "re-take" of a version enacted before the turn of the last century. Dissatisfaction with the current law has been registered not only by various segments of the music industry but also by a number of industries seeking to get copyright protection rather than patent protection of certain types of designs. Among groups which have suggested overhauling of the law has been the American Society of Composers, Authors and Publishers, it was pointed out here. ASCAP, which spearheaded this session's futile drive for an amendment to impose copyright royalty payments on disks in juke boxes, is expected to seek inclusion of this same provision in a general overhauling amendment. Because of bitter controversy in the House Judiciary Subcommittee on the Bryson-Kefauver jukes bill this session however, there is strong likelihood that any general overhauling move will hurdle this topic.

system with amazing results. The system picks up the sound so well that even the rhythm section sounds well. DeVol is trying to play the comedian, but he needs better material. He did a piano bit which showed promise. Band is full of showmanship, with the sidemen showing a lot of enthusiasm.

Musically, the band is sound, but this hearer failed to find the important elements of a style. Arrangements don't hue to a line, nor do they contain a sound which is heard consistently. With development of a style, the book should be ready for heavy recording. Library is well-stocked, with everything from polkas to spirited mambos. Johnny Sippel.



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# Music Down Under

Continued from page 17

almost as well. Sheet music for "Trene" sold some 80,000 copies. The biggest sheet sale in recent years was on "Galway Bay," with a total of about 125,000. This amount was reached by "Tennessee Waltz," Davis noted. Records retail for the equivalent of 75 cents; sheet music for 30 cents.

### American Prof

Artists and repertoire preferences are almost entirely American. Ninety per cent of Australian record hits are of U. S. origin, with top tunes hitting "down under" about six months after they make their mark Stateside. The biggest artist is Bing Crosby. Country and Western music is gaining popularity, with material done by Gene Autry and Burl Ives (skedded for personal appearances in Australia soon) most in demand.

Publishers, said Davis, make a fine income from records, being paid mechanical royalties at the rate of 5 per cent of the disks' retail price. Automatic mechanical licensing prevails, and diskeries can cover any material once the initial record is made. Royalties are paid promptly, quarterly by the big diskeries and monthly by the few small indies.

Record companies, in turn, have little or no trouble with delinquent distributors or dealers, Davis asserted. Disks shipped are paid for and no return privileges are extended or demanded. The no-return situation also obtains on sheet music.

# Record Reviews

80-89 EXCELLENT  
70-79 GOOD  
60-69 SATISFACTORY  
0-39 POOR

**SPIRITUAL**  
Record Reviews

**THE ORIGINAL GOSPEL NAAMONETTES**  
WHEN I REACH MY HEAVENLY HOME... 78-79-76-79  
SPECIALTY 828—The Harmonettes sing the rhythmic, jubilee item with a lot of spirit and style, while the female lead (unfilled) turns in a fine performance, singing against the group. One of the Harmonettes best sides.  
I'M GOING TO DIE WITH THE STAFF IN MY HAND... 70-70-70-70  
A routine gospel tune is sold with a lot of sincerity by the lead while the chorus backs her closely.

**THE DETROITERS**  
OLD TIME RELIGION... 78-79-77-78  
SPECIALTY 827—A favorite hymn is given an exciting, rhythmic performance by the Detroiters. The lead sings and shouts the lyrics effectively, the boys chant the tune behind her, and the combo backs them solidly. Good spiritual work.  
MOTHER, I NEED YOUR PRAYER... 74-74-73-78  
The group sings this semi-gospel item with a lot of spirit, with a lead singer sparking the disk.

**SPIRITUAL**  
Record Reviews

**THE RADIO FOUR**  
SENDING UP THIS PRAYER (PART 1 & 2)... 77-78-76-MS  
TENNESSEE 118—The Radio Four is a fine group, and the lead singer has an excellent quality in his voice. He holds sway through both sides, and backs out an effective sermon, while the boys chant in the background. A good disk.  
JACOB RODIGS  
CHRIST OVER KOREA... 70-70-70-70  
BULLET 152—Rodigs projects effectively an earnest, joy-inspiring hymn.  
HAVE YOU HEARD FROM THE MAN UPSTAIRS... 67-67-67-67  
Another nice effort by Rodigs with tasteful instrumental backing.

**THE PILGRIM TRAVELERS**  
LEANING ON THE EVERLASTING ARM... 79-80-78-79  
SPECIALTY 825—The Pilgrim Travelers do a mighty 825 juke with this famous hymn, turning it into a medium-tempo effort, and giving it a big beat behind the lead. A good disk.  
HOW ABOUT YOU?... 75-76-73-74  
Another hymn item is sold with a solid beat by the Travelers, with the lead doing a fine job and the boys turning in a close chant in the background.

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## DEE TOURS

### British Columbia Cities Form 15-Arena Circuit

By DAPHNE (DEE), POI  
**VICTORIA, B. C., May 31.**—The British Columbia Arena Managers Association has developed an entertainment circuit among its 15 member arenas. Proximity of these buildings to cities in the State of Washington makes the loop attractive to entertainment troupes in winter and summer. The member buildings include: Victoria Memorial Arena, Victoria; Nanaimo Civic Arena, Nanaimo; Vancouver Forum, Vancouver; Kerrisdale Memorial Arena, Vancouver; Queens Park Arena, New Westminster; Kamloops Memorial Arena, Vernon; Kelowna Civic Arena, Kelowna; Pentlton Parks Board, Pentlton; Nelson Civic Center, Nelson; Trail Community Arena, Trail; Kimberley Civic Arena, Kimberley; and Cranbrook Arena, Cranbrook. All are in British Columbia.

Victoria Seats 5,961

**VICTORIA, B. C.**—Victoria Memorial Arena, managed by Joseph Dukowski, is near the center of the city and has an 85 by 200-foot floor space with ends facing North and South. Permanent seating capacity is 4,461 and 1,500 more can be

placed on the arena floor. Standing room for 500 is available. There are eight fully-equipped dressing rooms and 4,000 square feet of show storage space. Rental minimums include \$750 for summer shows and \$500 for name bands, with percentage deals set at 15 per cent during the summer and 25 per cent during the winter. Population of the drawing area is 150,000.

Power supply and maximum load factors in the building are ample, with overhead lights able to carry 120,000 watts. NANAIMO, B. C.—H. J. Porter is manager of the Nanaimo Civic Arena here, which has 1,878 permanent seats, 1,806 temporary seats and room for 1,000 standees. Floor space of 80 by 180 is augmented by two storage rooms and four dressing rooms.

With 3,200-volt primary power, the building has overhead lights carrying 36,000 watts. The drawing power is good, around 25 per cent, and the population area has a drawing power of about 45,000. Rental for summer shows is \$350 and for name bands, \$100. Percentages are 15 in the summer and 25 during the winter.

### New Orleans Dance Schools Keep Aud Busy

**NEW ORLEANS, May 31.**—Booking of revues by numerous private dancing schools in New Orleans has become an important part of the June schedule at Municipal Auditorium here, according to Manager William A. Coker.

This year's series gets under way Sunday (8) with a school program on the Auditorium side and another Monday (9) in the Concert Hall. Others are scheduled for Wednesday, Thursday and Friday (11, 12, 13). Then a run of seven more are scheduled between June 15 and 26.

Each event except the final one is for a single evening, and the exception has the hall booked for two nights. Schools stage the revues as the climax of the year's lesson series and the shows give schools and youngsters a chance to show parents what they can do.

Four high school commencement exercises are booked into the Concert Hall early in June. Concert series has six concerts booked between June 3 and 13. Two high school dances and a dog show complete the month's booking schedule.

## NEWS NUGGET

### Icers Concentrate On W. Coast Runs

**SAN FRANCISCO, May 31.**—Shipped and Johnson's "Ice Follies" will open at Winterland here June 18 for an indefinite run. The icer, now at the Civic Ice Arena, Seattle, plays the Portland Ice Arena June 2-15. Meanwhile, "Ice Capades" is playing the Pan-Pacific Auditorium, Los Angeles, with a month's run to end June 8. "Holiday on Ice" has one unit in Europe and another on vacation. "Hollywood Ice Review" has closed its Chicago home base for the summer.

### "Industry Open House" Big New Haven Draw

**NEW HAVEN, Conn.**—Heavy daily attendance was reported by Charles Kyle at "Industry's Open House," an exposition staged May 20-24 in the State Armory here. Manufacturers' and merchants' exhibits took all available space on the main floor, and several had to be placed in ante-rooms, said Kyle. Special exhibits credited with a heavy draw at the armory, included:

### Albuquerque Arena Inks "Ice Cycles" for Nov. . . .

**ALBUQUERQUE, N. M.**—W. C. Snelson, of the Ice Arena here, said this week that the building has signed "Ice Cycles" for its third Albuquerque appearance on November 5-9. The building seats 3,500 for arena events and 5,000 for stage attractions.

### Indianapolis Car Show Draws 20,000 in Four . . .

**INDIANAPOLIS, May 31.**—Third annual Custom Car Show at the Manufacturers Building at the State Fair Grounds drew 20,000 persons in the first four days, it was estimated here. The show, aimed to catch the race and auto fans in the city for the Memorial Day auto race classic, the show closes Sunday (1). The show opened Saturday (24).

### Hormel All-Girl Revue to Play Minneapolis for Aquatennial

**CHICAGO, May 31.**—The Hormel All-Girl Revue will play the Minneapolis Auditorium July 25 as a part of the Aquatennial, it was reported here this week by Arthur E. Bitters, special rep for the show.

Additional auditorium dates for the unit include Bruce Hall, Milwaukee, June 26; St. Paul Auditorium, St. Paul, July 22; Omaha Auditorium, Omaha, August 14; and Municipal Auditorium, Kansas City, August 21.

Television films of the Hormel show will be made during the unit's current stay in Chicago, Bitters said.

The show makes one appearance weekly for its regular program over Columbia Broadcasting System. This is staged in an auditorium whenever possible, and theaters are used when the unit is in a location where no aud is available.

Attendance at the performances is by invitation, either from auspices or from grocers in the area. On days between broadcasts, the 70-odd girls in the show advertise

### Hormel meat products. The organization is equipped with 40 white cars and five trucks.

Booking of auditoriums and theaters is completed a year in advance, Bitters said. Last year the show played the East. After its current route in the Middle West, it will go to the Far West, he said. Operation is on a year-round basis.

Main auditorium requirement for the show is a stage large enough to handle the numerous members of the cast. Bitters said the proscenium opening should be 45 feet wide and the stage should be 40 feet deep.

The show carries its own stage hands and electrician. Use of auditoriums is arranged on a straight rental basis.

For its radio show, the orchestra and chorus give popular music and specialties. After the transcription section, the program continues with solos, jazz band numbers, comedy, and dancing.

General Manager is Fred C. Badrodt. Ernest A. Villas is director and producer, and Horner Ochsenhirt is co-producer.

### Palace, N. Y.

Continued from page 14

has a pair of excellent young tappers, Gilbert and Russell, as openers. Boy and gal duo features fast, showy steps which get matters off to a flying start. Later come Marilyn and Ashour, whose attitude for knocking one another's brains loose in a reversed apache dance routine this reporter has long admired.

Lee Marx scores solidly again with his juggling, and Buster Shaver and his pint-sized partner, Oliver, are ditto with the latter's chanting and their amusing ball-room wind-up.

Bruce Howard, new to this reporter, impresses as a real comer in the comic sector. He gets off to a somewhat slow start, but by the time he settles down to headlining Kefauver and his pals he is hitting on all laugh cylinders. He is good. However, he also is in something of a tough spot when placed so closely on the bill to vet comic, Harry Savoy. Savoy's half-dumb talk, half-throwaway delivery always seems unfair competition to other comics, and right now he's at his best. Savoy can kick around the oldest, silliest gag in the world and make a laugh production of it.

Rudy Dockey's dog act finished off the bill. Routine calls for a half dozen pooches (boxers), togged in basketball uniforms, to hunt toy balloons in a frenzied content. A reporter saw no real made and suspects most of them were bribed to throw the game. Anyway, it is an active, noisy wind-up.

Pic. "The Sellout."

Bob Francis.

### Paramount, N. Y.

Continued from page 14

squalls began. Four boys, all young and all looking good, did a solid vocal selling job with a rendition of some of their Okeh recordings, winding up to big mits.

Gary Morton, who followed, had a rough time. Sporting a new top-piece, Morton belted out quickies and situation gags, many serious attempts in comic. The kids talked back loudly and often. Morton took it in stride and good naturedly, tho it obviously affected his work. He got off after a trumpet bit, and then came back to bring on Ray.

The Billy May ork, rated as one of the hottest around today, didn't get much of a chance to shine. Its biggest number was "Charmaine," delivered in brisk, clean fashion with spots picking up the different sections as they segued into their parts. The rest of the time the band did a backing job and a good one too.

As a fronter, May is hardly a standout. His fat, balding appearance, gravelly speaking voice and general lackadaisical leading was in sharp contrast with the sidemen's brilliant work.

The pic was "The Wild Heart." Bill Smith.

### Auditorium Managers:

It is an active, noisy wind-up. Pic. "The Sellout." Bob Francis.

### NCAA Alters Reasons Re TV

Continued from page 5

web believes in application of "free enterprise in our national life, in broadcasting and in football rights as well." A Du Mont topper pointed out that colleges flouting NCAA stand to be blackballed from that organization, and thus be boycotted for other sports such as basketball, track, etc. An American Broadcasting Company representative said that the NORC survey made no sense, and that NCAA now has no justification in continuing restrictions on telecasting.

Another widely-criticized aspect of the 1952 plan calls for granting permission to any network or station, apart from the web which gets the sponsor's business, to be able to air the games on a sustaining basis at no charge. It was not specified whether the sponsor's commercials should be aired on such additional stations or webs. If they must be used, it was pointed out, a station or web would have to be desperate to use games. If the plugs may be omitted, it would be a daring sponsor indeed who would go for the plan with the heavy outlay of money involved for the viewers might just as well watch the games via other channels on which his plugs would not be flashed. Either way, the idea of getting additional coverage beyond the one network is regarded as illusory.

It is still regarded as likely, in broadcaster and sports circles that the NCAA plan may be subjected to investigation for anti-trust implications by the Department of Justice before the football season gets under way. The Department last year refrained from okaying the NCAA's position, altho it looked into the plan. Last October, the government brought suit against the National Professional Football League for its AM-TV restrictions which for the most part are not regarded as severe as those of NCAA. At that time, Assistant Attorney General H. Graham Morrison said the suit was intended to clarify the position of AM and TV with regard to sports, and that other suits would be likely to follow if the pro suit is successful. The government has won the opening round of its suit, but no final decision has been forthcoming as yet.

Before coming up with its present plan, the NCAA is known to have had alternative ideas. One would have had two networks, each carrying seven major and four lesser games, with no two major games airing against each other. Another plan would have had one web carrying a seven major-four minor schedule, with certain areas and dates blacked out. A variation of the latter would have had no blackouts. One web, American Broadcasting Company-TV, is understood to have suggested a compromise in the form of pick-ups of portions of five different games on the same day, showing no complete contest. This gained some NCAA approval, but no final okay.

Westinghouse last year is believed to have paid about \$670,000 for rights to the games, on the basis of two and one-half times the hourly rate of each station used. It is doubtful that this sponsor would again pick up the tab, since it is heavily involved with bankrolling the political convention via Columbia Broadcasting system-TV.

### NPA Allotments

Continued from page 5

from substituting steel or aluminum, NPA said it can make supplemental allotments of brass mill and copper foundry from a small reserve.

Radio and television receivers are among products which reach peak production in third and fourth-quarter months, and NPA officials said the higher level third quarter allotments would enable many manufacturers to meet such seasonal increase in demand. NPA also pointed to substantial amounts of steel and aluminum and some copper set aside for distribution in hardship cases. Manufacturers of phonograph needles, TV and auto antennas, recording blanks, disk commercials, juke boxes and organs all received separate allocations totaling 55 tons of carbon steel, 55 tons alloy steel, 35 pounds of copper brass mill products, 40 pounds of copper wire mill products, 35 pounds of copper foundry products and 45 pounds of aluminum. The piano industry received the same allotment, except that it was given no allocation of copper wire mill products, while allocations for household radio receivers and television sets also differed only in the lower copper foundry allotment.

### Met. Opera Canada Tour Starts Big

**TORONTO, May 31.**—New York's Metropolitan Opera paid its first visit to this city in 51 years Monday (29) and drew an audience of 11,700 into the Maple Leaf Garden, home of the ice hockey team, to witness the opening show, "Aida."

Brought in by the city's Rotary Club, this was the company's first of a four-night stand, with "Boheme," "Carmen," and "Rigoletto" to follow. The group ends its tour tonight in Montreal, where it has not played for more than 40 years. In that city, the Forum, another hockey arena, will be used.

With tickets scaled at a \$10 top in Toronto, the opener took in about \$50,000. Anticipated gross for the stay will be about \$200,000. More than \$100,000 was invested in the enterprise.

Somewhat hampered by acoustics in the bare-walled arenas, the Rotarians were given much credit for the difficult task of transforming the steel-glidened arenas into suitable halls.

### 2 Centralia Teams Win National Spots

**CENTRALIA, Wash., May 31.**—Three couples, members of the Walter Anderson Dance and Figure Club of Centralia Roller-drome, competed in the RSROA regional meet held May 12-14 in Burlington, Wash., two of them qualifying for the national championships to be held in Denver in July.

Rosmary Cretet and Mahlon Manley won first place in novice dancing, adding that title to the State crown they had won in April at Wenatchee. Bonnie Erwin and Bobbie Dowling placed third in junior dancing, and fourth place in juvenile dancing went to Donna Smith and David Dowling.

Accompanying the skaters were professional Donna E. Benedict and Mr. and Mrs. Walter Anderson, Roller-drome operators.

### Arena Routes

Send to 2150 Patterson St. Cincinnati 22, O.

For Polling of 1952 (See Arena) Portland, Ore., 2-15; Eastern Circuit (Lincoln Stadium) Grand Junction, Colo., 2-4; (Mills Stadium) Salt Lake City, Utah, 2-8; (Paragon) Los Angeles City, Wash., 12-14; Police Rec. Western Circuit (Auditorium) San Francisco, Calif., 2-8 (Paragon); Tulsa 10-11; (Paragon) Phoenix 12-14.

**PROMOTERS:** Get on our Mailing List. Each week The Billboard receives mail asking for names of individuals who might undertake and promote attractions for auditoriums and arenas. We can refer inquiries from our territory to you. Please state the date and type of event or at least one event which you have promoted in the past, or if you are not yet financially responsible or secured, responsible underwriting. Write Arena Auditoriums, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

Broadway Openings

Shop Talk

First Lady

(Opened Wednesday, May 29)

City Center

A comedy by Katharine Dayton and George B. Kaufman. Staged by David Alexander. Settings by Peter Larkin. Costumes by Noel Taylor. George Schaefer, artistic director. Company manager, Billy Madison. Stage manager, Ollie Jacobson. Anne Sloper and David Powers. Presented by the New York City Theater Company.

- Bohpy Prescott... Ona Munson
Charles... Frank Rowan
Sammy Paier... Peggy Ann Garner
Lucy Chase Wayne... Helen Gabagan
Stephen Wayne... Guy Spauli
Belie Hardwick... Margery Blumie
Mrs. Ives... Rosina Wilcox
Ada Porzendor... Althea Murphy
A Congressman's Wife... Osmelene Pissillo
Erv Pierard... Dorothy Hinkley
The Baroness... Ulla Kanasova
Renor Ortega... Lulu Martinson
A Chinese... Norman Chu
A General... Leonard Lord
Young Owl... Joan Jordan
Lod Khan... Richard D. Warner
Mrs. Creevey... Ruth McDevitt
Mrs. Davenport... Betty Ford
Rustler Kneaz... Scott McKay
Tom Hardwick... Addison Richards
Irene Harber... Edna Best
Director... Hal Cooper
Charles Ribbard... Frederic Tozer
George Mason... Will Flanagan
Elizabeth F. Oanning... Howard Wilson
Jason Fleming... Richard Hamilton
Herbert Beugels... Richard Strinik

Continued from page 3

ing, but everybody all down the line has responded to David Alexander's canny direction to give "Lady" polish and spirit. It is fine to have Helen Gabagan with us again after too long an absence, and playing a fem politician, than who else would know better how to do. Edna Best is in one of her sharpest and most acidulous veins as her opponent, Frederic Tozer, has evolved beautifully satiric characterization of the despicable, stuffy judge, and there are further vastly helpful contributions from Ona Munson, Peggy Ann Garner, Scott McKay, Guy Spauli, Ruth McDevitt, Addison Richards and Howard Wierum as other various attributes to the Capitol's politico-social scene.

Peter Larkin's two sets of a Washington living room and library are extremely effective, and Noel Taylor has dressed the players handsomely. The Centers have certainly put their best feet forward on this one. It will be a crying shame if somebody doesn't carry on with it in another theater, when its two-week span at the Center Theater is up. "Lady" need make no apology for her age. She has a wit and sparkle to show a whole new generation what real comedy is like.

BROADWAY SHOWLOG

Performances thru May 31, 1952

DRAMAS

Table with 3 columns: Play Name, Dates, Performances. Includes First Lady, I Am a Camera, Mrs. M'Wine, Pope of the Return, Steam 17, Sunday Breakfast, The Fourposter, The Male Animal, The Moon Is Blue.

MUSICALS

Table with 3 columns: Play Name, Dates, Performances. Includes Gypsy and Gypsy, New Faces of 1952, Of Thee I Sing, Point Your Wagon, Pal Joey, South Pacific, The King and I, Three Wishes for Jamie, Top Banana.

CLOSED

Table with 3 columns: Play Name, Dates, Performances. Includes Tarasik, The Rehearsal, Gigi, The Shiraz, The Shiraz.

SUNDAY BREAKFAST

(Opened Wednesday, May 28)

Coronet Theater

A drama by Emery Rubio and Miriam Ball. Stage by Stella Adler. Setting and costumes by Ben Edwards. Robert Whitehead, managing director. General manager, Walter Fried. Stage manager, James Oels. Press representative, Barry Hyman. Presented by the American National Theater and Academy.

- Mary Jo Decker... Jada Rowland
Martha Decker... Margaret Feury
Anne Decker... Cloris Leachman
George Decker... Anthony Ross
Stanley Friedrichs... Douglas Baldwin
Mike Decker... Douglas Watson
A State Trooper... Jim Nolan

"Sunday Breakfast" might be more accurately titled "Frustration in Connecticut." Authors Emery Rubio and Miriam Ball have concerned themselves with the family life of a small-town New England jeweler. Just what they are trying to prove escapes this reporter.

But in any event, the Decker family evidently lead a hell of a life. Pa Decker has the soul of a storekeeper, a decent, hard-working guy, content with a little and considerably in awe of his wealthier customers. Ma Decker is a nag and a scold, steeped in self-pity, and hungry for the things she ain't got. Daughter Ann is a tough-fibred baby, ready to sell out to a proper bidder while she can.

Son Stanley, who has ducked out of the home nest some two years previously, returns for a visit to find the menage still smells. Only moppet daughter, Mary Jo, likes everybody, until even she gets fed up with the family bickering, and takes a run-out powder on her own—an event which sparks the remainder of the Rubio-Ball opus.

Battling Deckers

Getting the youngster back safe and sound brings out the best in the battling Deckers; and it sits down to breakfast, and it really looks as if they might draw fresh hands all around. Papa might even shut up the store and take a vacation—maybe even to Maine and teach baby daughter to fish and count the stars. But, alas, in about 10 minutes all hell breaks loose again. Papa is a slinker and mama hates him. Daughter is off for a sinful overnight binge with a local playboy. Son grabs his suitcase and takes it on the lam, and papa is left telling baby daughter all over again that they'll pair off for Maine and look at the stars.

It would be all right, if anyone had written about the Deckers, so that anyone could give a damn about them. But, with the exception of baby daughter, they seem a seamy lot of singularly uninteresting folk, bent on their own self-destruction. Unquestionably, there are many such families, but unless they accomplish something dramatically, there's not much sense in bringing them to a stage. The Deckers don't get anywhere.

Some good actors have taken on the Decker family chores and Stella Adler has given them good direction. Anthony Ross makes the vacillating father believable and considerably pathetic. Margaret Feury is his shrewish, self-centered wife. Cloris Leachman does what she can with a stock-written, hardboiled youngster role and Douglas Watson is creditable as the prodigal son. Little Jada Rowland, with a long and tough assignment for a moppet, gives a good account of herself in its doing.

This is ANTA's fifth and last production of its current play series. Just what prompted its play committee to select something like "Breakfast" as a worthy, new, and unusual play is anybody's guess. Its final curtain left this reporter more frustrated than its actors, and the Deckers' "Sunday Breakfast" is definitely not his dish of cereal. Bob Francis

THE REHEARSAL

(Opened Monday, May 26)

President Theater

A comedy by George Villiers and others. Staged by Rosa Ellovich. Costumes by Willis Kim. Dances by Robin Gregory. Songs by Fred Miller and Van Williams. Manager and press representative, Loretta Valinsky. Stage manager, Marjorie Spitz. Presented by David Ross.

- Jayce... Woodrow Bill Parfrey
John... Jack Criley
Smith... James Dodhan
Thunder... James Madison
Lighting... Charlotte Nolan
Stage-cropper... Don Kroll
Fink... William Merrit
Gustman Drher... Chasias Campbell
Mr King... Richard Allen
30 King... Maurice Edwards
Prince Preljman... Antony Vorbu
Cloris... Anna Leonard
1st Soldier... Tom Turner
2d Soldier... Ben Garber
Cordilo... Don Kroll
American... Jack Taylor
Soldier... Don Kroll
Platerman... James Madison
Veldis... Jack O'Leary
Parthenope... Norma Lee Clark
Dances... Ben Garber, Ppr Ham-
ilton Tom Turner
Falls... Jane McArthur
Draxman... Don Kroll
Herald... Charlotte Nolan
Lida... Marian Lawson
Gib... James Madison
Sol... Ben Garber

This reporter is of the opinion that, if you must play Restoration comedy, you'd best stick to the period for which it was written. If there is any fun in it, it will likely as not come out, Presumably, someone on Equity Library Theater must have thought it a jolly prank to put on "The Rehearsal," the satire of 17th century tragedies credited to George Villiers, Duke of Buckingham, and some of his friends, and dress it up in everything from sack suits to dungarees and sweaters.

It was staged thus early this month at ELT's Lenox Hill Playhouse, and the result must have intrigued one David Ross sufficiently to have him introduce himself as Broadway's newest entrepreneur by sponsoring it at the little President Theater. No fun comes out of this at all.

The trouble with matters like "The Rehearsal" is that they satirize and burlesque tempora and mores which practically everyone has long ceased to give a damn about, except students of the Fabulous Invalid. Villiers and his pals doubtless had fellow Londoners in stitches with their lampoon of pretentious dramaturgy. But today the confusing nonsense engendered by the efforts of their fatuous, fopplish playwright to convince two ordinary citizens of his talent, is a huge, progressive bore with little of style and nothing of period to recommend it.

"Something Different"

Only a youthful exuberance and a desire to do "something different" can be counted an excuse for carrying out such a project. Some 27 characters are called upon to cavort about the President stage, with Director Rosa Ellovich allowing them frequently and enthusiastically to get in one another's way. As a campus prank, fondly viewed by mothers and fathers, it might be acceptable. But for professional theater, it is all cute enough to be dire.

However, it may be recorded that a few of the participants come off better personally than the proceedings warrant. Woodrow Parfrey, who for some reason bills himself additionally as "Bill," shows a good flair for comic timing in something of a tour-de-force as the preening playwright. Charles Campbell also knows what acting is all about, and this reporter also liked the contributions of James Madison, Don Kroll and particularly that of Renee Taylor as a 17th century dumb Dora. "Rehearsal" will do none of them any harm and something much better will likely turn up. Also, a happy lot of the proceedings were the efforts of Blanche Birdsong on the harp and Josef Marx on the oboe.

There just seems no end to youthful enthusiasm. This reporter doubts that even Laurence Olivier would attempt something like "Rehearsal." Bob Francis

The New York Supreme Court awarded Laszlo Halasz \$135,324 of his 35G claim for his dismissal as director of the New York City Opera Company. Halasz had said that Newbold Morris, chairman of the opera board, had offered 12G. Morris commented on the court's decision, "Why, that's just what the board directors offered him to sever his relationship amicably. We always intended to pay him the \$1,000 a month until his contract terminated." The National Concert and Artists Corporation has suggested to the American National Theater and Academy that arrangements be made to tour for three or four weeks full-length productions emanating from the Equity Library Theater. ELT's Scrapbook Productions, still another project, cost \$1,435 last season, but income was \$1,356.

Chorus Equity to Meet

June 6 at Astor

Chorus Equity will meet June 6, Hotel Astor. Summer replacement rash has started. Maggie McNamara subs for Barbara Bel Geddes in "The Moon Is Blue" starting next Monday, and Gale Robbins for Rose Marie in "Top Banana." The following week Betty Field and Burgess Meredith take over for Jessica Tandy and Hume Cronyn in "The Fourposter," and Eddie Dowling goes in for James Barton in "Paint Your Wagon." Nola Fairbanks is also leaving "Wagon," but no replacement has been found.

ANTA Sets NY Chapter; Langner to Tour

ANTA established a New York chapter this week. Mrs. H. Alwyn Innes-Brown was elected president and Clarence Derwent, chairman of the board. The chapter has operated unofficially heretofore but membership has grown from 400 to 1,100 in 12 weeks; so the org was made official. Aims are to support the play series, give aid to local theater groups and individuals and ready productions for vet hospitals. Jim McGuinan was named director of public relations for USO-Camp Shows, Inc.

Lawrence Langner and Armina Marshall will inspect the theater situation in London. Paris and some this summer. Tennessee Williams will stage a return engagement of readings of his poetry and unpublished works June 2 at the Circle-in-the-Square.

Agnes Moorehead will play Jerebel opposite Claude Rains' Jonah in "Jezebel's Husband," by

Actors Equity Elects Slate

NEW YORK, May 31. — The regular ticket of officers was elected at the 39th annual Actors' Equity meeting held Monday (26) at the Astor Hotel. Officers serving three-year terms are Ralph Bellamy, president; Maurice Evans, first vice; Raymond Massey, second; Frederick O'Neal, third, and Margalo Gillmore, fourth. Paul Duzell is the treasurer, and John Effrat, recording secretary.

New council members to serve five years are John Drew Devereaux, John Forsythe, Marjorie Gateson, Richard Gordon, Jaunita Hall, Katherine Meskill, Claudia Morgan, Elliot Nugent, Kent Smith, and Frederic Tozer. For three-year terms are George Britton and Rusty Lane, with Dori Clark elected for a two-year stint. Some 294 write-in candidates pulled 476 votes.

At the meeting, Clarence Derwent, president retiring after six years, was honored with a silver desk set and was named to an honorary proxy position for life, to receive council minutes and be allowed to attend council meetings, etc.

The 400 members present also called for a special meeting to discuss contract conditions before going into negotiations with the League of New York Theaters. The two-year pact with the League expires August 15. The special meeting will be announced shortly.

Robert Nathan, in the fall. Roges L. Stevens, Hume Cronyn and William Fields will produce. . . . Lemuel Ayers plans N. Richard Nash's "See the Jaguar" for rehearsals starting September 23 and opening in Boston, October 21. . . . Michael Todd opens his first Jones Beach production, "A Night in Venice," June 28. . . . Herbert Kenwith will open on June 23 his sixth season at the Princeton (N. J.) Summer Theater in the McCarter Theater with "Mae West in 'Sextette,'" by Frances Hope and adapted by Miss West. . . . Tommy Brent and Jim Garwood open a 12-week season, their third, June 16 at the McLean (Va.) Summer Theater with "The Happy Time." The director is Michael Keith.

Half of Kramm's Prize

Given New Dramatists . . .

Joseph Kramm turned over half of his Pulitzer Prize money to the New Dramatists Committee, which encourages such new playwrights as Kramm. Its workshop has placed two more scripts recently, George Bellak's "The Troublemakers" for London, and Emery Rubio and Miriam Ball's "Sunday Breakfast," with the American National Theater and Academy. . . . Peggy Wood will appear in the Council of the Living Theater's "Main Street to Broadway" film, produced by Lester Cowan. . . . Jaunita Hall returns to "South Pacific" Monday (2). She's been out a year, touring vaude houses and itineraries. . . . About 100 friends and associates, many showbiz names included, stage a "surprise party" this week in honor of Professor Milton Smith's 25th anniversary as director of Columbia University Theater Associates. . . . Kevin McCarthy and Montgomery Clift plan to produce and play in Chekhov's "The Sea Gull" in the fall. . . . The Old Vic School, London, will close June 22, due to financial distress. . . . Margaret Bannerman will replace Cathleen Nesbit in "Gigi" when it re-opens in October.

"Jollyanna" to Open in

San Fran August 11 . . .

Edward Lester opens "Jollyanna" in San Francisco August 11 with Bobby Clark and Mitzi Gaynor. It's a revamp of "Flahooly," with Bill and Cora Baird again called in to supervise the marionettes. However, the pair will not play in the song-and-dancer personally, until the show reaches Broadway. . . . "The Moon Is Blue" will revert to the 8:30 curtain on Mondays for the summer. . . . Ben Levy's new "Sour Grapes" will try out June 9 at Bermuda's Bermudiana Hotel's Theater, with Constance Cummings in the lead. London may see it in the fall. Edward Everett Horton will open there in "The Red Car," June 2. . . . Feuer & Martin have singled Abe Burrows as author-director of Cole Porter's "Can-Can." . . . The Equity Community Theater ended its season with 3,138 surplus, \$1,000 of which will go to further its plays and Scrapbook Productions. . . . John Van Druenen's "I've Got Six Pence" is finished for Gertrude Macy and Walter Starke to produce in the fall. . . . Steven Vincent Benet's "John Brown's Body" will be adapted and staged by Charles Laughton in the fall for Paul Gregory. . . . The Greek Royal Theater of Athens will be presented in November by Guiseppe McClintic, featuring Katina Paeleou and Alexis Minotis and a cast of 50, under ANTA sponsorship. . . . Howard Gottfried has optioned Edward Justus Mayer's "Children of Darkness" for revival. It was formerly written by Kenneth MacGowan and Joseph Reed and produced on Broadway in 1930.

Dramatic Routes

- Angels and Vox (Blackstone) Chicago
Bell, Book and Candle (Selwyn) Chicago
Cliff McMadison (Chicago) Pittsburgh
Gypsy and Dolls (Subur) Chicago
Joey Garland (Curran) San Francisco
Moon is Blue (Harris) Chicago
Song of Norway (Pharmaceutical Auditorium) Los Angeles
South Pacific (IRKO Keith) Dayton, O.
Two on the Aisle (Great Northern) Chicago

# Hocus-Pocus

By BILL SACUS

CHARLES VANCE, formerly of the Great Nicola show and who was being groomed by Nicola as his successor, played several dates recently in Tucson and Phoenix, Ariz., and on the strength of his good showing there, was invited to Hollywood for a showing by a number of lecture bookers. He gave his Coast performance May 26 at Jim Sherman's theater in Beverly Hills, Calif., to some 70 people, including such magical satellites as Mr.

and Mrs. Edgar Bergen, Singapore Joe Fischer, Mr. and Mrs. Peter Godfrey, Doc and Ann Mahendra, Dell O'Dell, Charles Carver, Mr. and Mrs. Vic Perry, Mr. and Mrs. Bernard Giannini, Mr. and Mrs. Henry Clive, Gerrie and Bill Larsen and Mr. and Mrs. Benny Chavez. The agents present were firmly impressed, and Vance already has been set for a number of women's club and college dates.

The Great Ballantine (Carl Sharpe), after a one-day stopover in Hollywood, hit out for Elko, Nev., where he opened May 22. Bill Neff, after winding up a theater trek in the Cincinnati area, has taken his four-people spooker into quarters at Indiana, for repainting and refurbishing. He will soon invade the East with his "Madhouse of Mystery," incorporating a number of new nifties which Neff will break in for his new idea in a magic presentation which he plans to launch in the fall. . . . Ming Sing recently put in a week at the Palm Cabaret, Montreal. . . . Russell Swann appeared on "Battle of the Ages" TV show from New York May 13. . . . Arnold Furst was in the Big Town last week on a visit. . . . Milbourne Christopher's kisser graces the front cover of the May issue of the British Gem Magazine. . . . Leslie P. Guest is the new president of the Parent Assembly, Society of American Magicians, New York.

JOAN BRANDON, after winding up on a return stand at the Washington-Youree Hotel, Shreveport, La., headed back for New York to play several engagements in the Big Town as well as in Albany and Lake Placid. During her engagement in Shreveport, Miss Brandon netted a full column in The Shreveport Journal, when Larry Ronson, who conducts the Previews & Reviews column in that paper, expounded in a humorous vein upon her talents as a drink magician, sleight-of-hand and hypnotist. Heroson of the Greats and Company presented their full-evening show at the Parish Hall, Verdun, Que., for three nights, May 22-24. . . . Jay Palmer and Doreen, back in New York from a USO tour of Alaska, are slated to leave almost any day now for a similar trek for the same office. . . . Lee Richards, who recently joined the Blackstone show in Montreal, reports that the Old Master has been playing to bang-up business at the various Canadian stands. The former Mrs. Earle Cairns Jester, of the well-known mental team, sends an engraved announcement from Miami to herald the fact that she has been granted a final decree divorce and has resumed her maiden name of Ethel Agnes Fillion. . . . Bill Larsen reports from the West Coast that the Atomic Candle is one of the best selling tricks he has handled in years. This is the nifty in which a 15-inch red candle vanishes after being lighted and covered with an unprepared cloth. . . . Lester Lake (The Great Marvolo) is dickering with Chicago and New York firms for the marketing of his third-dimensional motion picture idea, a simple device which permits the showing of third-dimension films in arcade photo machines. In addition to his prowess as a magician, Lake is an expert on cameras and photography. . . . George W. Pugh recently presented his "Magic Wonder Show" for the Polk County Youture No. 71, 40 and 8, at the KRNT Theater, Des Moines, featuring such magic names as Werner C. (Dorsey) Donfield, Don and Louise Sweet, Mispahl, Neil Foster and Bill Talent.

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# Chateau Madrid

Continued from page 14

the duo in need of a toweling. They not only know their way around a keyboard but also are fine showmen, breaking away every so often to mix it up on the floor with wild Latin dance routines, mugging et al., dashing back to uprights just in time for the up-beat. What they do to the "Second Hungarian Rhapsody" is worth the price of admission. It opens modestly enough but then buds widely via first a boogie beat and then a hot Latin version. They don't leave a key untouched. Harry Mimmo, who follows, provided a neat contrast by way of his pantomimes. Billed as the "Italian Charlie Chaplin," Mimmo in his U.S. debut covered a couple of miles around the floor with his parades of howl-makes-of-war-tious countries, walls and impressions of a number of national dances. He wrapped it up with a skillful tap routine à la Astaire. The best of his work was the walks with the American, Argentine and the Wehrmacht goose-stepper versions being particularly slick. Tenor Carlo Buti is also on the bill but appears only at the midnight show. New Gehman.

# National Scala

Continued from page 13

realistic rapier duel—a la Douglas Fairbanks—in which stools are tossed about and the table upset. The duel ends with one swordsman tumbling out the window. Both men are expert swordsmen as well as good tumblers, and the duel is carried on at whirlwind pace. Altho this is the act's first showing, it is ready for big time. Henry Lorenzen also offers a novel act using no props excepting a table and chairs. It's a big-lime-card-bag drop. He pantomimes, sans speech, a card game and billiard match with invisible partners. He uses neither cards nor billiard cue. Sound effects are provided by the ork's drummer. It's very effective. Change of pace is provided by Henrik Bliechman, from the Scala Bar who runs thru a medley of pop piano tunes, including "Faster Parade" and "Sonny Boy." The closing number is a neat balancing act by Charlotte & Shirley Zerndt, assisted by Miss O'Brien's New Orleans show spot where Mercedes and Sue are other ivory ticklers. . . . Iron Jaw Wilson, colored strong act, is in the Gayety, Toledo, for two weeks. Two framed engraved citations are recent wall decorations in the office of the Hudson, Union City, N. J. There is also a statuette on the desk. All three are from Captain K. B. Collins, of the West New York (N. J.) Marine Corps League to Manager Harry Oakens and Treasurer Marty Knopf in token of their efforts to raise a \$600 collection at the theater recently. . . . Lots DeFee returns to the Nocturne Club.

# Blue Angel, N. Y.

Continued from page 11

has added stature, thru his chores on NBC's "Society of Lower Basin Street" series. His double-take gags and shaggy dog stories make for good if delayed books. Lad's biggest handicap is his enunciation. With his looks he could go places, but a solid course in diction would help. Lita Terris, a new girl singer, is a very pretty tiny redhead who showed a voice. Her routine, however, was so mixed up that any impression must wait another day. Gal's voice is soprano and she used it to poor effect with "Let Yourself Go," "Laughing on the Outside," the old novelty, "Let's Not Talk About Love" and finishing with "It Might as Well Be Spring." Even the some of the lyrics were hyped with minor changes the effect was confusing. Bill Smith.

# ARA Debates

Continued from page 15

Jack Irving, AGVA head now in Chicago en route to Hollywood for the AGVA convention, met with Chicago agents and finally ruled that Delbridge & Gorrill will have to pay back premiums not later than June 13 by which time the agency will have filed a complete booking list to show the amounts due. Failure to make such payments, said Irving, will put the Detroit agents into the unfair brackets.

# Oriental Firm

Continued from page 1.

While no official word was forthcoming, it was believed that the house would shutter, possibly for a week or two, more probably thru June, re-opening with a July 4 show. By that time it was believed the current rental problem would be resolved and the organ would be able to set up a strong schedule of live acts to run thru the summer, which promises to be a bonanza with the political conventions and other attractions already set to draw the heaviest tourist traffic since the end of the war.

# Burlesque Bits

By UNO

Bonnie Blue, who has dropped the name of Bobbie, moved from the Follies, Chicago, to the Fox, Indianapolis, where she opened June 5 as a feature thru "Mill Schuster. . . Phil Crawford, who worked all season at the Hudson, Union City, N. J., as house singer, will be the first stock vocalist to open the summer show at the Globe, Atlantic City. . . . The Old Follies, Los Angeles, has a lease that calls for stageshows, so on May 2, Bob Biggs moved in a sepi outfit tagged "Harlem Scandals" featuring the Cubanos, Teddy Peters, Ko Ko Mitchell, Toni Anthony, Buck Woods and the Bob Johnson dancers. . . . Frank Ferrera's Show Bar, New Orleans has a Teddy Cupcake O'Mason, vocalist in top spot for her second year. Jerry Russell, stripper Terry Venezia, toe dancer and contortionist; Hayes and Ginger Herbert, tapsters; Bobby Revell, magician; Jack Murphy, pantomimist, and Lennie Gale, emcee and impersonator. . . . Belle Requa, vocalist, now playing club dates and TV, was married last week in Brooklyn to Richard Dale Hopkinson, a pursuer on the SS Brazil. . . . Able Gore, comic, after a tour of the Midwest, fruitful, returns to the Catskills for another summer, opening, July 3, at the Hotel Tanzville, Parksville, N. Y. thru Maurice Kurtz. . . . Diane Ross and her monkey, heads a show produced and operated by Charles Hodges for the Gooding Amusement Company's carnival. Other personnel includes Cathy Lewis, Karen Lee, Candy LaBennia, Tangara and Delora Dawn, dancers; George Knapp, organist, and Murry Cohn, front talker and candy concessionaire. . . . Rita Ravall, following her first whirl tour, will visit her ma in Mexico, her home in San Antonio, Tex., and relatives in Los Angeles. . . . Bernie Ferber's son David will be bar mitzvahed June 14 in Washington. . . . Jay J. Hornick's daughter, Fradele, was confirmed May 30 in Philadelphia. . . . Babie Morris, comic, teamed with a new straight man, James Brown, formerly of the Yacht Club Boys. They will open the summer stock at the Savoy, Asbury Park, N. J. . . . Irvin Zehner, vocalist and pianist, is new at Pat O'Brien's New Orleans show spot where Mercedes and Sue are other ivory ticklers. . . . Iron Jaw Wilson, colored strong act, is in the Gayety, Toledo, for two weeks. Two framed engraved citations are recent wall decorations in the office of the Hudson, Union City, N. J. There is also a statuette on the desk. All three are from Captain K. B. Collins, of the West New York (N. J.) Marine Corps League to Manager Harry Oakens and Treasurer Marty Knopf in token of their efforts to raise a \$600 collection at the theater recently. . . . Lots DeFee returns to the Nocturne Club.

New York, June 9. Sherry Britton, ditto, to Leon and Eddie's, also in New York. . . . Lily, formerly Icel, opened in the headline spot at Murray Rosen's New Follies, Los Angeles, May 16, with Jennie Lee skedded to come in June 13. . . . Harry Peterson, after two years of illness, has recovered and rejoined his former team-mate, Marty Collins. Niteries have them booked with a return engagement at the Latin Casino, Philadelphia, in the fall. . . . Current at the Gayety Club, Miami, thru Gus August, are Oga Barret, Chi Chi, Ginger Lee, Lena Richards, Tommy Moe Raft and Myra Davis, featured as The Girl With the Green Hair.

**WANTED** DANCERS AND PARADE GIRLS for the chorus of the all-summer stock show at the Globe Theater, Atlantic City, N. J. Rehearsals begin at Atlantic City June 18 and theater opens June 24. Write, Wire or Call within 14 to **PAUL MOROKOFF** at the Hudson Theater, New York Ave. and 18th St., Union City, N. J. Phone: Union 3-9772

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# Rome Round-Up

By SYD STOGRI

Continued from page 2  
The Merchant of Venice in August with Michele Simon in the lead... Paramount's Roman Holiday is having trouble getting city permits to shoot exterior scenes in Rome streets. Police guards want more dough.

## New Orleans Jazz Hot With the Romans

Rome has its New Orleans Jazz band turning out blues, bop and boogie woogie disks, and now Milan has turned up with a band called the Rocky Mountain Old Time Stompers... Recently organized in Rome is The Italian Center for the Dissemination of Jazz, a non-profit outfit which will sponsor jam sessions for the young folks... The Billi-Riva revue, "High Tension," is suffering from box-office blues at the Sistina Theater, partly due to repeated absences due to the flu of Monique Thibaut, this season's top musical comedy hit... The show finishes at the Sistina Monday night (2), goes to the Savoia in Florence and finally closes its tour with a return to the Nuovo Theater in Milan... Ingrid Bergman will definitely return to the stage next autumn, but as yet she has not selected a play... She has had two offers, one from Fred Finklehoff to do Guy Bolton's adaptation of the French play "Anastasia" in London and Broadway. The other offer is to star in Chekov's "The Three Sisters" with Andreina Pagnani and Rina Morelli at the Venice Theater Festival this fall. Luciano Visconti is mentioned as director.

# London Dispatch

By LEIGH VANCE

Continued from page 2  
Peers will tour Malaya where the British are fighting a full-scale anti-Communist war—but not Korea.

It took a first class newspaper campaign and the weight of general opinion to force the British Broadcasting Corporation to star Vera Lynn in a series again. After her success in America, they were more or less forced to; they could not think of any further reason for refusing her. So a couple of weeks ago she was launched into a weekly Monday night half-hour called "Let's Meet Again," written by Ronald Wolf and produced by Dennis Main Wilson. The formula was plain from the start—a song, a sketch, a song and so on.

Miss Lynn's partners are impressionists Tony Payne and David Evans. It clearly isn't everyone's cup of tea, but there's no doubting the quality of Vera's voice, which should be drawing her thousands of fans from the younger listeners.

## Royal Horse Show

Aided by Video

Into the middle of the "Does TV draw crowds?" controversy leap the directors of the Richmond Royal Horse Show. For the last four years they have allowed the event to be televised.

## Mineola Party

Continued from page 48

fund benefit, turning over gross receipts to the charity. Dance, free style and pairs skating exhibitions by rink club members highlighted the program.

Operator Van Horn announced this week that Donald Mounce, former amateur champ and now in the Army, will rejoin the rink's pro staff in September. Mounce leaves the service in August.

Mineola's summer schedule begins June 16. The building will be lighted on Wednesday, Thursday and Friday nights only during warm weather. This year there will be no summer dance and figure classes on Tuesday nights, although the management is considering a class before one of the evening sessions. The regular fall schedule begins September 17.

# Paris Peek

By ANNE MICHAELS

Continued from page 2

which ends shooting this month. Front page news was created at the Ambigu Theater which resulted in the shutting down of the play "Colonel Foster Will Plead Guilty." The show, a story of the fighting in Korea, portrays the villains as American soldiers. During the first night's public performance about the time when American Colonel Foster of the title began to let his conscience get the best of him and repent his part in the Korean conflict, four men from the audience jumped on the stage and tore down scenery, threw tear gas bombs and generally manhandled the actors. A crowd outside broke thru the glass doors and into the theater and generally added to the riot. Police have closed the show as a disturbance to public order and a guard stands posted around the theater, allowing only those thru with tickets to be refunded.

Fanny Hurst is en route here to see her "Back Street" done as a play in French... Arthur Miller's "Death of a Salesman," done by the Belgian National Theater Company at the Theater Vieu Colonne is drawing more than usual plaudits from the critics... Fernandel, French film star, will make a return to the stage in a play version of Marcel Pagnol's famous pic, "The Baker's Wife."

Edith Piaf has a new discovery in composer-singer Claude Rehaut and will introduce four of his songs, including "Blue," "Three Prisoners" and "Song for You" when she hits New York this fall... Songwriter Frankie Loesser is in Paris "to get the feel of things." Loesser feels with the advent on the scene of such singers as Johnnie Ray, Tony Bennett and Kay Starr, America is ready for a more emotional impact song which the French do so well.

A television exhibition of the latest models in French TV opens the end of the month in Sarrebruck. While announcing the exhibition, the director of Radio-Sarrebruck has declared that the Sarre hopes to be the first European country to transmit regular color TV. He counts on inaugurating lines at the end of the year which will beam programs from the Sarre into both Germany and France.

# Roadshow Rep

Continued from page 48

platform show in Central Alabama and reports business has been fair. He says that in recent months he has caught two tent shows and both need a good deal of fixing before they can hope to present top-notch entertainment. Both, however, seemed to have good enough raw talent, Alexander says... W. J. McDonald plans to play a few New England resort dates with his solo show before picking up for a Western jaunt... Doc Ernest Bynum, who has played a few dates in the East with his "It's All in the Know-How" solo show, will enlarge his territory when he starts on a trek Westward late this summer. He uses a tie-up with merchants in most spots... Edmund L. Paul, widely known in rep and tent show circles, who died May 24 in his room in the Earle Hotel, Kansas City, Mo., also was a playwright and former director of the Mamie Shelden Welford Stock Company. His wife, Mamie Sheridan Welford, an actress, died 13 years ago.

# Jersey Racing

Continued from page 48

rector of skating, said the contests were the largest ever staged in the State, with more than 100 contestants entered. Edwards said that thru his efforts the United States Amateur Roller Skating Association has sanctioned two speed exhibitions at the New Jersey State Championships to be held June 23-28 at Curves Roller Rink, Muskegon, Mich. Edwards, who hopes to see national relay racing competitions in the future, said the USARA will present women's three-mile and men's five mile team relays in Muskegon.

**ROUNNETT**—Tim, 37, manager of the Circus Booth, May 24 in Illinois. He was one of the most outstanding persons in Swedish circus life. A descendant of a circus family, he had spent most of his life in Europe. For a time he had a circus of his own, which became famous through Europe and the U. S. His greatest American success was the opening of Radio City Music Hall, New York. Two brothers died in 1937, and Tim and Bernice Bronneste started the Circus Booth which the former continued after his brother's death a few years ago. Co-writer of Circus Booth are Mrs. East Bronneste, a sister-in-law and Francis Bronneste, a nephew, who survive.

**CRASBY**—Lan, 56, musical director for art leader Meyer Davis, May 22 in Philadelphia. He had been associated with the Davis organization for more than 25 years. A violinist, he had also been musical director of the Bellevue-Stratford Hotel in Philadelphia and for 15 seasons musical director at the Arlington Hotel, West Springs. His wife, five children and a sister survive.

**COOK**—Mrs. Rose, whose entire family has been in show business as well as in the sciences, died in Monticello Cemetery, Long Island, N. Y., May 27. Survived by six children, including her son, Dr. Robert Cook, who is a prominent surgeon. Her husband was a prominent member of the Miami Showmen's Association. He and his wife were in the show business for many years. He was a successful supplier and two daughters.

**DODD**—Daniel, retired Broadway stage producer, May 25 in New York. He started in show business as an aid to the script writer and publisher, Harry Van Dyke, and later went into business and vaudeville as a booker agent. He served as stage producer with the Shubert Brothers at their 44th Street music hall and later at the old Hippodrome. He retired from stage work in 1939. His widow, four sons, a brother and a sister survive.

**FURBER**—James Herbert, Cape Cod artist and former theatrical administrator in stock companies at the turn of the century, May 23 in New York. He was a prominent figure in New York stock. He became managing director and treasurer of the old Casino Club. His wife, Mrs. M. M. Furber, and two daughters survive.

# Drivin' Round The Drive-Ins

Continued from page 48

been named manager of the reopened Caprock Drive-In Theater, Slaton, Tex. Spot has a new concession stand, new playground area, ramp lighting, improved sound and projection system and will present first-class entertainment. Construction has been started on the Prince No. 1 Drive-In at Baytown, Tex. Spot is expected to be completed late this month. Frits Wolley is manager... J. D. McClosky, night watchman of the Alamo Drive-In Theater, San Antonio, reported to police that a total of 25 speakers were stolen from the drive-in in the past week.

**REALIZING** that it would be catering mainly to family groups when it opened the first of six drive-ins in 1949, Walter Reade Theaters wisely included moppet playgrounds as an integral feature of each unit. Reade's outdoor pic palaces, located at Patnotown, Trenton, W. Va., James River and Atlantic City, N. J., and at Kingston, N. Y., all feature large play areas, each fitted with standard playground equipment—saws, slides and swings. The Eaton-Town installation provides a Ferris Wheel and pony rides as well. To keep the small-fry and their mothers happy, refrigerators and bottle-warmers are made available. The Reade group intends adding more equipment in the future and is actively seeking operators of both adult and kiddie rides for the Trenton and Eaton-Town spots. Deal calls for ops to furnish and run their own rides and pay Reade a flat rental of percentage of gross. Seasons have been running from Mid-April thru late November, with pre-show hours (from 6:30 p.m.) particularly active. By show time, usually about 8:30, the youngsters are so exhausted from play that they can be tucked away in the back seat, thus allowing mom and pop ample time to buy refreshments and watch the movie uninterrupted.

# RSROA Meet

Continued from page 48

Purposed, Kristine Colmeier and Dora De Rosa; Mary Ann Bohl, Burr Jensen, Donna Lyman and Don Powers. A special gala, with Ann Kach, Racine, Junior boys, Francis Goodremert, Milwaukee; Daniel Gombard and Herbert Arima, Intermediate; and Don Wink, senior and Ed Schneider, Senior men; Art Ennis, Raymond Heisk and Don Wink, Junior girls; Curtis and Art Ennis, Don Wink and Ray Breat.

**EVANS**—Walter, 51, president of Westinghouse Radio Station WJLA, May 23 in Baltimore. A graduate of the University of Illinois, he joined Westinghouse in 1921 and supervised the first radio laboratory on an American merchant ship. In 1928 he headed Westinghouse radio Station KJLA, Chicago, and was put in charge of all Westinghouse stations. He was also vice-president of the Westinghouse Electric Corporation and was chairman of the International Broadcasting Committee of the Defense Commission Board in World War II. He leaves a widow, Mrs. Walter Evans, a daughter, Miss Barbara Jean Evans, and a son, Charles H. Evans.

**FOSTER**—William, 78, died at age 107, May 25. He was the oldest living member of Local 38, International Alliance of Theatrical Stage Employees, and had worked chiefly in the Detroit Opera House and Cass and Lafayette theaters. Survived by his widow, Alvin. Burial in White Chapel Cemetery, Detroit.

**GEIST**—Wm. T., 66, retired publicity man and producer of New York, May 28. He was a newspaper man and drama critic. He ran a concert bureau in New York for 20 years and was a member of the Diaghileff Ballet Corps with Nijinsky, and the spring tours of the Philharmonic Orchestra. He produced and managed Stuart Walker's Paramount Players at the Theatre Royal, London. He was a special agent for Sadora Duncan Oscar Hammerstein the Film Booking Office and the Chicago Film Exchange. He was a son of Fremont Denis and a sister, Mrs. Lewis M. Russell, both of New York.

**GRADY**—Hugh A., 61, general manager for many years of United Artists Theater and Productions, May 27 in New York. He started his career in show business more than 20 years ago and was a manager for George M. Cohan, Julius Eltinger, Dockstader's Minstrels, Blanche Oelrichs and Henry Sawyer. For Hammerstein he managed such productions as "Wild Power," "Summer, Sweet, Sweet," "Go-Go-Go," "Golden Dawn" and "Sons of the Pioneers." His wife, one son and two grandchildren survive.

**HANLEY**—Eugene Lee, 58, circus juggler and bareback rider, Wednesday (3) at General Hospital, Los Angeles. Born in Sacramento in 1893, he was trained by his father, Henry Charles Lee, an English circus performer. By the time he was 10 he had performed on Mississippi showboats and had toured with circuses in Australia, India, China, Ceylon, France and England. He retired in 1917 at the age of 25.

**HOLLAND**—Ira, 71, who played with Sousa's Band, Retired American Band and with orchestras in many Provinces, N. L. Westley, May 30 at his home in Hingham, R. I. For 20 years he had taught music in Providence. He was a member of the Providence musicians' union and Mr. Vernon Macmillan Lodge.

**KAYEN**—Leslie, 38, founder and head of Kayen's, wholesale tobacco distributors, Canton, O., May 23 in that city. His son, William, succeeded him as head of the firm.

**KLEPPER**—(Arvid) Herman, 61, at Pleasant View Sanatorium, East St. Louis, Ill., May 18. Known in outdoor business as Klippert, he was also a high pole act and also worked with his brother, Jack, in an acrobatic act. He was married by three brothers, Julius, William, Anthony, Jack and Edward. His wife preceded him in death April 19. Burial in Holy Cross Cemetery, East St. Louis, Ill.

**MACKAY**—Mrs. Neva, 38, who will be surviving husband Ray, had been a former model and singer on the Southern Valley, Georgia Amusement and Cumberland Valley Shows, May 28 in a hospital. He had been a victim of a stroke. She was a native of Indianapolis. Other survivors are two sisters of Portland, Ore. Burial in South Pittsburg, Tenn.

**MOHACKEY**—Charles W. A., 48, trumpet player and band leader, for 22 years at 21 at his home in Philadelphia. He had played with name bands as well as with radio studio orchestras in Philadelphia and in recent years led his own band, surviving as his widow, Harriette, two sons and a daughter. Burial in George Washington Memorial Park there.

**MYERS**—Jed, 64, scale operator on the Wilson Famous Shows, May 26 of a heart ailment in Silvis, Ill.

# Marriages

**BRECKMAN-LANN**—Lloyd Eugene Breckman, Jr., non-pro, and Leta Ann Lann, daughter of a chemist leader, Howard Lann, May 29 in Philadelphia.

**DELL-MOORE**—William S. Dell, Jr. and Adeline Juggi Moore, New York, in Philadelphia, Norwalk, Conn., May 7.

**DAVIS-SMITH**—Bill Davis, late of the Redell territory, and new in the market and show promoter with the Wallace & Clark Circus, and Ruth Marie Smith of the Ranch Band, Trenton, N. J., in a ceremony with that show, May 26 in Cumberland, Md.

**PARR-MOHONEY**—Charles Parr, promotional staffer with Polack Bros. Circus and Madeline Mohoney, secretary to Mickey Bice, Polack promotion director, at Oakland, Calif., May 22. Parr is the daughter of Paroff of the Paroff high wire act and a brother of Billy Huber, a member of the International Rovers, high wire act.

**OURNICK**—Charles Feltus, 59, best-seller author and magazine editor, May 24 in New York. He was the author of some 12 books, several plays and a series of mysteries. He began his career in a newspaper, was a humorist, drama and music critic and then became a writer. He was the senior editor of The Reader's Digest at the time of his death. His two top famous books are "The Greatest Story Ever Told" and "The Greatest Story Ever Written." The former has become a Sunday radio serial. Ournick has also written motion picture screenplays and had studied violin. He was listed among the country's professional musicians. Among his plays is "The Walking Contention," written with Grace Perkins and produced in 1941. His wife and four children died survive.

**PAUL**—Edward L., 78, well-known rep and tent show performer and playwright and former director of the Mamie Sheridan Welford Stock Company, in General Hospital, Kansas City, Mo., May 24. A brother, Morris A. Paul, and three sisters, Mrs. L. C. Monroe, Mrs. M. D. Moran and Mrs. M. M. Smith, survive. Burial in Mt. Washington Cemetery, Kansas City, Mo.

**ROBER**—Edward, 58, stage and screen actor, May 26 in Santa Monica, Calif. He died as a result of a heart ailment. He was known for his stage appearances as "Staminate Inn," "Oklahoma" and "Born Yesterday." He had appeared in a number of films since 1947.

**ROCKAWAY**—Ralph, 64, director of advertising publicity and promotion for Paramount Television Productions Inc., May 26 at Queens, N. Y. He was a wife of Mrs. Dorothy Rockaway, a son, Ralph Rockaway, Jr., and a daughter, Mrs. Richard Wayne.

**ROSTAND**—Henri, 51, for 20 years a showman who created paths in the world of the music business, died at his home in Stillwater, Okla., of old age. Rostand, son of a wealthy family, ran away from home as a youth to follow a career that included a magazine, a vaudeville and professional dancing. In waning health, nearly deaf and with sight dimmed, Rostand went to Stillwater 10 years ago. Among the many with whom he appeared were John L. Sullivan, Harry Houdini, Herman S. Taylor and W. G. Fields. His wife, Mrs. Henri Rostand, is survived by a sister, Mrs. Beale Patterson, San Carlos, Calif., and a brother, James, St. Louis. His father was owner of the firm that made Rader pianos.

**SCHEFFNER**—Henry D., 72, member of the board of directors, Local 16, American Federation of Musicians, in Chicago, May 24. Services and burial May 27.

**COHEN**—Debra, 53, wife of Britain's last word from 1920-46, May 27 in London. Thirty years ago he became Britain's first broadcast band leader and had been conducting comedies and operettas in London. One of his symphonies turned composer, was Rudy Vallee.

**SWAY**—Harry, 54, founder of newspaperman and one-time manager of radio station KOBE, Los Angeles, May 24 in St. Paul, Tenn. He was also a manager of the New Mexico Agricultural magazine and had served for 28 years as ad manager of The Cleveland Plain Dealer and the affiliate radio station. His wife and two children survive.

**WEEK**—Mrs. Lira (Giblin), 54, Danish singer-actress in Copenhagen, May 21. She had been in scores of successful revues during more than 30 years.

**WOOD**—Homer L., 58, for many years a concessionaire with the Buffalo and Virginia Orchestras, May 21 at Beaton, N. Y. He was a member of the National Showmen's Association. Services May 28 and burial in Beaton, N. Y. His wife, Marion, survives.

**ZANE**—Lassus Orestes, 54, daughter of Otto Stufantzen, and sister of Hugo and Grete Stufantzen, in St. Paul, Minn., May 21. The Stufantzen are Danish pipe builders and operators in Denmark. (Details in Caracas Section.)

# Births

**BEUBE**—A son, Michael Robert, May 27 to Mr. and Mrs. Warren R. Beube. Father is assistant advertising and sales manager, BEI Bridge Company, Jacksonville, Ill.

**BREWK**—A son, John Michael, April 27 in Boise City, Okla., to Henry and Mercedes Brank, owners of the Brunk's Confectionery Shop.

**CARVER**—A daughter to Mr. and Mrs. Frank Carver, May 17 in Roxborough Memorial Hospital, Philadelphia. Father is an anesthesiologist at Radio City WFFH in that city.

**CARVER**—A son, Gilbert Peter, May 8 in Wesley Hospital, Wichita, Kan., to Mr. and Mrs. John V. Carver. Father is a contractor with Central States Shows.

**HARPER**—A daughter, Clara Jane, May 16 to Mr. and Mrs. W. J. (Red) Harper, concessionaire of Bradenton, Fla.

**MACVARIABLE**—A son, David Bruce, May 16 to Mr. and Mrs. Bruce MacVARIABLE in Chicago. Father is a new commissioner at WGN. Mother is the daughter of Harry King, assistant manager of the general advertising division, Chicago Tribune.

**YAMADA**—A daughter, Linda Jo, May 19 in Oakland, Kan., hospital, to Mr. and Mrs. George (Bobby) Yamada. Father grouped for six years with the R. Leighton Shows and other circuses.

## Quality and Quantity a Draw On Bergen's World of Mirth

Barnes Bros.' Circus a Standout; Small Lots Will Pose Problem

Continued from page 3

Wirtz production, is a sparkling big top unit heavily populated with personnel and animals. The working stock alone includes seven elephants—the most carried by any other carnival now, or perhaps in the past. In addition, there are a eight-horse liberty act, pony drill and five-person riding act utilizing two resinbacks.

Manager Frank Orman, whose experience in the past has been with such biggies as Cole Bros. Circus, from which the stock comes, is in a brand new field. It is interesting that, and offers a challenge to the ingenuity of the showman who now finds himself competing with some 20 other paid tented attractions.

The big show is housed in a nifty new blue top built by C. Henry. Unit is 70 feet long with one 40 and two 30s. Seating accommodations run around 600 with some 500 contained in a chair grandstand. One 36-foot ring is used for the animal acts and ground acts, with aerial rigging hung to one side. Menagerie is located just inside the connection with a cage of monkeys supplementing the working stock, which includes 21 horses.

The program, squeezed into 45 minutes for the initial stanzas here, includes Delores Dick, trampoliner; Miss Bargar, pony drill; Ida Mae, acro-contortionist; 8-horse liberty act, presented by Malcolm Campbell; Violet Rooks, trapeze head balancing; the Riding Arnolds, an act only recently

formed in Peru quarters, and the elephants worked by Paul Jones. Happy Kellums is producing clown and announcer, with Mrs. Watton handling the callopie.

Show is scaled at 85 cents for adults and 65 cents for children. Front gate admission has been upped 5 cents to 25 cents, and all patrons receive discount tickets. Emmett Sims is handling publicity and promotion for the circus. Tie-in deals are being sought, and the peddling of block tickets is on the agenda.

All of the Bergen forces are expected to throw their full weight behind the circus. Unit presents a spectacular appearance with two 35-foot former Cole Side Show wagons containing painted panels that stretch out some 110 feet and rise 18 feet in the air. Design is particularly attractive with the emphasis on animals and real circus features. Sims designed the front, in a commendable first-time effort.

Unit is real circus with such old timers as Charles J. Luzky numbering among the personnel. Al Bishop is property boss, and Iowa has the inside concessions.

Dixie Gordon, whose youthful appearance belies the many years that she has been working in and managing girl shows, has put together the nucleus of a solid and pleasing show with the title, "Showtime Revue," the only trite feature. Several of the personnel, including talker Lou (Greek) Stratton, were formerly with Raynell.

Talent includes Dixie Gordon, Moana Kai and Lois Ryan, specialties; Carol Johnson, Shirley Williams, Mary Gold Lawrence, Jean Godsey, Ruby Haddon, Doris Ryan and Madeline Reid. Jean Vaughn is emcee and Mitchell Trotta, vocalist. Music is by Gwinn Danielson, Hammond organist and Vince Anthony, drums. Katie Purvis is wardrobe mistress.

(Continued on page 59)

### 8 FERRIS WHEELS

## Philly Circus Date Attracts Many Ops

PHILADELPHIA, May 31. — While the show routes indicated that the traveling gentry were pretty well dispersed this week, as usual, and showing towns and hamlets throught the country, it was difficult to imagine that there would be enough concessionaires left over to people the various units after taking a gander at the line up day and dating the showing of the Ringling circus at Municipal Stadium here.

In all, some three city blocks were occupied by the brethren. Forming hubs were the John H. Marks Shows, in the choice location for the second year; the Vivona Bros' Shows, occupying quarters in the area in which the Lawrence Greater Shows were located last year, and the Barney and Sam Tassel permanent kiddieland located adjacent to a drive-in theater.

Again master-minding the biggest footage and the choice locations was John Quinn, ex-big league umpire and ball park concessionaire of note. In business cahoots with him, was John

Marks, owner of the shows bearing his name.

#### Space \$20 Per Foot

With outside concession space selling for \$20 a front foot, and inside concession space being peddled for \$10 per front foot, business could not help but be good. For the operators who paid the hefty fees there was hope, based on business done last year, and the prediction of fair, warm weather for the last part of the week, including Decoration Day.

While the gathering of the (Continued on page 53)

### VIDEO TIE-IN CLICKS

## Austin, Minn., TV Dealers Gobble Fair Exhibit Space

AUSTIN, Minn., May 31.—Announcement that the Mower County Fair will feature closed-circuit television just one month before Radio Station KAUS opens its video transmitter here, has resulted in a complete sellout of commercial exhibit space to radio and TV set retailers, according to P. J. (Pete) Holand, fair secretary.

Thru arrangements between the fair and the station, many of the

## AUT SWENSON BILLING HITS 3 COUNTRIES

SAN ANTONIO, May 31.—Aut Swenson's Thrillcade took on an international flavor during the past two weeks when paper for the thrill show went up in three different countries.

The unit recently completed a tour along both sides of the United States-Mexican border, playing and billing for the show went up in Canada, across the border from Flaxton, N. D., where the Swenson troupe is scheduled to play the Fifth County Fair.

The organization opened its season at Austin, Tex., May 19, and also has played Waco, Corpus Christi, Mercedes and San Antonio to good business. Following its close here Sunday (25), it made a long jump into Illinois.

In addition to cars, motorcycles, and clowns, Swenson is using Dick Berg's Mov-Seals as an added attraction.

## Up Ride-Makers' Third Quarter Metal Quotas

WASHINGTON, May 31.—Manufacturers of amusement riding devices this week were granted increases in metal allotments for the third quarter of 1952 by the National Production Authority.

Ride-makers were allocated 55 tons of carbon steel, 55 tons alloy steel, 35 pounds copper brass mill products, 40 pounds copper wire mill products, 35 pounds copper foundry products, and 45 pounds of aluminum.

NPA said it also had set aside some steel, aluminum and copper for supplementary allotments to individual hardship cases and suggested applicants file at once since applications will be considered in the order of their arrival.

### N.Y. Conventions Up

NEW YORK, May 31.—Now campaigning to draw visitors here from the 30,000,000 persons who live within several hundred miles of the city, Gotham's Convention and Visitors' Bureau, Inc., will plug for more convention business. The bureau's records show that the number of conventions has increased from 366 in 1945 to 707 in 1951.

### Spokane Lilac Festival Event Draws 11,000

SPOKANE, May 31.—Talent for the 1953 Lilac Time show will be lined up between now and September, Dr. John B. Plastino, president of the Spokane Lilac Festival Association, said this week.

The '52 edition shuttered May 17 at Spokane's new Memorial Stadium with an attendance score of 11,000, he reported. Fireworks show climaxed this year's performance and Dr. Plastino said it was to be an annual feature hereafter.

Talent this year included the Great Desmond, magician who does an aerial escape from a strait jacket; the Gaskills, aerialists; Elmer Holcomb, clown, and his mule, and Bobby Benson, young cowboy star from Hollywood.

## Martin-Lewis At Dallas Fair Vs. Percentage

DALLAS, May 31.—Dean Martin and Jerry Lewis have been signed to head up a revue-type show in the Auditorium of the 1952 State Fair of Texas, October 4-19. The deal, which was handled thru Music Corporation of America, is reported to guarantee the many duo \$100,000 against a percentage of the gross. Charles R. Meeker Jr., managing director of the State Fair Auditorium, said the Martin and Lewis booking was in line with the fair's policy of presenting the nation's top attraction each fall as the spotlight feature of the 16-day fair.

Martin and Lewis had been sought by the fair for some time before the deal finally jelled. "The King and I" had originally been mentioned as a possibility for the Auditorium during the fair, but when the decision was made not to tour the show nationally, fair execs settled on a revue headed by a top name. Negotiations had also been in progress with Judy Garland.

#### Head Up Show

The comics will head up a two-and-a-half-hour show. A number of other acts will be furnished by MCA. Peter Wolf will design sets for the show and a pit orchestra will be used. Meeker will produce.

The show will follow the performance pattern of previous fair Auditorium shows, with performances nightly for 16 days of the fair plus matinees on Thursdays, Saturdays and Sundays, for a total of 24 performances. Top will be \$4.80. The Auditorium seats 4,301.

Auditorium shows at the Dallas fair since it resumed operations in 1946 after a four-year wartime lapse, with grosses, included:

1946—Fair-produced revue starring Tommy Dorsey and orchestra and Gypsy Rose Lee, \$167,000.

1947—"Annie Get Your Gun," starring Mary Martin, \$297,000.

1948—Jimmy Durante and Harry James orchestra, \$136,000.

1949—"Musical Depreciation Revue," \$129,000.

1950—"South Pacific," the national company with Richard Eastham and Carol Bruce, \$394,422.

1951—"Guys and Dolls," the national company with Allan Jones, Janet Blair and Pamela Britton, \$321,346.

### Mich. State Fair Authorizes Ridler To Line Up Shows

DETROIT, May 31.—Don Ridler, new director of entertainment for the Michigan State Fair, this week was given authority to negotiate for attractions by the board of managers at a Wednesday night (21) meeting. The board, however, retains final approval.

Ridler's most immediate project is to line up the fair's Coliseum show, which was cut by three days this year. Budget, however, is understood to be comparable to that of previous years.

Gov. G. Mennen Williams recently re-appointed Thomas Baker, of Cheboygan, as a member of the board for a four-year term.

## Crowds Hold Strong for Mills At Most Performances in Ohio

PIQUA, O., May 31.—Good attendance marked most stands on the Mills Bros.' route in Ohio. The show had a near-full matinee and three-quarter night house here Monday (26) under Lions Club auspices. It was the first, in two years, and advance sale was strong.

At Lima on Saturday (24) the matinee drew half of capacity but the night house was three-fourths filled. Rain fell all day. It was Mills' third appearance to the Lima Shrine.

Findlay, another Lions Club stand, scored near capacity in the afternoon and three-quarters at night on Friday (23). Schools were not dismissed.

With a heavy rain all day, Fostoria was good for about 700 at the matinee and 1,500 at night. Show played there Thursday (22) for the American Legion, and it bucked high school graduation ceremonies.

## West Canada Rodeo Season In Full Swing

CALGARY, Alta., May 31.—The 1952 stampede season in Western Canada got under way May 23 with a two-day event at Taber, Alta., and shows at Olds and Falkland, Alta., May 24.

Because of restrictions in Saskatchewan as a result of hoof and mouth disease, no rodeos are being held in that province this year.

Southern Alberta rodeo circuit dates are: Foremost, June 27; Claresholm and Fort Macleod joint stampede at Claresholm, June 30 and July 1; High River, July 2; Coleman, July 4-5; Cardston, July 15 and 16; Medicine Hat, July 17, 18 and 19.

Central Alberta circuit dates: Hand Hills, June 11; Hardisty, June 13-14; Sundre, June 24-25; Lussana, June 27; Ponoka, June 30 and July 1; Stettler, July 2-3; Bruce, July 23; Benalto, July 24; Barrhead, August 6, and Cochrane, September 1.

The Calgary Stampede is set for July 7-12.

Other Alberta stampede dates include Hanna, June 4; Edmonton, June 17-21; Black Diamond, June 28; Morley Indian stampede, July 1; Luseland, July 1; Dog Pound, July 28; Alseak, July 25; Cranbrook, B. C., July 29-30; Stony Plain, August 4.

Chauk wagon races will be held at Wainwright, Alta., June 13-14; at the Edmonton Exhibition, July 14-19, and at the Red Deer fair, July 31-August 1-2.

## Des Moines Rodeo Posts \$8,000 Purse

DES MOINES, May 31.—Greater Iowa Rodeo, to be staged here at the State fairgrounds, June 11-15, will offer prizes totaling close to \$8,000, Lloyd B. Cunningham, fair secretary, announced. The event is being co-sponsored by the Iowa State Fair and The Des Moines Enterprise.

Four evening performances and one Sunday matinee will be given. Others on the committee include Bert Stolpe, Charles Betts and Dan Frey.

## Santa Rosa Fair Inks Linkletter

SANTA ROSA, Calif., May 31.—Art Linkletter, emcee of radio's "People Are Funny" and TV's "House Party" and "Life With Linkletter," has been signed to emcee a one-night grandstand show at the Sonoma County Fair here. The show, to be patterned after his radio stanzas, will be staged Sunday night July 27 in front of the 5,000-seat stand.

Sunday is Farmers Day and last year pulled an estimated 26,000 people thru the front gates. A horse show, rodeo and folk dance festival will be featured the other eight evenings, with nightly fireworks by Golden State Fireworks Company.

Afternoon attractions include running, harness and quarter horse races with pari-mutuels, livestock judging, novelty kid events and a flower show.

Foley & Burk Shows will again provide the fun zone attractions. Clyde Chesney will operate the cafeteria and dining room; Hap Young his traditional Bluetop and eat joints and Lou Basso the Joekey Club and grandstand cocktail lounge.

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**Out in the Open**

George Wellington Engelbreth, better known to showfolk as Cincinnati George, is still confined in his home, 3921 Catherine Street, South Norwood, O. George has been in ill health since sustaining injuries in a fall at his home New Year's Day, 1951. He'd like to read letters from friends.

Sam Levy Jr. of the Barnes-Carruthers Theatrical Enterprises, is back in the firm's Chicago offices after spending the winter with Rube Llabman in the B-C Des Moines branch.

M. D. (Doc) Howe, veteran outdoor and indoor showman, was in Chicago recently where he spent several days on business.

J. C. McCaffery, co-owner and general agent of the Amusement Company of America, is skedded to return to his Chicago office June 1 from Miami after convalescing from a stroke suffered in that city.

Fred Murray, vice-president of the Interstate Fireworks Company, Springfield, Mass., was interviewed over the Brockton, Mass. radio station on his 82d birthday.

Murray was born in Ireland, ran away with a circus as a youth, and eventually became a fireworks display man. He came to this country at the age of 23 and was associated with the World Amusement Service and the American Fireworks Company. He was formerly with the International Fireworks Company.

Fred Pittara was in Montreal recently looking over a new

building there which he regards as a potentially good spot for the staging of a Motor Sports Show patterned after the International event which he presented at New York's Grand Central Palace last month. Fred recently concluded a successful Home Show at Mechanic's Hall, Boston. . . . Ron Ryder, of the Bonville (N. Y.) Fair, is the author of a brochure outlining the summer-winter advantage of his hometown. Illustrations include a picture of mouse racing at the fair. One photo showing snow piled several feet deep is captioned "25 Below But Business As Usual." It might be added that Ron was not referring to fair business.

Robert Sampson, president of Arthur-Sampson Enterprises, Cincinnati, producers of the two American Broadcasting Company network children's radio shows, "No School Today" and "Big Jon" and "Sparkie," was in Sacramento recently negotiating with the management of California State Fair for a personal appearance of Big Jon Arthur and the puppet, Sparkie. The two made their first public appearance recently at the Shamrock Hotel, Houston, where they met with such success that they have been deluged with requests for appearances. However their appearances have to be limited since Arthur-Sampson is going into television production this month. The first 13-week series of "No School Today" on film will be ready for a fall release.

Sam J. Levy Sr., top man in Barnes-Carruthers Theatrical Enterprises, Chicago, left the Windy City Monday (28) for a Southern tour. . . . Red Frasher, former rep for National Fireworks Company and more recently house detective at the Hotel Peabody, Memphis, was recently released from a Memphis hospital following a three-week illness.

George A. Hamid; Joe Hughes, of Hamid's New York office, and Len Humphries, of the Hamid-Morton Circus, were guests recently of Rex Billings at Belmont Park, Montreal.

J. C. McCaffery, general agent-co-owner of the Amusement Company of America, stopped over in Birmingham last week to confer with R. N. McInish, secretary-manager of the Alabama State Fair. McCaffery is now back at his Chicago desk following a long stay in Miami, recovering from a stroke.

S. Bowen Cox, secretary of the State Fair of Texas, will celebrate his 25th anniversary with the fair on Sunday (1). Cox, who is the fair's oldest employee in point of service, will be guest of honor at an informal open house in the director's room of the fair's Foods Building Monday (2), where he will be presented with an engraved plaque and a desk set. He joined the fair June 1, 1927, and has since worked his way up to his present position, supervising personnel, purchasing and accounting.

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# Talent Topics

By CHARLIE BYRNES and JIM McHUGH

The LaBlondes, bar act, were injured in an automobile crash near Baraboo, Wis., while the act was en route to join Orrin Davenport's Winnipeg Shrine Circus. Bruce LaBlonde suffered head injuries while his wife came out of the accident with a broken arm.

Harry Froebess, sway pole, writes from Windsor, Ont., that he is touring with Garden Bros. Circus, which will move into Toronto the week of June 2. Also in the line-up are the Eugenes, high wire; Alstors, flyers; Winloos, cyles; Valentine Sisters, aerial, and the Garden dogs and horses.

Vilands, hand balancing, who have been sidelined for almost a year after an automobile accident, are back with it again. The duo recently worked a camp show at Fort Knox, Ky., and will be on the fair circuit for the Charles Zemater office. The act recently took delivery of a new Nash to replace their car which was practically demolished in last year's wreck.

Hubert Castle, tight wire, is taking it easy at his Dallas home following his two weeks at the

St. Louis Police Circus. . . Larry Anderson, clown, was scheduled to join the Chitwood thrill shows at Milwaukee, May 30. Anderson recently wound up his indoor circus dates at Winnipeg.

Los Aeros, high act, opened their outdoor season in Chicago, Monday (19) as the free act at a South Side church festival. . . Following his stint at Pontchartrain Beach, New Orleans, Frank Torrence, high act, will head back to his Sarasota home to await further outdoor bookings.

Ullaine Malloy, single high act, writes from Bergen, N.J., that she is preparing her act for a television appearance on Big Top video-circus, May 31. . . Machinos, acro, are in Chicago after a two-week tour with an electrical show. . . Pedro and Durand, comedy-acro, and Lillian Wittmack and her performing horse are sketched features on ABC-TV's Tootsie Hippodrome program, June 1. The show originates from the net's New York studios.

Roxyettes, 16-gal line produced by Gae Foster, has been added in the opening grandstand show at the Illinois State Fair. In addition a Boyle Woolfolk revue, including Peter Chan, accordionist, and McFarland and Brown, comedy acro, will be on the bill. Booking was handled by George Ferguson, WLS Artist's Bureau, Chicago.

Chuck Brown and Rita, comedy bars, who recently returned from several months in Europe, opened recently at a Toronto spot. Following the Canadian engagement, the duo will come to Chicago for two days and then head for New York. Flying Fishers, trapeze, have been booked into the Huntington, Ind., fair, thru Tommy Sacco, Chicago booker, along with Capt. Earl Medonals, high-fire diving act.

Talent in the free vaude show at the Honolulu Jaycee fair May 16-24, included the Pandemoniacs, Eastman Trio, Dan Wallace Variety Show, and the Keenons, high wire.

The Flying Melozas and a Zucchini cannon act have been booked for a July 4th celebration at Neigh, Neb.

The Aerial Alcidios, Edna. Louie and Wilfred, enjoyed visits from the Stardusters, Hope and Mike, in New London, Conn., recently. . . Among talent signed for the Class B Yairs in Montana and Wyoming thru Williams & Lee Attractions, St. Paul, are the Franklins, V-Roy, magician; Heerdik Trio; Lou Karnas and Pamela and Louise. The Hazel Mac Girls will be with two of the agency's units this year. Other acts contracted by the office include Musical Nations, the Athos, Andre's Puppets, Nimbles, Three Emmas, Gordon's Pets, Minnie and Her Pals and the Harrison Trio.

William Wheeler, of the Wheeler-Pittman Theatrical Agency, Denver, reports his office has been awarded contracts to supply high acts at a number of dates in the Denver area. He has already inked the Gretson Family, opening May 29, followed by the Gaskilla, and is negotiating with Sky King.

Pvt. Roland Johansson, one-finger equilibrist, is one of many lonely G.L.s stationed in the Korean battle theater who would like to hear from friends. His address is US 51-11-40-20, 10th Postal Service Co., APO 301, care Postmaster, San Francisco, Rolando, as he was known professionally, is a native of Sweden. Altho in this country for only a few years he had played numerous engagements before being inducted.

Gene Holter recently completed ostrich racing dates at Sonora, Calif., Las Vegas (New), Helderred Days, and Chino in Calif., May 22-24. Dates set include July 24-27, Shelby, Mont., and Lewistown, Mont, July 31-August 2. At Sonora fair office, is drove the birds street with the finish in front of the Horseshoe Club and Gold Nugget, two of the sponsoring clubs.

William Shilling Office, New York, booked the following acts for Sportsmen's Show, Harrison,

Me, July 31-August 3; Sandy the Seal; Russ Smith, former world champion fly and bait caster; Beebe's Hollywood Bears; Frank Weed's Pointers; the Freddys, sharp-shooting, and the Four Guides, wood chopping and sawing, log rolling, cancer manipulations and tuna tussle.

Naida Roberts, visited the Hamid Morton Circus in Montreal and participated in one of the Jannet Dogs and Pony performances. . . Joe and Kay Page, boy, have signed with St. Louis agents and the Boyle Woolfolk agency, Chicago, to play fair dates. Their son, Richard, is a recent addition to the act. . . Following their engagement with Warren Bros. Indoor Circus, Clyde Harrison Duo, cyclists, jumped to Wisconsin to play a number of celebrations.

Pedro Morales, of the Pedro and Durand act, will play his first circus date at the Police Circus in Montreal since 1934 when he was with Downie Bros. Circus. Morales and Durand have been playing theaters and club dates in this country and Europe. . . Arizona Jack Campbell, veteran rodeo and Wild West Show performer, is in Room 300, Ward B, Veterans' Hospital, Biloxi, Miss., and would like to read letters from friends.

While en route to Chicago after closing at the St. Louis Police Circus with their dog act, Vernon Colbert and Loretta La Pearl made an overnight jump to Jackson, Miss. to open with Warren Bros. Indoor Circus. After playing three dates with Warren, they visited in Salem, Ill., with the Bakers, clowns, who had just returned home after playing the Chicago Stadium with Cole-Burnes Bros. Circus. . . Jimmy Troy, trapeze, last week jumped 1,050 miles from Casper, Wyo., to Pittsburg, Kan. Troy played the TV Super Circus May 11 and was among the talent featured at the Home Show in Casper. In Pittsburg he played a Shrine convention.

The Sensational Rolando (Rolando Johansson), one-finger stand, is in Korea after stopping in Alaska where he presented two performances while en route to Japan. While in Tokyo, Rolando visited the All-American Circus where he met many friends from the U. S. In Korea, Rolando will tour with the 10th Special Service Company. His address is PEC Rolando Johansson, 10th Special Service Company, APO 301, in care of Postmaster, San Francisco.

Francine and Rita Rose, 9 and 11-year-old juggling daughters of Harry P. Rose, of Cooke & Rose, Inc., Lancaster, Pa., bookers, will attend the jugglers' convention in Altoona, Pa., June 15-19. They will then head for Chicago to appear on the ABC television show, "Super Circus," June 22. The youngsters have been on Paul Whitman's "TV Teen Club," "Big Top Circus," "Candy Carnival" and a number of other video shows.

Charly Borza, of Adriana and Charly, trampoline, has recovered from a recent appendectomy which hospitalized him for 11 days. Borza says he is all set for a busy season under the Barnes-Carruthers banner. The Borzas' youngsters, Nita and Peppi, who have their own hand-balancing act, became U. S. citizens May 22.

Acts at the Shawinigan Falls, Que., sports show include Sonny Moore and His Dogs; Lang Troupe, teeterboard, and Rudenko Brothers, jugglers. . . Tom and Betty Waters, perch, recent-

ly closed at Vancouver, B. C., and headed for their Dayton, O., home. . . Ernest Jones, booked as the Great Gaylo, did a solo sway-pole at the East St. Louis, Ill. Better Living Show, which closed Sunday (25). . . The Walkmirs recently returned to Park Ridge, Ill., after six weeks with Frank Wirth, to pick up their outdoor rigging and again hit the road.

Farias Duo, hand balancing; Orzons, knives, and the Freddie, shooting act, will join the Cosco Kid Rodeo at Sioux Ste. Marie, Ont. . . Slayman A.B., former acrobat, who now imports and manages acts, was in Chicago Tuesday (27) after closing with Howes Hippodrome closing with Saginaw, Minn. . . L. S. Manger, who is billed as the Masked Rider, film and rodeo cowboy, spent several days in Chicago last week getting fair and rodeo dates lined up for the summer.

Milo Jones, head man in the Great Milo high-pole act, opens with Tom Packs' Circus June 7 at Gadsden, Ala. Fearless Flyers will also join the Packs' org at the same spot. . . Claronas, high act, open June 22 for a two-week stint at Pontchartrain Beach, New Orleans.

Los Aeros, high act, closed Sunday (25) as the free act at a Chicago festival and headed for their Evansville, Ind., home. . . Aerial Solis are slated to open their outdoor season in late June.

Great Telesco, sway pole, was the featured free act at the Nashua, N. H., carnival, May 22-24. The celebration was sponsored by the Chamber of Commerce and included concerts and band competitions.

Roy Vincent reports he is in his third season with the Side Show on the King Reid Shows, doing his rope act. . . Freddie Valentine reports that his entire flying troupe returned with him from Japan after closing with E. K. Fernandez's All American Circus over salary differences.

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## PHILLY STAND BOOSTS MARKS

Circus Date Gives Personnel Crack At Top Money After Damp Start

PHILADELPHIA, May 31.—John Marks is counting on a winning week here and there is a good chance that it will work out that way since the weather, at last, has turned clear and warm. If the stand clicks it will be only the second out of six dates. The opener in Richmond, Va., was good with the weather clear and hot. Since then the org has wallowed in mud with patronage slim and money scarce.

Marks played this date in conjunction with the showing of the Ringling Circus here a year ago and it was good. Equipment is layed out even more advantageously this year to catch the

overflow from the Big Show and the date should be good especially with yesterday's holiday play. Competition is fierce with multiple carnival units overflowing two full city blocks, but Marks is located right across the street from the circus and when the crowds are big enough city policemen are on hand to stop traffic and to aid pedestrians in their search for other amusements.

**Most Stands Wet**  
A second week at Richmond, stands at Charlottesville, Va., and Essex (Baltimore), Md., and last week in the Frankfurt section of Philadelphia, were all drenched in rain. Despite the rough go to date all of the show equipment looks neat and fresh.

John figures this date to be almost too expensive to be worth the gamble except, he says, he feels that he owes it to his people. The personnel has a chance at winning good money here. After a series of tough ones, a winner is needed to keep everyone happy, John says.

The adverse weather to date hasn't provided much opportunity to gauge the future, John says. The outlook, however, is not as bright as it was before the preem. When measurable on a comparable basis, per capita spending appears to be off slightly. In some instances it has averaged up around 7 to 8 per cent. That figure, of course, is sizable and could be serious.

There are too many variable  
(Continued on page 59)

## SLA Decorates Woodlawn Plot

CHICAGO, May 31.—Graves in the Showmen's League of America plot in Woodlawn Cemetery this week were decorated for Decoration Day by Secretary Joseph Streibich and Ed Sopenar, chairman of the cemetery committee. Coincidentally, the League and its Showmen's Rest were subjects of a feature story in the Thursday (29) issue of the Chicago Tribune, which traced the history of the organization, outlined its role in burying victims of the 1918 Hagenback-Wallace train wreck and explained its current functions.

The story was illustrated with a photograph of Sopenar at the grave of his brother, Alexander, sole SLA member killed in World War II.

## Seymour Date To Geren Org

SEYMOUR, Ind., May 31.—W. R. Geren, owner of the Mighty Hoosier State Shows, signed contracts this week to supply all rides, shows and concessions for the Seymour Centennial and Pageant to be held in Shiels Park June 23-28.

Geren, who wintered his show here prior to 1941, outbid three other truck shows for the date. He contracted to furnish two free acts for the date.

Mrs. Geren, who is recuperating from a long illness, has gone to Good Samaritan Hospital, Lexington, Ky., for a check-up. She will return to the show at Connersville, Ind., with son Jerry, who recently completed his school year at KML.

## Vivonas Seek Red One After 9 Tough Weeks

PHILADELPHIA, May 31.—Having encountered everything from snow to jelly-like mud in the nine weeks played to date, the Vivona Bros. are still looking for a big one.

Org is in here to siphon off some of the overflow from the Ringling circus, but the location, two blocks away from the Big Show, is only second best, with the John H. Marks Shows and a veritable army of space renters in between.

The weather here is excellent, however, after a wash-out Sunday (25), and it is likely that the city folks will exit their apartments and flats in huge numbers. They haven't had much chance to get out this spring without umbrellas, and by tonight, midway in the holiday week-end, there ought to be many thousands of sightseers in the vicinity of the Municipal Stadium.

**Geared for Money**  
The Vivona forces are well prepared to win money when they get the opportunity. Manager

## Greenwood, Miss., Gives J. A. Gentsch First Big Winner

CLEVELAND, Miss., May 31.—J. A. Gentsch Shows trucked here this week, reeking up its best business of the season at Greenwood, Miss., last week. Org lost opening night as the Greenwood lot was low and muddy, but Tuesday turned out good and crowds and spending picked up all week with Saturday night a big winner.

A new animal show and a Side Show joined here and a free act is skedded to come on soon. Owner Gentsch took delivery on a new Ford tractor for the shop truck. The Bruce cookhouse is decked out in new awnings and counters.

Eva and Telegram Hare were recently visited by their daughter, her husband and child, who were en route to their home in Texas. Mr. Frank Owens, wife of the show's general agent, visited in Greenwood from their Memphis home.

## Ethel Purtle Suffers Stroke

NEW YORK, May 31.—Ethel Purtle, wife of Earl, well-known motordrome operators, suffered a stroke at Palisades Park Thursday (22) during an evening performance. She was rushed to Holy Name Hospital in Teaneck, where, according to local doctors, she will recover completely but the process will take some time. Earl is doubtful that she will work the show again, however.

**Free Gate Lure**  
Because of its secondary location the show switched to a free  
(Continued on page 59)

## RAS Execs Eye Peak St. Louis Still Date Take

Back-End Units Get Thumping Patronage; Claxton Show Leads

ST. LOUIS, May 31.—Royal American Show execs Friday (30) were casting eyes at a new high gross for the annual still date here at the Grand and Laclede lot that closes Sunday (1).

Business thru Thursday (29) had been at record-nudging levels and with two kids' days, including one Decoration Day, to go, officials figured that the show will, if given weather, top previous takes here.

Len Claxton's "Harlem in Havana," always a powerful money-getter here, continued to eclipse his previous business on a lot that gets between 70 to 80 per cent Negro patronage. Surprising strength was shown by the Lorow Bros.' well-lashed Side Show, which is pressing the Claxton production hard for top money.

**Surprising Play**  
"Moulin Rouge," which in the past has not registered substantial patronage here, was also getting a surprising strong play, with the revue's take reportedly topping that of any similar unit yet to play the lot.

The RAS got in some good public relations licks here this week, and the show personnel delighted in their participation. The Shrine Club Thursday staged its fifth annual party for the Shrine Crippled Children's Hospital. Leon Claxton was to host several hundred Negro children.

Slats Parker, circus foreman for many years, joined the show here as assistant to Wallace Cobb, trainer. Visitors to the show lot included Mr. and Mrs. Sidney Belmont and daughters, Alice and Lorraine; Col. Charles Ostertag, vice-president of the St. Louis Police Board, and Mrs. Ostertag; Mrs. Morris Lipsky, Bill Green, Gus Signor, Bill Marcus, Jack Leontini and Johnny Mankis.

## Detroit Stand Opens Good For Williams

DETROIT, May 31.—Ray Williams Shows got a break in the weather here Sunday (25) and as a result did good business on its Russell and Erskin streets lot. Org, which is under American Legion auspices, will remain there thru Sunday (1).

Opening stand of the show, which was in the northwest part of the city last week, opened to okay business which later fell off due to persistent rains.

Operations this year will be confined to this city, principally under sponsorship of the Legion, business groups and Optimist clubs, according to Owner Williams. Line-up is virtually unchanged from last year with 5 major and 3 kid rides and about 25 concessions.

Staff includes, in addition to Williams, Florence Williams, secretary, and Cameron D. Murray, general manager.  
Rides and personnel includes: Merry-Go-Rounds; Leonard Janowski, with Jimmy Horwaty; Ferris Wheel, Frank Koss; Rolloplane, Whitey Holloway; Octopus.  
(Continued on page 59)

## Caterpillar Tie-Up Ups ACA Prospects For Big Joliet Biz

Train Crew Kicker Fatally Injured; High-Budgeted Show is Planned

JOLIET, Ill., May 31.—The Amusement Company of America caught a big opening night here Monday (26), rain Tuesday night and a brisk ride but light front-end business the following night.

Going into Thursday, the show faced the prospects of excellent patronage for the closing three days because not only of the holiday but of a tie-up with the Caterpillar tractor plant here for Thursday.

All Caterpillar employees were to be admitted to the lot free and given admission to rides and shows on a two-for-the-price-of-one basis. Inasmuch as the Caterpillar payroll here runs into the thousands of employees, a huge turnout was anticipated.

A line with the tie-up, the day was tagged Caterpillar Day and the ACA cats all bore signs with the legend "I'm from the Caterpillar family, too!"

The show wound up its previous stand at Champaign, Ill., on a tragic note. Willie F. (Shine) McCleod, 25, show train crew kicker with the org for more than five years, was fatally injured Sunday forenoon when he was caught between two trucks as they were being loaded onto the show train.

McCleod died about three hours after the accident. Funeral services were held Thursday (29) in Champaign.

Barely 10 hours prior to the fatal accident McCleod and four other members of the train crew escaped death by asphyxi-

ation when they were overcome by carbon monoxide in a truck housing a generator plant. The group had crawled into the truck to escape the rain. All five were rushed to a hospital where they were revived.

Paul Olson, ACA manager, conferred here this week with Jack Montgomery, Chicago agent, on the building of a production show to join on for the major fairs. Current plans call for a high-budgeted revue, which will be ready for opening at the Illinois State Fair, Springfield.

Smokey Wade, who had been featured with the Western show, left here to return to California. He is to be replaced by another Western performer.

Ann Perri, striptease, joined the Parade of Stars at Champaign. Red Rodgers left the show at Champaign.

Noble Fairly, manager of the back-end operation, has been busy, putting in long hours in supervising improvements on the shows while keeping the back-end in operation. Blow-ups, in colors, have been arriving, and will be used this year on all show fronts.

While the show was in Champaign, Olson jumped to Springfield, Ill., and closed for some of the show equipment to play the annual Knights of Columbus picnic in that city a few days prior to the Illinois State Fair. Visitors to the show lot here included George Johnston of the U.S. Tent & Awning Company, Chicago.

## BUCK BONANZA PACE LOSES MOMENTUM

Update New York Opens Best in Years But Down Country Spots Fail to Pay Off

CAMDEN, N. J., May 31.—With the first three weeks in upper New York State adding up to bonanza business, the O. C. Buck Shows seemed well on its way to a possible record season. But while good luck may sometimes come in bunches, these groupings may well be small. That's the way it worked out for Buck. The last couple of weeks have not been good.

Owner Oscar Buck is philosophical in discussing the outlook for the remainder of the season. The excellent patronage and spending of the first few weeks are enough to convince him that a good season lies ahead. He wouldn't be down in this part of the country except for his date at the South Jersey State Fair. At its conclusion here today he'll head North again.

Oscar is not perturbed by the outcome at the last couple of stands. A last-minute change in routing sent him into Pennsylvania where he played on top of his billing. A prior date at Middletown, N. Y., was inked in principally as an aid to routing here.

**Fair Starts Slow**

The date at the spring fair here started out slow and while it picked up there was small hope that it would turn out to be a real one. For one thing, the grounds are located some five miles from heavily populated areas and transportation facilities are poor. Altho the run includes the long Decoration Day week-end, many show people felt that the proximity of Jersey's multiple beaches would siphon off thousands of prospective patrons if hot, sultry weather should prevail, as indicated by mid-week. Considerable space has been laid to hop-scotching concessionaires, with Oscar and the fair operating independently. The overflow has taxed the Diesel power

capacity of the show since city juices is limited to a small transformer.

The grounds generally are comparatively small. A heavy crowd of 10,000 or more would leave little elbow room.

An all-day rain on Sunday (25) washed out all planned activities. On Monday (26) it was necessary to add many loads of fill to provide only fair footing for patrons.

For a time it looked as tho this year's run would be a facsimile of the initial stanza a year ago when heavy rains inundated the lot and caused the sponsoring group to seek and find this new location across the street from the Garden State Race Track.

Buck has some hedge against bad weather in the North with the operation of several of his rides at a North Carolina beach. He made an inspection trip last week and reports business during the week-end operations to date very good and prospects fine.

Despite the bad weather, Whitey Sutton, Side Show operator, reports his best start in many years. The first three weeks were excellent and business at the more recent spots has been okay.

Agent Jim Quinn had a busy time with his adjusting chores here while Sid Goodwalt bemoaned the adversities of weather and routing that have whittled business at his cookhouse and center joints.

## Homer L. Wood Dies in Toledo

TOLEDO, May 31.—Homer L. Wood, 58, cookhouse operator on Happyland Shows, died here on the show lot Saturday (26) following a heart attack. His body was taken to Beacon, N. Y., for services and burial. He is survived by his widow, Marion.

BANK FORECLOSURE - ASSIGNEE'S SALE AT PUBLIC AUCTION!

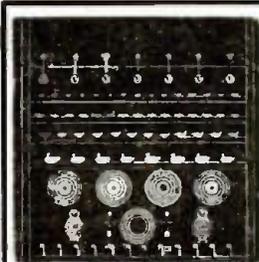
CARNIVAL RIDES AND EQUIP'T 14 TRAILERS - 6 TRACTORS

In the matter of BROS. INC. under Bank Mortgage Foreclosure Proceedings and Assignment for Benefit of Creditors TO BE SOLD ON THE PREMISES OF

TOPSFIELD FAIR GROUNDS (ROUTE 1), TOPSFIELD, MASS., WEDNESDAY, JUNE 11TH, AT 11 A.M. D.S.T.

- RIDES: 3 Full No. 5 Ferris Wheels... EQUIP'T: 2 A.C. Light Plants... TRACTORS: 1949 Chevrolet... TRAILERS: 1949 Trailmobile... CAR: 1946 Packard...

T. R. GROSSMAN and COMPANY AUCTIONEERS 27 SCHOOL ST., BOSTON LA3-5832



ATTENTION - SHOOTING GALLERY OPERATORS!

IF YOU NEED GALLERIES ACT NOW!

Due to unusual conditions and present contract we cannot guarantee availability on event galleries later this year!

IMMEDIATE DELIVERY - NO WAITING for These EVANS' Quality LONG RANGE RIDES

GALLERY "A" - 8 ft. high, 18 ft. wide... GALLERY "B" - 10 ft. high, 18 ft. wide...

Complete details in our FREE CATALOG

Peris and Targets also available

Write Today

H. C. EVANS & CO. 1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

PRUDENT'S AMUSEMENT SHOWS WANT

At once for Number 2 Unit—Ride Foreman and Second Man for Merry-Go-Round, Ferris Wheel and Caterpillar...

MIKE PRUDENT 124 CEDAR AVE. PHONE 315 PATCHOQUE, L.L. H. Y.

RIDES SHOWS CONCESSIONS FOR INDIANA'S LARGEST FOURTH OF JULY CELEBRATION WEEK OF JUNE 30 LINTON, INDIANA

And Fairs and Celebrations to Develop RIDES—Can place one or two Major Rides not readily found...

FIRST CALL OPENING IN VICINITY OF KALAMAZOO, MICH. FIRST WEEK OF JUNE

Can place Rides, Ferris, one Major Flat Ride, Second Man on Merry-Go-Round and Ferris Wheel...

WILBER'S WOLVERINE SHOWS 1216 CHAPY AVE. PHONE 9384 KALAMAZOO, MICH.

MOUND CITY SHOWS WANT WANT

FERRIS WHEEL FOREMAN, GOOD TREATMENT, GOOD SALARY, WORKING MEN ON ALL RIDES...

INVITATION TO CONCESSIONAIRES

The Concessions Committee of the American Legion National Convention Corporation of New York invites concessionaires to submit proposals...

Roll Tickets PRINTED TO YOUR ORDER Keystone Ticket Co. SHAMOKIN, PA. 10,000 \$ 9.50 20,000 \$ 12.00 50,000 \$ 18.50

Club Activities

National Showmen's Association

1584 Broadway, New York

NEW YORK, May 31. — Club extended sympathies to the family of Homer L. Wood, who died May 24 at Beacon N. Y. Services were held on the 28th from MacGiasson & Son Chapel...

Happy to report that Harry Levine, ill for several months, has recently returned home and is visiting the club's rooms...

Others still on the sick list are Joseph Kaufman, French Hospital, New York; Joseph Amico, Brooklyn Veterans Hospital...

As is out custom, all graves in the association's plot at Ferncliff Cemetery, Hartsdale, N. Y., are decorated for Memorial Day...

Our Summer Project, consisting of award books in which 14 prizes will be given away November 25, have already been distributed...

Recent visitors included T. Jay Quincy, Joseph Goodman, William Glick, Harry Rubin, Willard B. Stanbury, Jack Roberts...

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, May 31.—Ben Morrison, president, presided at a special May 6 meeting with William Zakor, third vice-president, and Jack Dickstein, acting secretary...

President Morrison outlined the purpose of the meeting, which was to make final arrangements for redecorating, painting and new furnishings for the club...

Ladies' Auxiliary has discontinued its meetings for the summer and will resume in September. Joey Moss American Legion Post also has discontinued its meetings...

South Common Midway

LOWELL, MASS., FOR JULY 4, 1952

Auction sale for choice lots at South Common, Lowell, Mass. for July 4th Celebration will be held at City Hall, Lowell, Mass. Thursday, June 19, 1952, at 10 a.m.

BOARD OF PARK COMMISSIONERS

By George P. Legend, Park Commissioner

Producing America's Best Carnival and Circus Side Show

BANNERS SNAP WYATT STUDIOS

RT. 3, BOX 1180 TAMPA, FLA. Phone, Write or Wire

CARNIVAL WANTED

For Week of June 30 thru July 5. Kiddie Rides and Ferris Wheel wanted in JULY CELEBRATION...

WANTED

Merry-Go-Round and Caterpillar to Philadelphia for Catholic Churches...

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, May 31.—Secretary Joe Streibich and Max Friedman visited Lou Leonard, who is now in Fox River Sanitarium, Batavia, Ill. They also stopped off at Aurora to catch the 20th Century Shows and Joliet where Amusement Company of America was showing...

Jimmie Lynch Jr. and Mickie Arlikuski are now in the service and the secretary would like to receive names of other members who have entered any of the Armed Forces.

George Wasko is back in Chicago. Members working at Riverview Park here include Joe Murphy, Hank Shelby, A. V. Ackley, James Lewis, George De Chionno, Sam Stone, Jimmie Clark, Jack Markham, Dave Gordon, Irving Seiff, Irving Zaitshik, Whitey Woods and Solly Wasserman.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 18

Ladies' Auxiliary

Roll call of officers at club's recent meeting was answered by Lucille Dolman, president; Marce Rhodes, third vice-president; Grace Merkel, secretary, and Peggy Forstall, treasurer.

Letters were read from Emily Friedenheim, Doty Jensen, Elsie Brezending, Ida Chase and Gladys Mackey. Bank night was won by Mabel Brown. Door prizes, donated by Gwenn Mortensen, Dicie Lundecini, Grace Merkel and Margaret Farmer, were won by Ruby Kirkendal, Lee Sturm, Trudi DeSanti and Norma Burke.

President Dolman called on Regina Fink, Ruby Kirkendal, Gwenn Mortensen, Mabel Brown, Nancy Meyers and Mary Taylor. Mary Taylor left to join Nina and Moe Levine's show in Utah. Nancy Myers stated that she is donating a satin down-filled comfort to the bazaar...

American Carnival Ass'n, Inc.

By MAX COHEN

ROCHESTER, N. Y., May 31.—The writer left this week on a show visitation program in New England and Eastern New York and does not plan to return here until June 9.

The United States Bureau of Census has issued considerable information on the redistribution of population in the country that could be of value for long-range planning of routes.

WANTED—TWO RIDES

Ferris Wheel and Merry-Go-Round for Detroit B.E.A. Meeting, August 7-9, 10,000-20,000 people will attend. Please state terms. Contact Mr. Jack Reen, Chairman, Bardonia Klavon Club, Bardonia, Ky.

CARNIVAL WANTED

For any date during month of June. Also ready to book Carnival for Labor Day Homecoming, 7,000 people attended celebration last year.

HAVE LARGE SHOW LOT

At Morganton, N. C., to rent.

F. C. HANKS

Avon Theatre, Lenoir, N. C.

FOR SALE

Kiddie Airplane Ride, capacity twelve passengers. Also Waffle Concession. Both for \$800.00.

CARL UTTER

Box 275, Adena, Ohio

America's Finest Show Canvas TENTS—SIDESHOW BANNERS CONCESSION TENTS IMMEDIATE DELIVERY FLAMEFOIL FABRIC Available in all colors. All other colors also available. Bernia Henderson—Charles Driver O. Henry Tent & Awning Co. 4601 N. CLARE ST. CHICAGO 40

WHEELS DOUBLE WHEELS SKILL WHEELS Hide Wheels Paddle Wheels Big Signs Horse Wheels Baseball and Cleverly Wheel Laysdowns and Many Pitches CARDINAL MFG. CORP. 438 Kross Street Brooklyn, N. Y. Wagon 7-9897

HANKY PANKS LATEST HANKY PANK EVER BUILT! It Run Like a Hanky Pank... RAY OAKES & SONS 7731 OGDEN AVE. LYONS, ILL. One Phone: Lyons 2-1521 Nine Phone: Brookfield 8840

RAY OAKES & SONS 7731 OGDEN AVE. LYONS, ILL. One Phone: Lyons 2-1521 Nine Phone: Brookfield 8840

GIRLS GIRLS WANTED Exotic Dancers, Inexperienced Girls considered. Due to disappointment, following contact: Woodrow Emerson, Mike Piranti, Linda Goodman, Linda Foulkhard, Joyce Roderick, Maxine Short, Norma, best treatment, best pay and more. EDDIE MILLER HAPPYLAND SHOWS St. Louis, Mich., Oronso, Mich., next week.

RIDE FOREMEN

To salary and season bonus to capable, sober men—who can drive and up and down rides. We carry six major rides and will place you.

F. C. Bogle Shows, Inc. Oswatimie, Kansas. this week: then per route.

FOR SALE OR TRADE

1948 Model Spiffire and Fly-D-Plane Both in A-1 condition, having been operated in park since new. Will accept offer for trade or sale on any Ride.

F. B. NELSON 1500 A Tuscaloosa Ave., Birmingham, Ala. Phone 4-5877

WANTED

For Dixon, Illinois, Indian Summer Days, August 25-26-27, 1952—Rides Show for Street Midway, or something comparable Contact DIXON CHAMBER OF COMMERCE

STIPE'S SHOWS

11 Celebrations, Fair—Shows and Waffles. Want Concessions: Gum, Waffle and Agn. Navilina, Pitch Tilt U. Wm. Photo Gallery, Color Booth, Air Gun, Darts, Cat Race, Long and Short Range, Pistol Arcade, Low Profile, Fish Pond, Fish game equipment, Mechanical, Fish House, Scale or Animal, Wall Flip, solar picnic, no drinks, no straws. Offer, Wis. June 1 to 4; Arcadia, Wis., June 6-8.

WITS & HALF WITS

One owner grey matter will qualify for good job. Good money. Want Caterpillar Drive, Tin Ferris, Second Man, Truck Drivers, Airline Manager and Crew. We have outfit. Leave cars at home. Want Drome, Flat Show, Big Straws, Fish Sinker, Baby Ducks, Wacky Pank, Lead Gallop, open, Concessions, the new Gallop, Wm. Fish, Air Gun, etc. Offer, Wis. June 1 to 4; Arcadia, Wis., June 6-8.

DYER'S GREATER SHOWS

Will place for Odd Fellows Picnic, Slinger, Okla., June 15-16, Old Time Picnic, Laurel Grove, Okla., June 18-20. All new for season. Curk Gallery, Coke Bottle, Whiskey Bottle, 1st Rubber, 1000 Balls, 1st Rubber, Fish Pond, Glass Pitch, Balloons and Agn. Waffle Concessions not conflicting. Wilburton, Okla., June 27. C. E. HAGENSICK, Mgr.

# Midway Conlab

Roy and Sid Leaf joined Crafts Exposition Shows in Coalinga, Calif., with their new Derby. Mr. and Mrs. Scottie LaBrake, of Lawrence Greater Shows, motored to Detroit and Canada on the latter's birthday, May 19, and purchased a new trailer. Lou Pease, Girl Show operator, is building a new show which he will tour on Nolan Amusement Company. Irvin and Roberts Appleman joined Crafts Exposition Show in Coalinga, Calif., with their new balloon store.

Mr. and Mrs. Bert Miner were tendered a party in celebration of their 12th wedding anniversary in the Hodges Girl Revue top on the No. 3 Unit of Gooding Amusement Company May 15 while the org was playing Washington, Pa. Refreshments and lunch were served by Mrs. Charles Hodges. Guests included Charles O'Brien, manager; Mr. and Mrs. Jewell Hopkins, Mr. and Mrs. Bud Clark, Mr. and Mrs. Johnson, Mr. and Mrs. Pat Murphy, Mrs. Murray Burling, George Knapp, Murray Cohen, Lillian Babcock, Dawna Arnaly, Floyd Young, Harry LaConte and the Hodges. Music was provided by George Knapp. Dianne Ross was emcee.

Mr. and Mrs. Joe King, of Wallace Bros' Shows, escaped injury but their car and trailer were demolished in an accident while they were en route from Memphis to East St. Louis, Ill. Charles Carper, who left Cettin & Wilson Shows to join Down River Amusement Company, wrecked his truck on a mountain west of Pittsburgh. Damage was estimated at \$500. Carper was accompanied by Jimmie and Lucy Herrington. Guy and Ruth Williams report they have their four concessions on the Brown & Wallace Shows.

W. G. Wade, owner of the shows bearing his name, went shopping for a new supply of

raincoats for his staff at the show's Battle Creek, Mich., stand. During the four days, shows, rides and concessions were in operation for a mere four hours. Similar weather conditions plagued the org's earlier stands at Monroe and Kalamazoo, both also in Michigan.

Pat Crognale, now working the checkroom in a Detroit niry, infos that she will leave soon to join her husband, Joe, who operates the lead gallery on the Ray Williams Shows.

Bill Woodcock and his trio of baby elephants joined Siebrand Bros' Circus and Carnival at Trinidad, Colo.

Rocco and Mrs. Masucci, of Virginia Greater Shows, had several relatives visiting during recent dates in New Jersey. They included Mr. and Mrs. Phillip Minelli; Mrs. Concerta Masucci, her son and his wife; Mr. and Mrs. Harold Humphries and family; Mr. and Mrs. Eddie Kramer; William J. McMullin and Dick Taplin.

Ed Perla, of Pronto Pups note, is back in Miami after a successful stand at the Memphis Cotton Carnival. He reports that the new hydraulic lifts on his metal trailer worked well and he was off the location in exactly 20 minutes. The hydraulics permit the trailer to be lowered flush to the ground bringing the counter levels and cooking elements to regular counter heights. Perla plans to remain in Miami until the Ionia (Mich.) Free Fair.

Additions to the line-up on Skerbeck Amusement Company during the engagement in Escanaba, Mich., included Mr. and Mrs. Christman and son with concessions, and Mrs. Mandy Karup. Wanda Lee, former carnival and circus trouper, is at the home of Mr. and Mrs. Lloyd Riggin, Route 5, Columbia, Tenn., where she is seriously ill with

(Continued on page 58)

Get Set Now for These Three MICHIGAN Hot Spots

<b>ROMULUS</b> 8TH ANNUAL SPRING FAIR JUNE 10-15 Exhibits—Prizes—Entertainment and everything that goes with an event of this kind. Our 8th Year Playing This One.	<b>DETROIT</b> ST. JOSEPH ALUMNI ANNUAL FESTIVAL JUNE 18-30 Cranior & Orleans Sns. Held on School Playgrounds. Limited space for CONCESSIONS—So get your space now.	<b>PLYMOUTH</b> ANNUAL CITY 4TH JULY CELEBRATION JULY 2-3-4-5 2 Big Parades Rodeo — Bar BQ — Acts — Bands Fireworks — Speakers — Ballgames Kiddee's Program — Queen Contest Held in CITY PLAYGROUND & SCHOOL GROUNDS.
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WANTED FOR THESE BIG EVENTS AND SOLID ROUTE OF CELEBRATIONS AND FAIRS TO FOLLOW: PENNY ARCADE — MECHANICAL — SNAKE — CLASSHOUSE. BALL GAMES (Bottles, Punks, etc.), Fish Pond, Novelties, Ice Cream, Jewelry, Panants, Hats, Fishbowl, etc.

**WADE GREATER SHOWS** 12 Mile & Greenfield, Berkley, Mich., thru June 8.  
Jack Lampron, Mgr.

**NEW WORLD OF PLEASURE SHOWS**  
MICHIGAN'S FINEST AND LARGEST MIDWAY!

Want for Sturgis, Mich., June 2-7; Battle Creek, Mich., June 9-14; Kalamazoo, Mich., June 16-21; then the Big One, Lake St. Clair fish festival, June 23-28; followed by Giant Fourth of July Celebration at Napoleon, Ohio.

Hanky-Pank Concessions. No Grift.

Will book any Shows of merit. Want Ride Help for 14 Office-owned Rides.

W. R. GEREN Presents

**MIGHTY HOOSIER STATE SHOWS**

LOOK LOOK READ

WANT—2 Outstanding Free Acts for June 23-28  
WANT FOR BALANCE OF SEASON—Custard, Ice Cream Bar, Snow, Hanky Panks.  
SHOWS—That can set on streets.  
READ THIS ROUTE—Connersville, down town, 11th and Western, June 5-14; Lawrenceburg, Annual Firemen's Celebration, Main Streets, June 16-21; Seymour, Centennial and Pageant DAY and NIGHT, June 23-28; in the heart of Seymour; Camp Aterbury, June 30 thru July 5, sponsored by U. S. O. ENTIRE Camp back of this one; then Indiana's largest street fair, July 7-12, Marion; fairs and celebrations solid thru October 14. Get with the show that knows this State.  
WANT—BINGO for Lawrenceburg, Seymour, and Marion. ALSO will book two large cookhouses and two or three Grabs for Seymour Centennial.  
All replies: W. R. GEREN this week, Franklin, Indiana

California's Best

**4TH OF JULY CELEBRATIONS**

SAN DIEGO COUNTY FAIR, Del Mar, Calif., June 27-July 6, inclusive. CRAFTS 20 BIG SHOWS, Frank Warren, Mgr.

LAKE MERIBIT, OAKLAND, Auditorium Parking Lot, July 2-6, inclusive. CRAFTS EXPOSITION SHOWS, Roger Warren, Mgr.

AMERICAN LEGION CELEBRATION, Shekton, June 21-July 6, inclusive. CRAFTS FIESTA SHOWS, Leo Haggerty, Mgr.

NOW BOOKING SHOWS AND CONCESSIONS.  
Have good location for Grand Stands—also have outfit.  
Contact CRAFTS 20 BIG SHOWS, Inc.  
7283 BELLAIRE Phone: SUNset 2-3131 NORTH HOLLYWOOD, CALIF.

**BEE'S Old Reliable Shows**  
CLEAN AMUSEMENTS INC.  
you won't get stung!

WANT to book set of Kid Rides; will book one, two or three, 25% to office. None on show now. Be Big Wilder, what happened to you? SHOWS; will book any Show except Gai and Monkey; committee money only. CONCESSIONS; Can place Hanky Panks of all kinds, stock only. Martin, Ky., this week; Winchester, Ky., next; Springfield, Ky., fair, June 16 to 21; followed by three choice Still Dates and thirteen fairs.

Address: DAVID J. HULL as per route.  
P.S.: Joe Goodwin wants to buy Bowling Alley or Blower.

**EVANS UNITED SHOWS**

Booking Concessions not conflicting. Need Basket Ball, Scales, Hoop-La, Fish Pond, String Game, Bumper, others, legitimate Shows—Any Show with own transportation except Car or Altitude. Ride Help—Good proposition for Rollplane Man, also Second Man on all Rides. Need Ticket Sellers and Concession Help.

Celebrations start June 16th, Brunswick, Me., June 2 to 7; Corralton, Me., June 9 to 14; Petersburg, Me., June 16 to 21; then to Kansas.

Contact CLAY M. EVANS

**JOLLYTIME SHOWS**

Want Hanky Panks of all kind—Custard, French Fries, Long and Short Range Gallery. Will book any Grand Show with own outfit. Want White Girl Show. Want Agents for Hanky Panks. Johnny Green wants Agents for Hot-Cat and Count Bored, L. Verner, contact Will book Merry-Go-Round and Octopus for low percentage. All replies to

W. R. PRICE  
AMHERST, VA. THIS WEEK, THEN AS PER ROUTE.

**MILLIKEN BROS.' SHOWS**

REIDSVILLE, GA., WEEK JUNE 2

Will buy or book No. 5 El Wheel with or without transportation. A few Hanky Panks open, one of a kind. Fair Secretaries and Committees in Georgia, look us over if you want a clean show. No flats. P.C. or g.p.p.s. Can use Ten Girls for Hanky Panks and Kid Rides. All address

MILLIKEN BROS.' SHOWS, Reidsville, Ga.

**WANT PALMER SHOWS WANT**

Short Hande, Bines, all Hanky Panks open. Ride Help of all kind, must have driver's license. Drunks and unrelables, stay away; no agitators. Have four weeks' work in heart of Charlotte, N. C. Concessions, \$25.00 per week. Flats, save time and money. Office-owned 7 Hides. Pay flat every Tuesday. Blackie Holt. If at home, contact

W. B. REID, Mgr.  
Lot on Minter Street or General Delivery, Charlotte, N. C.

**HILL'S GREATER SHOWS**

WANT FOR LA JUNTA, COLORADO, THIS WEEK; COLORADO SPRINGS, WEEK JUNE 9 TO 15. TWO MORE STILL DATES, THEN CELEBRATIONS AND FAIRS UNTIL NOVEMBER 15. LIVINGSTON, MONT., BIGGEST JULY 4 IN THE STATE.

CONCESSIONS: Bingo, Custard, Fish Pond, Basket Ball, Glass Pitch, Six Cats and Buckets, stock only. Mug Outfit, Coke Bottles, Long and Short Range Lead Galleries, High-Striker, Bottle Game, Cat Back. RIDES: Will book Rides not conflicting. Especially want Rock-o-Plane, Octopus, Caterpillar. Will trade Spiders for Rock-o-Plane or Octopus. SHOWS: Will book Fun House, Midget, Wild Life, Illusion, Glass House or any Shows not conflicting.

All wire H. P. HILL, Mgr., per route

**EDDIE YOUNG'S STERLING CROWN SHOWS**

"JUST A NICE LITTLE SHOW—WATCH IT GROW"

<b>WANT CONCESSIONS</b>	Cook House, Grab, Ice Cream, Scales, Age, Bingo, Derby Racer, Ball Games, Fish Ponds, Hoop-La, Long Range Gallery, Glass Pitch or any Hanky Panks.
<b>CONCESSION AGENTS</b>	Heads and Agents for Roll-Down, Rascal, Blower, Bowling Alley, Six-Cats and Buckets. Also useful Help for same. (Jimmy Costa, answer.)
<b>SHOWS</b>	Will book two Girl Shows (must be neatly framed and work as ordered). Also Snake, Wild Life or any well framed Grand Show.
<b>HELP</b>	First and Second Man for Rides who can drive Semis. (Two wages, long season, No drinks.) Glass House Operate for office-owned MAZE (must be experienced and drive truck). Have complete Bingo and transportation. Will consider turning over to capable operator. Want Truck Mechanics must have own tools and be able to keep fleet in shape. Positively no drunks.

All replies to E. L. YOUNG, c/o MARK TWAIN HOTEL, ST. LOUIS 1, MO.

# ROSS MANNING SHOWS

ROSELLE, NEW JERSEY  
NEWBURGH, N. Y. (V.F.W. CONVENTION), WEEK JUNE 9TH  
FIREWORKS WEDNESDAY AND SATURDAY

Concessions: Photo, Long Range, Novelty, Ball Game, High Striker, Nail Store, Swinger, Basketball, Darr, Coke Bottle, Positively no gypsies. Ride Help: Ferris Wheel Foreman, Chairplane Foreman, Second Men who can drive. (Walter Boyd, contact me.) Blinky Bernstein wants Agents for Razzle, Pins and Alley. (Call Blinky, Carlton Hotel, Newark, N. J.) Eddie Evans wants Head of Six Car Store, Man and Wife for Pitch Tilt You Win, also P.C. Dealers, Lady Ball Game Worker.

**ROSS MANNING**  
Elizabeth Cortaret Hotel, Elizabeth, N. J.

# Percell's PIONEER SHOWS

High class midway attractions

FREE GATE RENOVA, PA. June 2 to 7th FREE GATE

GAS BOOM TOWN AND B.B. SHOPS PAY DAY, GET WELL HERE  
Concessions—Want Custard, Novelty, Short Range, Jewelry, Arcade and anything that wants for stock. Want Shows all kinds, low P.C. Rides have plenty of our own. Ride Help—Second Men all Rides, Bingo, Clowns, Electrician, Striker, Rex wants two Bucket Agents.  
ALL REPLIES: THIS WEEK, WILLIAMSPORT, PA.  
**NICKY PERCELL, Gen. Mgr.: LOUIS A. RICE, Bus. Mgr.**

## BOB'S MODERN SHOWS

OPENING NASHVILLE, TENN., JUNE 9

Want concessions: Fish Pond, Six-Cats, Photos, Cork Gallery, Ball Games, Age and Scales, Heart Pitch, Dart Balloons, Candy Floss, Snow Cone, Jewelry, Bingo and PC if you have Hanky Panks.  
Want Shows: Any grind show with own outfit such as Girl Show, Unborn, Fun House, Glass House, Monkey Show or Illusion.  
Want Rides: Kiddie Rides, Spiffie.  
All replies to Hob Leedy, Bob's Modern Shows  
Nashville, Tenn.

## ROYAL EXPOSITION SHOWS

Naval Base, S. C.

Want Second Man for Floplane, also Merry-Go-Round Foreman and Second man to join on wire.  
Slim Taylor, what about it? Are you ready to come back?  
Can use other Ride Help who drive. Several Concession Agent wanted.

## ROYAL EXPOSITION SHOWS

P. S. All wires to Charleston, S. C.

## GEORGE CLYDE SMITH SHOWS

WANTED

Fish Pond, Hoop-La, Buckets, Six Cats, Swinger, String Game, Newspaper, Age and Scale Long Range Lead Gallery, Bowling Alley and Sport the Spot. WANTED—Snake Show, Monkey Show, Plantation Show, Side Show, General Ride Help, Truck and Tractor Drivers. All replies to  
GEORGE CLYDE SMITH SHOWS, Coalwood, Pa., this week; Lily, Pa., next week.

## LAST CALL CUMBERLAND VALLEY SHOWS

IN SOUTH PITTSBURGH, TENN.

Will book any Major Ride that does not conflict, prefer Spiffie, Bally-Plan or Jack-a-Plane and Midway, Funhouse or any high class Show. Can place Penny Arcade and a few more Stock Shows, such as Glass Pitch, Coke Bottle, Ball Games, Novelty, etc. Need two All Wheel Men. No drinks. This show holds contract for 12 Fairs and the Big 100 Year Celebration in Nashville, Tenn. July 2-12. Bring jewelry, the organ won't play. White Blinner needs Agents: wants Nan, Peggy and Bob to open on. Add all replies to  
BILL WINTON, 108 E. Main St., Manchester, Tenn.  
Phone No. 3784. No collect wires or calls.

## CAVALCADE OF AMUSEMENTS

Can Place Circus Side Show with own equipment, also Wild Life.  
Want Foreman for Scooter Ride (Salary, \$100.00 per week).  
Canvasman and Ride Help on all rides.  
Williamson, W. Va., this week; Ashland, Ky., next week.

## CARNIVAL WANTED

FOR IOWA CHAMPIONSHIP RODEO, SIDNEY, IOWA, AUGUST 19-23

Last year's attendance over \$0,000

Contact **BUSH-LAURE CONCESSIONS**

P. O. Box 8345, Kansas City, Mo. Phone 1 Victoria D249

## Wanted—TRUCK MECHANIC—Wanted

With tool for 30-truck show. Salary no question if you can cut it.  
Johnny Dean wants to meet from all his old help.

## LAWRENCE GREATER SHOWS

Alliance, Ohio, this week. Phone Lexington Hotel, Alliance, Ohio.

## MIGHTY PAGE SHOWS

Can place good Agents for Roll Down, Razzle, Get Rich, Pin Store. Have solid route.  
**GEORGE WHITE, Bus. Mgr.**  
Wire or phone  
**CHAS. S. TRAYERS, Mighty Page Shows**  
CHESTER ARMS HOTEL, CHESTER, PA.  
P.B.—Want to buy three T6 H. Concessions. What have you?

## 9 Rides—STEELE CITY SHOWS—9 Rides

Want for Gibsonburg, Ohio, Water Festival, June 10-15.  
Hanky Panks of all kinds. "SE" on Photos, Pin Store, Apples, Brown Custard, Candy Floss, Snow Cone and Novelty. All joining now given preference at Midwest Fourth of July show in Michigan. No flats. Want capable Bingo Callers—Manager for good Ride and a few more Stock Shows, such as Glass Pitch, Coke Bottle, Ball Games, Novelty, etc. Need two All Wheel Men. No drinks. This show holds contract for 12 Fairs and the Big 100 Year Celebration in Nashville, Tenn. July 2-12. Bring jewelry, the organ won't play. White Blinner needs Agents: wants Nan, Peggy and Bob to open on. Add all replies to  
BILL WINTON, 108 E. Main St., Manchester, Tenn.  
Phone No. 3784. No collect wires or calls.

## Midway Confab

Continued from page 57

arthritis. She'd like to read letters from friends.

J. George Loos attended the recent Rotary International convention in Mexico City as a delegate from Laredo, Tex. During his stay there, Mrs. Voss visited a sister in San Francisco.

Joe L. Buffington, recently with AMP and Royal Exposition shows, is seriously ill with lobar pneumonia in Room 106, Memorial Hospital, Roanoke, Va., and would like to read letters from friends. He has been a patient there for four weeks and may be confined indefinitely. His brother, C. D. Buffington, reports. The Buffingtons have operated as concessionaires for the past 30 years. Madame Burleson, who played the Battle of Flowers, San Antonio, with Jack Ruback's Shows, is featured at the Round-up Club, Dallas.

Mrs. John Denton, of the Gold Medal Shows, recently enjoyed a two-week visit on the shows by her two sons, Joe and Grand daughter, Celis, and her mother, Mrs. W. C. Daly. Grant came on the show to celebrate a birthday with his mother and father. A party was held in the Side Show top with about 22 children on hand, including his friend, Joe Earl Anderson, son of Mrs. and Mrs. Norman Anderson, bingo owners. Other visitors were Pauline Broome, Francis Piety, Billy Broome and C. C. Leasure, of Page Bros. Shows.

## WANTED

Curious  
**HUMANSVILLE ANNUAL REUNION**  
Humansville, Mo., July 16-17-18-19 or  
July 22-24-25-26  
**JOHN C. WEST**  
Committee on the American Legion  
Humansville, Mo.

## PROMOTERS —GET ON OUR MAILING LIST

Each week The Billboard receives inquiries asking for names of individuals who might be interested in various opportunities for auditoriums and arenas. We can refer you to them from our files. If you are interested in such an opportunity, please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible endorsements. Write to Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 4, Ill.

## FERRIS WHEEL FOREMAN WANTED

Want capable Operator, too weight Bill Hardin, wire Steve Decker

## BEAM'S ATTRACTIONS BARNESBORO, PA.

## BILL KNIGHT

Wants Agents for Ball Games to play in and around Chicago.

## BILL KNIGHT

Tuxedo 9-4164

## WANT STREET VENDOR

Will sell exclusive on Ballion and Novelty Street Concessions. Five parades week of June 15 to 21. Contact  
**BLOOMSBURG SESQUICENTENNIAL**  
Bloomsburg, Pennsylvania Phone 1174

## WANT LOT LAY IMMEDIATELY

Up and down Small Rental Unit Weekly Good Salary Can use wife for PP Trailer.

## MARDI GRAS, INC.

324 N. Charles St. Baltimore, Md.

## WANT MAN

To take complete charge of five up-to-date  
**BINGO**  
To join on wire  
**INTERSTATE SHOWS**  
N. B. Rosen, Mgr.  
Cato City, Va., this week.

## SCHAFFER'S JUST FOR FUN SHOWS

First-class Ferris Wheel Foreman and Second Man for Late Model 'S' Addres:  
Morrilton, Ark., this week.

## ROYAL MIDWEST SHOWS

Want Stock Concessions of all kinds. Ke on Rings, Jewelry, Photos and Novelty. Want First Man on Wheel, Second Man on all other rides.

## ROXIE HARRIS

General Delivery Recheater, Ind.

# JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

Want for big Fourth of July at Streator, Ill. Ask anyone who has played it. Playing Rockville, Ind., next week; with Tipton, Ind. Annual Street Celebration following. Join now for special privileges.

## WANTED

CONCESSIONS: Custard, Snow Cone, Novelty, Jewelry, Balloon Darts, Ball Games, Buckets, Hi-Striker, Bumper, Cork Gallery, Heart Pitch, Hoop-La, Watch-La, Come Back and Penny Arcade. SHOWS: Special percentage to any good Grand Show. Playing 18 straight fairs, single show territory. Always ready to help. Also want Anna Attractions and useful Side Show Help. Want small Midwaymen. Want Girl Show Operator with own girls to operate arifice-arcade show. HELP WANTED: Want Wheel Foreman for Second Wheel. All replies to  
**JOHN PORTEMENT, Madison, Ind., this week.**

## HELLER'S ACME SHOWS

8 Days, 2 Sundays, June 1 to 8, on the Streets  
North Bergen, New Jersey

Want Long Range Gallery, Buckets, Guess Your Age and Weight, Photo, Palmist, Hoop-La, Want Merry-Go-Round Foreman and Second Man, Kiddie Ride Foreman for three Kiddie Rides, Ferris Wheel Second Man, Chairplane Foreman, Mechanic who can cut in. Only 10 Trucks and 8 Rides. Good wages and get it every Wednesday. Best of treatment and long season. Want Girls for Girl Show, office paid. Want any north-white Shows. 25th, North Bergen, N. J., this week. Phone Union 3-9106. Next week, Summit Avenue, Jersey City, N. J. Hill block from the Fire Camera.

## GREAT ZENITH SHOWS

WANT WANT WANT  
For the biggest 7th of July Celebration and Firemen's Muster in New England or Bristol, R. I., from June 29 to July 6, incl.  
Concessions—Ball Games, Balloons, Thrills, Custard, French Fries, Age and Scales, Candy Floss, Glass Pitch, Penny Pitch, Spring Game, Cork Gallery, Kicker, Blanks or any Hanky Panks. Agents for Count Shows, get in touch with Ralph Jacobs Shows, Bridge, Wild Life, Ten in One, Illusion or any show that does not conflict. John Gambino, get in touch with Ralph Jacobs right away. Rides—Octopus, This Chair-Plane or any Flat Ride. Sound Truck wanted, also good flashy Rings for season. Wire all replies to  
**RALPH JACOBS, Gen. Mgr., Rutland, Vermont, next week.**

## FESTIVAL OF FUN SHOWS

WANT WANT WANT  
Second Man on all Rides. No meat tickets. Salary every week. Want Kiddie Rides—Lee Cotter, contact at once. Want Grand Shows, Blarke and Healy Darts, contact. Can place Stock Concessions of all kinds. Opening for capable Derby Caller and Stock Concession Agents. No flats. No gypsies. Clermont, Ind. Over Indianapolis this week.

## RUMBLE GREATER

WANTS FOR YFW CELEBRATION, MITCHELL INDIANA

June 9 to 14 inclusive

SHOWS AND CONCESSIONS

D. P. Rumble, Albion, Ill., this week.

P.M.—Can place for shows, wire major and see Kid Ride.

## WANTED

## C. A. STEPHENS SHOWS

Copper Hill, Tenn., this week; Madisonville, Tenn., to follow.  
Concessions: Novelty, String Games, Six-Cat, Hoop-La, Photo, Custard, High Striker. Want Help for Conkhouse, Griddle Man and Cook, Good Caller for Bingo. Want Man to help up and down Front Gate. Want Second Men on all Rides.

## UNITED STATES SHOWS

Want Ride Help for Merry-Go-Round, Ferris Wheel, Chairplane, Rolltoplane and Octopus—who can drive. Want Hanky Panks of all kind. Want Mechanical, Fat or any good Grand Show. (No Side Show.) Wire  
**L. P. BRADY**  
c/o WESTERN UNION WELSH, W. VA., THIS WEEK

## CONCESSION AGENTS WANTED

Am adding 2 more Concessions: Watch-La, Pitch Tilt You Win and Short Range Gallery. Can use Agents for them. Must be sober and reliable and willing and able to work. Good proposition for Man and Wife. Write me full information or write me where and when I can reach you by telephone.  
**PAUL M. FARRIS, c/o SNAPP'S GREATER SHOWS**  
Nevada, Mo., this week; Independence, Mo., next week.  
P.B. FOR SALE—Have 10 cases of Remington Standard Velocity 22 Shorts—\$88.00 per case.

## GREATER MIDWAY SHOWS

Want for four weeks all in potato market, then fairs until November.  
Ball Games, Mus Outfit or any Hanky Panks that do not conflict. Place useful Help in all departments.  
All address paper, N. C., this week; then as per route  
**FRANK DICKERSON, Mgr.**

## PAGE BROS.' SHOWS

Want Sound Truck, prefer one with Concessions; Photos, Custard, Arcade and Stock Concessions of all kinds. Want Operators for Fun House and Monkey Show. Want Ferris Wheel Foreman who drives. Top salary.  
Branzburg, Ky., this week; Columbia, Ky., next week.

## A.M.P. SHOWS

Want Concessions: High Striker, Pitch-Tilt You Win, String Games, Penny Pitch, Doll's Bowling Alley and any Hanky Panks not conflicting. Want useful Side Show People. contact Rita Rapp. Want Cook for small Conkhouse. Second Men in all departments. Will book Animals, Monkey or Snake Show. Want Girls for Girl Show.  
Cairnsboro, Pa., this week; Hooksville, Pa., next week.

## JIMMIE ACKLEY

Wants Agents for Buckets and all Hanky Panks.  
John Gentry and Slim, come on.

## United States Shows

Coalwood, West Virginia.

## BIG STATE SHOWS

WANT

Girls for Dean's Girl Show, Brownie Blushup wants Grand Show Agents, Casey and Woody, contact. Ten weeks in Oklahoma, guarantee concessions to work. Also Hanky Pank Agents.  
Issaquah, Okla., this week Wire  
**RALPH WAGNER**

GIVE TO DAMON RUNYON CANCER FUND

# Bergen's World of Mirth Stacks Up as Jim Dandy

• Continued from page 50

Show will be supplemented for fairs, but an excessive nut will not be built up at this time, in keeping with Bergen's policy of playing it cozy. Additional line girls will be added in the meantime, but additional specialties will not be programmed until fairs.

Costuming and lighting are attractive. All inside units are new, with additional drapes set to be added in the near future.

Unit's new portable Philco Television Theater has worked out well so far. An especially-constructed wagon, which opens on two sides, contains six standard Philco 21-inch sets. Units face both sides of the midway and programs that might be expected to detract from the gate are tuned in regularly. No seating accommodations are provided, except feeling that patrons might "sit out" their visit to the midway.

The constant work done in winter quarters is evident throughout the midway. Wagons and other rolling stock got their first major overhauling in some time and show it. Bernard (Buckey) Allen's front-end lineup is sparkling and attractive, as always.

Show missed its first Monday in a decade or more when it got bogged down in mud last week in Chester, Pa. It took some 31 hours to get the wagons off the lot and the train departure was delayed. Train was routed to New Brunswick, N. J., and unloaded there with the equipment moved

11 miles over the highway. Next stand is New Brunswick, and the highways will again be used for the jump.

Agent Gerald Snellens has the midway liberally sprinkled with national ads. A pictorial magazine with a four color photographic cover, and loaded with national ads, is distributed weekly.

## Cetlin-Wilson Contracts New Canton, O., Fair

CANTON, O., May 31.—V.F.W.-Atomic Fair, new event July 14-19 at the Starke County fairgrounds here, has awarded the midway contract to the Cetlin & Wilson Shows. Ralph Lockett, general agent, signed for the show after a meeting with H. I. Hagloch and Ralph Ross, manager and attorney, respectively, of the fair.

Plans are to shape fair's presentations and exhibits mainly along lines relating to atomic, jet-propulsion and other modern scientific offerings. A strong advertising campaign is being mapped.

Merchants' exhibits will be housed under canvas. Two children's days have been skedged. Grandstand program will lean mostly to home acts, according to present plans. Joe Louis, ex-heavyweight champion, has been signed to box exhibitions nightly.

## Marks Scores

• Continued from page 55

factors involved for exact comparison, however. On one occasion when attendance was comparable to that of a year ago the gross was down some \$800. However, two girl shows did not operate and these alone could have accounted for that much or even a great deal more.

John is not fearful of the season. He has tramped too many years and is too well cushioned to be unduly worried about the outcome. The show will be into its fairs in a month or so and the strong route of annuals ahead will very likely add up to a highly successful season.

The show will stay in the North until its turns around for its fair dates. Good spots lie a head, with only weather needed to assure a favorable outcome. John favors big towns for a number of reasons. Diversified industries mean payrolls almost daily, and strikes are likely to affect only a small percentage of the population, he says. In addition, he says, you can find new people by moving only a few miles.

## Talks of Retiring

John, near 60, came close to cutting it quits this spring. Terms for the sale of the show were agreed to and the deal would have gone thru if the money had shown. When it didn't he continued on with hardly a change in pace.

With Mrs. Marks caring for the homestead in Richmond and their daughter away at school, it is possible that John may retire in the near future. At the moment, however, there is little evidence that he will.

Altho his eyesight is impaired, and he has undergone numerous treatments in an effort to aid his vision in recent years, John is just as much on the job now as he ever was—and that adds up to a full-time, around-the-clock schedule. All of the equipment was getting additional paint here, including the trucks which are also getting attractive scroll lettering. The apparent plans are all long-range.

## Vivonas Seek

• Continued from page 55

gate here as it sought to lure more patrons. The busses carrying people to the circus lot mostly whip on by and stop more than a block away. A lot of folks who live in the South Philadelphia area hoof it out, however, and the Vivonas have first crack at the pedestrians.

Back part of this lot is extremely rough and several units were left down, Hicks said. Units operating look nice, as does the marquee; a tribute to the excellent maintenance that has combated the abnormal rain and mud encounter.

Considerable ambition has sparked the efforts of the Vivona Bros. since they gave up their neighborhood endeavors in New Jersey a couple of years ago to explore the East Coast. While they haven't been favored by much good luck to date, they work on the theory that it won't take much to lift the tight and compact unit into the consistent win column.

## Detroit Stand

• Continued from page 55

Charles Self, with John Freeman; Marie Anderson, Mark Williams recently joined with his Snake Show, which is equipped with a new front. Assisting Williams are Jean Shaefer, performing midget, and Leonard Ward, tickets.

Concession row includes Richard Swain's cookhouse with James Owen, first chef; Virginia Swain, cashier, and Roy Claywell, William Truitt and Richard Swain. Others on the front end are Bernie Merritt, 2, with Mrs. Frieda Merritt, agents; Ralph Whitehurst, 4, with Fred Clubbertson, Harold Smith and Pauline Whitehurst, agents; Rod Link, 5, with Fred Link, Maynard Ostrow, Gordon Maltz, Slim Tyler, Al Dudley, Gregory Link and Bill Prue, agents.

Also Horace Pierson, 1; Tony and Alta Carl, popcorn; Gil Davis, 2, with Van Dolson and Sae Self, agents; Joseph Cangelane, shooting gallery, with Forest Meeneke, agent; Paul Johnson, photos, with Clarence Bradley, assistant; Sam Burd, with George Harris and Dean Murray, agents.

## MODERNISTIC SHOWS

### WANT

Clarend, High Striker, Snow Balls, Fish Pond, English Wheel, 2-Head Bally, get in touch with me or my show with own outfit. Ride Help wanted.

**JOHN KEELER, Mgr.**  
Camp Somerset, Westover, Md.; Centerville, Md., June 9.

## CONCESSIONS WANTED

Roachdale Lions Club 18th Annual 4th of July Celebration and Homecoming.

**C. A. FALLER, Chairman**  
ROACHDALE, INDIANA

# PENN PREMIER SHOWS

worlds • cleanest • midway

## FEATURING IVAN ROCKETTO THE HUMAN CANNON BALL SHOT OVER 2 FERRIS WHEELS

Cut this ad out and save it for future reference. Everyone joining now will receive the benefit of this tremendous route. Possibly the most outstanding route of any motorized show in the East. Ask those who have played these dates. No more still dates and all money spots.

- |  |  |   |
|--|--|---|
| <b>AMERICAN LEGION CELEBRATION</b><br>Binghamton, N. Y., June 9-14                                 | <b>FIREMEN'S CELEBRATION</b><br>Elmira, N. Y., June 16-21          | <b>50TH OLD HOME WEEK</b><br>Albany, N. Y., June 23-28        |
| <b>6 COUNTY FIREMEN'S CELEBRATION</b><br>Big Fourth of July Date<br>Lockhaven, Pa., June 30-July 5 | <b>AMERICAN LEGION CELEBRATION</b><br>Lemoyno, Pa., July 7-12      | <b>RED LION FAIR</b><br>Red Lion, Pa., July 14-19             |
| <b>THE GREAT SELMSGROVE FAIR</b><br>Selmsgrove, Pa., July 21-26                                    | <b>FIREMEN'S CELEBRATION</b><br>Williamsport, Pa., July 28-Aug. 2  | <b>LYCOMING COUNTY FAIR</b><br>Hughesville, Pa., Aug. 4-9     |
| <b>SOMERSET COUNTY FAIR</b><br>Meyersdale, Pa., Aug. 11-16   | <b>GREAT HUNTINGDON COUNTY FAIR</b><br>Huntingdon, Pa., Aug. 18-23 | <b>TIOGA COUNTY FAIR</b><br>Manfield, Pa., Aug. 25-30         |
| <b>MUNIATA COUNTY FAIR</b><br>Port Royal, Pa., Sept. 1-6   | <b>TRI COUNTY FAIR</b><br>Roanoke Rapids, N. C., Sept. 15-20       | <b>DURHAM COUNTY WHITE FAIR</b><br>Durham, N. C., Sept. 22-27 |
| <b>LEE COUNTY AGR. FAIR</b><br>Sanford, N. C., Sept. 29-Oct. 4                                     | <b>GOLDEN BELT FAIR</b><br>Henderson, N. C., Oct. 6-11             | <b>6-COUNTY FAIR</b><br>Leahsville Spray, N. C., Oct. 15-18   |
| <b>ROCKINGHAM COUNTY FAIR</b><br>Rockingham, N. C., Oct. 20-25                                     | <b>MOORE COUNTY FAIR</b><br>Carthage, N. C., Oct. 27-Nov. 1        |   |

## ATTENTION, FAIR COMMITTEES!

Sorry, we are booked solid for 1952. Visit us at any of the above dates and see the largest and most modern motorized show in America. Keep us in mind for 1953.

### CONCESSIONS

Can place all kinds of Hanky Punks, Want Fishpond, Plich-Til-U-Win, Hoopla, Glass Pitch, Novelty, Monogram Hats, Hi-Striker, Dart Balloons or any other legitimate Concessions. Positively NO MITT CLUMPS. CAN PLACE DEERY RACER FOR THIS SENSATIONAL ROUTE AND WILL WORK EVERY WEEK.

### SHOWS

Can place Arcade, Funhouse, Life Show, Snake Show, Unborn or any other Grind Shows not conflicting. Earl Meyers can place for big Circus Side Show: Fire Enter, Sword Swallower, Glass Blower, Knife Thrower, Midgets or any good freak to feature. Long season and good treatment, with pay every day and no promises. Can also place Ours for Bally.

### RIDES

Can place Little Dipper, Spitfire, Flyplane, Caterpillar for three outstanding dates. Also place Dark Ride. Low percentage.

### HELP

Can place good Ring Men who are sober and reliable. Must drive semi. Salary and bonuses. Joe Follco can place Chef, Griddle Man, Waiters and Kitchen Help for Cookhouse. Good treatment and best of pay if you can cut it. Can also place general Concession Help. This show does not tolerate drunks and agitators.

### AGENTS

Buster Westbrook wants: This show carries only four Grind Stores both at still dates and fairs. The following heads: Seymour Kline needs Roadshow Agents "Rumbling Fat" wants 1 Razzie Agent. Frank Campi can use Man for Blower. Smoky wants Pin Store Agents.

Following people contact us at once: Mike the Greek, Sammy, Sam Cohen, Dutch Rees, Tabba, the Twins or anyone else we know, contact us at once. We have worked and will continue to work every week.

Address all mail and wires to

**Lloyd D. Serfass, Gen. Mgr.**

Penn Premier Shows

Carbondale, Pa., this week, followed by the big spot, first in, Binghamton, N. Y.

All phone calls to

**Harry (Buster) Westbrook, Bus. Mgr.**

American Hotel

Carbondale, Pa., this week, followed by the big spot, first in, Binghamton, N. Y.

# JOHNNY T. TINSLEY SHOWS

Americas Most Modern Midway

HAVE FOUR MORE WEEKS IN ATLANTA ON UPTOWN LOCATIONS FOLLOWED BY MARIETTA, GA. FOURTH OF JULY CELEBRATION AND A ROUTE OF THE BEST PAY-ROLL TOWNS IN THE SOUTH—HOME, LAURANCE, COLUMBUS AND OTHERS, PLUS A BIG LABOR DAY CELEBRATION AND TEN (10) CLASS A FAIRS IN GEORGIA AND ALABAMA.

### WANT

**COOKHOUSE**—To join at once; must be clean and cater to showfolks.  
**CONCESSIONS**—Hi-Striker, Balloon Dart, French Press, Pronto Pipe, Over 12 (Biscuit Pan), Huckley Buck or any legitimate merchandise concession. No Sell Date, please.  
**SHOWS**—High class entertaining shows catering to adults and children: Side Show, Midgets, Wild Life, Fun House, organized—Minuties.

**RIDES**—Dark Ride, Scooter, Bosta, Roller Coaster, Buggy Ride  
**RIDE SUPERINTENDENT**—Will pay top salary to competent man capable of handling the most modern set of rides on the road. If you drink, please do not waste our time. ADDRESS

**JOHNNY T. TINSLEY SHOWS**  
Hamphire Street at GE Plant this week; Davis T. Howard School Grounds, Duin Street, next week.  
ATLANTA, GEORGIA.

# WILSON GREATER SHOWS

Want for Cortez, Colo., Rodeo, June 17-22; Flagstaff, Ariz., All Indian Powwow, June 27-July 6; Shiprock, N. M., All Indian Rodeo, July 9-13; Durango, Colo., Spanish Traits Fiesta, July 28-Aug. 3.

Want Concessions of all kinds except Eats, Bingo and Min Camp. Will sell "X" on Novelities. Want Agents for Bull Cones, Hoss, Snow Cones also two Griddle Men. O. B., contact Bill Pharr if coming to Flagstaff. Will book Little Dipper, Olympus or any Flat Ride that does not conflict. Will book one more Grind Show. Can use extra Ride Help at Flagstaff. Address

**LLOYD WILSON, Mgr.**

Winslow, Ariz., June 3-8 and then as per route.

**STOCK TICKETS**

One Roll	..... \$ 1.50
Five Rolls	..... 7.50
Ten Rolls	..... 15.00
Fifty Rolls	..... 75.00
100 Rolls	..... 150.00

ROLLS 2,500 8x4 1/2  
Double Coupon  
Double Price  
No C.O.D. Orders  
Size: Single Tkt., 1x2

We Manufacture  
**TICKETS**  
of every description  
**THE TOLEDO TICKET CO.**  
3065 Catalina St.  
Toledo 12, Ohio

**SPECIAL PRINTED**

Card With Order Form	..... 2.00
..... 4.00	..... 6.00
..... 8.00	..... 10.00
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..... 20.00	..... 25.00
..... 30.00	..... 35.00
..... 40.00	..... 45.00
..... 50.00	..... 55.00
..... 60.00	..... 65.00
..... 70.00	..... 75.00
..... 80.00	..... 85.00
..... 90.00	..... 95.00
..... 100.00	..... 105.00
..... 120.00	..... 135.00
..... 150.00	..... 165.00
..... 200.00	..... 225.00

**LEGAL ADJUSTER WANTED**  
To join a wife.  
No habits and no quidnuncs.  
**VINCE McCARE**  
c/o Western Union  
Lebanon, Mo.

**WANTED WANTED WANTED**  
**for Southern California's Biggest Show**  
 the **NAVY RELIEF CARNIVAL 1952!**  
**SAN DIEGO, CALIF.**  
 —BIG DAYS AND NIGHTS—  
**JULY 31 TO AUGUST 3 INC.**

**LAST CALL — LAST CALL**  
**LIMITED SPACE OPEN**  
 for  
**HANKY PANKS AND STOCK WHEELS**  
 WIRE—WRITE  
**LCDR ROBERT J. JENNINGS** **JOE ARCHER**  
 Commissary Officer Civilian Consultant  
 U. S. Naval Air Station 474 South Fairview St.  
 San Diego 33, Calif. Burbank, Calif.

**FAWN TOWNSHIP FAIR**  
**Tarentum, Pa.—6 Big Nights—June 16-21**  
 RIDES—Will book rides not conflicting with what we have. SHOWS—Funhouse, Maindrome, Side Shows that cater to family trade. CONCESSIONS—All Concessions open except Bingo. Want Striker, Ace, Beasle, Glass Pitch, Jovvies. No MIT Camps. Want AGENTS for office-owned Concessions. Help on all Rides—need Second Men. Drunks and girl chasers, please don't answer.  
 This unit playing the best route in Western Pennsylvania. Puncatowney, Saxenburg, New Odette, Greene County Fair, Dayton Fair, Tusculum Oil Festival, Crawford County Fair, West Alexander Fair, Goodport Fair, then eight weeks of Southern Fairs.  
**Ralph D. Sanders, Mgr.**  
**KEN-PENN AMUSEMENT COMPANY**  
 619 BARK AVENUE NEW KENSINGTON, PA.

**BOB HAMMOND SHOWS**  
**WANT WANT**  
 Operator for Side Show, completely framed. Girl Show Operator with girls and wardrobe. Second Men on all Rides who drive semis. Bob Young wants Concession Agents.  
 Yoakum, Texas, Tomato Tom Fom, June 9-14; Rockdale, Texas, to follow; then the "Red One," 4th of July, Belton, Texas, 18 Fairs and Reunions to follow.  
**Address Bob Hammond, Mgr.**  
 6115 Gold St. (Phone: Mulberry 8847) Houston, Texas

**MOTOR STATE SHOWS**  
**MICHIGAN, OHIO, INDIANA**  
 WANT FOR LONG SEASON FAIRS AND CELEBRATIONS  
 Few more legitimate Concessions. Man for Kid Rides, also Octopus Foreman, Second Men on Rides, Bids Superintendent, Whitley Alberts wants Scale Man. Hoopy Ankrum wants Hanky Pank Agents.  
 Berkley, Mich., this week; Fort Clinton, Ohio, June 9-15.  
**JOE FREDERICK, Owner-Mgr.**

**HELP WANTED HELP WANTED**  
 Ride Help for all Rides—First and Second Men. Concession Help. Men to up and down office owned Concessions. Man for Sound Truck. Have complete outfit. All Help, come on, will place you. You must be sober and reliable. Can place clean Show for balance of season. All replies to  
**HARRY J. KAHN**  
 East Pepperell, Mass. June 2 to 7; North Brookfield, Mass., June 9-14.  
 P.S. Can use Bingo Caller after North Brookfield

**WANT WANT WANT**  
**FOR 15 FAIRS STARTING JUNE 19TH**  
 Side Show and Snake Show Manager. We have everything except inside and p.a. sets. Also want Jig Show; have frame up. Want Electrician who understands transformers; straight salary. Can use few more Hanky Panks. Ride help who can drive semi.  
**W. T. COLLINS SHOWS**  
 Minot, N. Dak., this week; Williston, next.

**NESSLER'S GREATER SHOWS**  
 Want for American Legion Jubilee at Ft. Wayne, Ind.; also for the Centennial Fourth of July Celebration, Charleston, Ind.; we hold exclusive of both places.  
 CONCESSIONS: Cashboxes, Fishpond, Ferris Wheel, Ball Games, Lake Bottom, Sprinkle that works for pools, Jewelry, Bowling Alley, Country Store, Buckets, Scales & Ace Glass Pitch, and Hanky Panks, working for stock.  
 RIDES: Funhouse, Horse, Monkey, Maindrome, Mechanical Show or Animal Show. RIDER: Will lease, buy or book better, ticket, dark ride. Low percentage.  
 HELP WANTED: Second Men on all Rides. Must drive semis. Want Agents for office-owned Ball Games, 6 Cals and Duck Pitch.  
**NESSLER'S GREATER SHOWS, Walkerton, Ind., this week; Ft. Wayne next week.**

**ANCHOR TENTS**  
 CONCESSION, BINGO TENTS, RIDE TOPS, MOTORDOMES, SHOW TENTS  
**ANYTHING IN CANVAS**  
 Manufacturer's Approved Flame Resistant Materials Available. 1 DAY'S DELIVERY ON MOST SIZES  
**ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA**



**From the Lots**  
**Morris Hannum**  
 LARKSVILLE, Pa., May 31.—Altho rained out on the day a big firemen's parade was skedded, the week of May 19 in Emmaus, Pa., proved by far the biggest of the season to date.  
 Kiddie matinee Wednesday baby parade Thursday, and public wedding Friday, highlighted the week, each event drawing good crowds. All shows and concessions reported good business and rides did their share. A committee headed by Arthur Wessner, co-operated well.  
 Saturday was a big disappointment. With 51 fire companies, 28 bands, 32 auxiliary units on hand, and the town crowded, it started to rain and kept up all that night and into Sunday.  
 With the show booked solid and celebrations and fairs starting shortly, all concerned are looking for a good season. With weather permitting, business has been good up to now. Many visits were exchanged between our personnel and that of the James E. Strates Shows.—HARRY E. WILSON

**Skerbeck Amusement**  
 ESCANABA, Mich., May 31.—Shows' opener here was postponed until May 10 because of the death of Mr. Skerbeck. Business for the three days, ended May 18, was light because of cold weather.  
 Org moved from here to Crystal Falls, Mich., where it closed with a Sunday (25) matinee. Business was good thruout the week despite cold and rainy weather. Mr. and Mrs. Kerdvite, who formerly had their Mechanical Show with the org, visited their daughters, Mrs. Gene Skerbeck and Mrs. Jimmie Miller.—MRS. RAY NARD

**Ritter's United**  
 COLTON, Calif., May 31.—Shows wound up a successful stand in Myra Loma here. Ork was the first carnival to play the community and date was sponsored by the Consolidated Improvement Association.  
 Hollie Ritter, org's owner, presented his wife, Nancy, with a new car on Mother's Day.—JACK L. SHELL

**AGENTS WANTED**  
 All Hanky Panks, Dart Boards, One-Ton Pitch, Biring Game and others. Prefer single agent men. Business won't last. We are now playing Bill Dates in good territory. Celebrations and Fairs starting with Madras, Wis., Fair.  
**RUSTY WAGNER**  
 c/o Blue Ribbon Shows, Ripon, Wis., June 3-8; Ocean Bay, Wis., 10-15; Sheboygan, Wis., 17-22.

**RIDES WANTED FOR AMERICAN LEGION STATE CELE.**  
 Williamsport, Indiana, June 17 to 21. Use one man Sider Rides and 2 or 3 Kiddie Rides for this date and balance of season.  
 ALL CAN JOIN NOW  
 All mail to WILBUR PARRELL, Festival of Fun Shows, Clermont, Ind., this week, or call or wire Tommie BAKER, 222 Madison Ave., Indianapolis, Ind., Phone GAR-98 458.

**Nolan Amusement Co.**  
 Greenwich, Ohio, June 27; Ashland, Ohio, June 4-14.  
**WANT POPCORN & STOCK CONCESSIONS.**  
**FRED NOLAN**  
 Mohavalia Park, South Zanesville, Ohio

**Want Good Eli Foreman**  
 Job of once. Man for 2 Kid Rides, Duck Pond. Will pay what you're worth. 15¢ up to 25¢. Can ride State Shows. What have you? Want Sound Car with Concessions.  
**FLOYD O. KILF, Mgr.**  
 Scottsbluff, La., 1016 1/2th St.; Albany, La., 9th St. 1038.

**WANTED FERRIS WHEEL.**  
 And one other Side prefer Merry-Go-Round for American Legion Post annual Celebration, July 25, 26, 27.  
**AL CHASE**  
 6832 Baltimore University City, Mo (Phone: Colonnade 7234)

**FOR SALE**  
 Recently Spolman Merry-Go-Round, 1947 Octopus, 1948 Tilt-a-Whirl. First class condition, no junk; with or without transportation. Can be seen in operation at 39th & Arkansas St., Wichita, Kansas.  
**M. A. SHADLER**  
 BOX 1893 WICHITA, KANSAS

**Crafts Exposition**  
 COALINGA, Calif., May 31.—Org closed a successful week's stand at the Horned Toad Derby here Sunday night (25). Date marked the shows' first stand at the local annual. Business to date is 35 per cent ahead of last year. Roger Warren, manager, said here.  
 Assistant Manager Jimmy Lantz took delivery on a new car here. Mack Doman motored in from North Hollywood winter quarters with four new Scooter cars. V. D. Eller joined as second man on the Tilt-a-Whirl and his wife came on as ticket seller on the Merry-Go-Round. Roy Sheppard, ride superintendent, and four members of the shows sustained burns when the truck he was driving over-turned and caught fire.—VINCENT KUROPATWA.

**American Eagle**  
 ROSICLARE, Ill., May 31.—Org came here from Kenton, Tenn., one of the best spots of the season. Wendell Pierce left to join the Gem City Shows. Mr. and Mrs. W. E. West joined with photos and train. J. W. Western joined recently with penny pitch and shooting gallery. Danny Arvett has her corn game on with Dillen Eastep as assistant.  
 Glen Hockett has added to concessions. His Monkeyland, with Dorothy Hockett in charge, is doing good business. W. W. Vaughn is doing well with pea pool. Blackie Asher and wife joined recently with a set joint. Fairs and street celebrations start in two weeks.—MRS. DOROTHY HOCKETT.

**Virginia Greater**  
 SUFFERN, N. Y., May 31.—Shows open here June 1 after only fair runs in Jersey due to bad weather. The 9-cent kiddie matinee Saturday (24) went over big, however. L. Wotasek joined in Morrisstown, N. J., with pitch-till-you-win.  
 Charles Boyer, shows' painter, is reaching Girl and Jig show fronts. Several showfolks from Penn Premier Shows, playing a few miles away, visited.—ROCCO MASUCC

**Southern States Shows WANT**  
 Ride Men—Especially Ferris Wheel and Merry-Go-Round Men. Other useful Help. Also Stock Concession Operators. Will buy or look Short Range Shooting Gallery. Permanent location all summer. Then Fairs until late. All answers to  
**JOHN B. DAVIS, Mgr.**  
 Southern States Shows Long Beach Resort, Panama City, Fla.

**Experienced Billposter**  
 Must understand Carnival and Circus Billing. Must be union. Wire, phone or write  
**John H. Marks Shows**  
 Island Avenue at 78th Street, Philadelphia, Penna., this week. Join immediately.

**Hullif's Greater Shows**  
 All the Celebrations, Shows and Concessions. Rides and Shows not including Opening June 4th to 7th at DeKalb, Edgerton, Mich. of June 9th. No Hais or Dypale, Simba Green and Claude McDonald come on. Contact  
**ROY HUFFET**  
 DE KALB, MO.

**Kiddie Rides For Sale**  
 Airplane Ride, like new, Ferris Wheel, 80 ft. high, six seats, in excellent condition. Will take \$1,500.00 for both.  
**M. T. GORDEN**  
 2831 N. 58th St. Milwaukee 18, Wis.

**FERRIS WHEEL FOREMAN**  
 Good money. Must be sober. Have work on individual or Couple Play around Baltimore, Md. Phone or write to  
**TRYING MERSON**  
 517 East Baltimore St., Baltimore 5, Md. Phone by night, Pleas 5715; Phone by day, Saratoga 1618.

**MARVEL SHOWS**  
 Moving Cherry, Ill., June 4-7; Oatsley Golden Jubilee, June 11-14; West-3-Mig Outfit, Ace and Weight, Stock Concessions, all kinds, News, What have you? Bids High, must drive. For Sale: Glass, Glass, Glass, Glass, Glass, Glass, Bings, top roller, individual stools.  
**LEW REESE**  
 AS PER ROUTE

**WANT TALKER FOR**  
**GLOBE OF DEATH**  
 Booked with Gooding Amusement Co. Wonderful proposition for shows. Globe like new. Would like to hear South Harry Hunter, Joe Murl or Kit Noble. Also need Working Men, have several Scale Fairs.  
 WRITE—BYRE—PHONE  
**FERNANDO RIVERO**  
 c/o Gooding Amusement Co. 1304 Norvue Ave., Columbus, O. Phone U Niversity 1193

**RUSSELL CAUGHEY**  
 Wants Grind Store Agents for Pin Store and Blower.  
 Contact  
**RUSSELL CAUGHEY**  
 Detroit Hotel Detroit, Mich.  
**W. G. WADE SHOWS**

**WANTED**  
 Dipper Foreman and Bingo Caller  
**HARRY A. AGNE**  
 care King Reid Shows Rome, N. Y.

**AGENTS WANTED**  
 Six Cot. Buckets, Slam Store.  
**JACK THOMAS**  
 c/o Art Thomas Show, Lennox, June 4-5; Canton, 6-7; DeSmet, 9-10; Tebor, 11-12; Lake Andes, 13-14; all South Dakota.

**WANTED HANKY PANKS**  
 Playing Chicago lots. Can use men to up and down outfits. For Sale; 2-ahmet Parker Baby Q Merry-Go-Round  
**FRED A. POTENZA**  
 Phone Maymarket 1-1121; rooming only. 141 N. Walnut Chicago, Ill.

**PARADA SHOWS WANT**  
 Concessions, one of a kind. Small Grind Shows with own equipment. Concession Agents, Bingo Relief Caller, Second Man who can drive.  
**OLATHE, KANSAS**

1849 36 ft. 3 wheel Allan Herrschell Merry-Go-Round, \$8,000.00. No 100 Pairs Wheel with late improvements, \$2,800.00. Grander 24 wheel Chairplane, \$800.00. 8 Car Octopus, \$2,800.00. 16 car \$200 Deep Ride, \$450.00. Kid Trolley Ride, \$200.00.  
**J. B. MAHL**  
 16420 S. Maaswood Ave., Chicago 48, Ill.

**MIGHTY PAGE SHOWS WANT**  
 One Pin Store and one Count Store Agents for the best Fair Route in the East. Fred Duquello, contact. All contact **CHARLES TRAVIS, Loperville, Pa.**

**CARNIVAL WANTED**  
 For Annual Firmen's Fair, late in July. For full particulars, write  
**CHARLES W. HANNA**  
 Volunteer Fire Co. Black Lick, Pa.

**BILLPOSTER WANTED**  
 At once. Must be sober and reliable. Wire  
**O. C. BUCK**  
 Schoenectady, N. Y.

**WANTED SIDE SHOW PEOPLE**  
 Want Peeps to feature. Five Riders, other capable people for Side Show. Have Motorcade under the rule. Concession B.A. B.A.L. Beam's Attractions, Barnesboro, Pa.



## Regina Anticipates Revenue Dip in '52

Disease-Curtailed Cattle Program Expected to Cut Into Spending

REGINA, Sask., May 31.—Estimated surpluses of \$22,871 on the summer fair and \$72,168 on the year's operations are contained in the Regina Exhibition Association's budget, approved by directors for presentation to city council here.

The budget is an optimistic one insofar as the exhibition itself is concerned. In that revenue of \$199,650 is expected for the July 28-August 2 event despite some curtailment in the program because of hoof and mouth disease. Expenditures for the fair are expected to total \$176,779, up \$3,450 from last year, and the budget calls for a surplus of \$22,871.

### Record Surplus

Revenue for the week in 1951 was \$230,828, an all-time high, and the fair showed a record surplus of \$57,298.

On the year's operations the exhibition board expects a surplus of \$72,168. Revenue of \$336,979 is estimated in the budget, with expenditures totaling \$264,811.

Operations in 1951 accounted for an all-time net surplus of \$103,264. Revenue was \$394,922 and expenditures totaled \$291,658.

The expected drop in revenue on 1952 operations can be largely attributed to hoof and mouth disease in Saskatchewan which forced cancellation of winter fair activities early this year and brought a decrease in federal and provincial grants for the winter fair.

### Stadium Off

Stadium revenue is expected to be \$33,871, down about \$5,000 from 1951, but the board looks for a surplus of \$4,163. Grounds and buildings revenue is expected to total \$50,000 for a surplus of \$24,861 after expenditures of \$25,339.

Capital expenditures this year are estimated at \$157,833, with much of the money going toward costs of the new Exhibition Auditorium. Construction of a new roadway, entrance and fence at one end of the grounds, improvements to the Regina Riding Club building and concession equipment for the Auditorium are among other items to be paid.

Exhibition revenues in 1952 are expected to be as follows: Main gates, \$30,000; grandstand, \$63,000; midway, \$21,000; races, \$42,000; concessions, \$31,000; exhibit space, \$7,500.

Directors approved a recommendation that the grandstand committee that prices be increased 25 cents for the evening platform shows in view of in-

## Madison, Wis., To Get New Grandstand

MADISON, Wis., May 31.—Dane County Fair this year will get a new 5,000-seat grandstand erected on the grounds here through an arrangement with Lee Moore, local sportsman, who has been granted exclusive use of the track for still date and motorcycle races and thrill shows. The fair board retains control during fair week.

First scheduled event is set for June 22, Moore said, with big car races to be presented by National Speedways, Inc. (Al Sweeney-Caylord White). Date will mark a return of racing after an absence of 20 years.

In addition to the new grandstand, Moore will make all improvements and safety regulations required by the International Motor Contest Association.

## Armada, Mich., Tilts Admission

ARMADA, Mich., May 31.—Armada Agricultural Fair this year will operate with a 75-cent front gate, a 15-cent increase over last year, Roy Conner, secretary, announced. Fair's grandstand admission will continue free, he said.

increased costs. Prices will be \$1 rush, \$1.25 and \$1.75 reserve. All seats in the afternoon will remain at \$1, not reserved, and gate admission prices will be unchanged.

### Drops Oakleys

Free admission for Indians to the grounds and grandstand will be discontinued after this year, except for those living in tepees on the grounds, who will be provided with passes.

Platform attractions this year will cost \$13,000, up \$1,000 from 1951, and fireworks, to be presented by the W. T. Hand Fireworks Co., of Cooksville, Ont., on six nights and at the fair's Monday morning children's program, will cost \$4,300.

T. H. McLeod, exhibition manager, told directors that a fair week feature in the Auditorium might be a home building and improvement show.

## RECRUITS STAFFERS

## Baldwin Prepares Exec Trainee Plan

ST. PAUL, May 31.—A program aimed at bringing younger men into the State fair organization was begun here by the Minnesota State Fair with the announcement that Ray Speer, superintendent of publicity, will have as his assistant this year his 26-year-old son, Dave.

Douglas K. Baldwin, fair board secretary, said that the time has come when the fair organization "must be realistic and realize that the veterans who have spent years with us soon will want to be relieved of their duties."

Rather than wait for some emergency necessitating raw placements, Baldwin has worked out a so-called training program thru which the younger men will be able to work with the older heads and absorb some of their know-how.

There are at least three other posts, in addition to the publicity job, where this program will be put into effect. Baldwin is seeking around looking for likely youthful prospects who can fill the bill. The program will extend over a period of several years.

Ray Speer has been connected with State fair publicity here, in one form or another, since 1917, and has been in full charge for a number of years, just as he was back 25 years or more ago.

His son, Dave, has been a newspaperman, worked for the Associated Press and last season handled publicity for Frank Winkley's auto races. Last winter he teamed up with his father and the two did the most outstanding publicity job ever turned out in behalf of the St. Paul Winter Carnival. Ray Speer, who had handled some phases of the Winter

## MacEwan Heads Can. Beef Assn.

CALGARY, Alta., May 31.—J. W. Grant MacEwan, one-time president and manager of the Saskatoon (Sask.) Exhibition, has been named general manager of the council of Canadian Beef Producers (Western section), with headquarters in Calgary. His job will be to direct a public relations and production program for the beef cattle industry of Canada.

MacEwan, one-time professor of animal husbandry at the University of Saskatchewan and later dean of agriculture at the University of Manitoba, has long been prominent as a livestock judge at Western Canadian fairs and is author of a book on the history of exhibitions in Canada.

## Yakima, Wash., To Install Movable Stage

YAKIMA, Wash., May 31.—Central Washington Fair this year will use a stage for its night grandstand attractions which can be moved into the infield for afternoon races and other events, according to J. Hugh King, manager. Fair also is increasing its livestock capacity by additions to its present barns and by fair time will have its entire plant enclosed with cyclone fencing.

A Hi Neighbor theme is being used to publicize this year's event along with a slogan, "Fun for You in '52." A pioneer angle also is being stressed with plans to exhibit early time farm equipment and automobiles.

A full program of still dates are set for this season at the grounds. Included are auto racing, thrill shows, dairy cattle sales, church revival meetings, carnivals and circuses.

Carnival publicity work, took over the fall job after Swampy Holmgren resigned to take another position.

Their Winter Carnival still came so much talk that the Speer team found themselves in trouble—turning down jobs. They handled the St. Paul Home Show, the Northwest Sportsman's Show and one or two other similar tasks since the carnival wound up in February. Now they are in their full-time swing on the State fair.

## Danbury Fair Settles Suit

DANBURY, Conn., May 31.—A \$5,000 damage suit, brought by Mary E. Gildes of this city against the Danbury Fair, Inc., owners and operators of the annual Danbury Fair here, was settled here this week for \$1,200.

Miss Gildes sought compensation for injuries she claimed she received when a sound amplifier fell and struck her head at the 1950 Danbury Fair. In her complaint, she said that she was sitting on a bench when the amplifier dropped from a near-by concession booth.

## Camden Event Gets Off to Slow Start

CAMDEN, N. J., May 31.—South Jersey State Fair, which sought to elude the rains which inundated its initial showing last year by securing a new grounds, got more of the same as it got under way here last Saturday (24) on a lot across the highway from the Garden State Race Track.

Sunday (25) the rain came down in torrents, and while many loads of fill added Monday (26), followed by a day of sunshine, aiding footing considerable, the lot was not in the best of shape by mid-week.

Attendance on the opening days was light but Samuel S. Burgdorf, general manager, was looking forward to a strong finish with peak crowds. The run, which concludes here tomorrow, includes Decoration Day, the first big holiday of the season in these parts.

### Weather Paradox

Excellent weather was predicted for the end of the run. A sultry spell, however, might hinder, instead of aid the gate since the proximity of Jersey beaches might prove too strong

## MINN. STATE MAPS 32G FACE-LIFTING

Modernization Program to Include Main Entrance, Three Exhibit Halls

ST. PAUL, May 31.—The Minnesota State Fair is getting its face lifted in preparation for the annual exhibit the last week in August.

Douglas K. Baldwin, fair secretary, said Thursday (22) that the fair had undertaken a \$32,500 remodeling program aimed at modernizing, repairing and cleaning up several of its structures in time for the fair.

The Snelling-Commonwealth avenues main entrance, which now has brick pilaster gates, is being redone completely. The pilasters, which proved to be a hazard during winter snow removal activities, are being pulled out.

In their stead, State fair crewmen will erect, just before fair week, a temporary plastic-metal arch, with pillars 4-foot square and a 100-foot span across the top. The archway and pillars will be illuminated with variegated colors. Cost of the job has been placed at \$2,500 and if it works out, the same treatment will be given to three other fair gates built similar to the original Snelling-Commonwealth entrance which was so constructed that only one car could pass in and another leave the grounds at the same time.

Also getting the modernization touch are three old exhibit buildings on which false fronts and

siding are being applied. These are the 110 by 200 Crossways structure, the 60 by 100 Industrial Building No. 1 and 80 by 300 Industrial Building No. 2.

At a cost of \$5,000, plywood and plastic fronts and sides are being applied and they, too, will be illuminated by variegated colors, Baldwin said.

In addition, the 4-H Club building and the bridge leading to the grandstand are being sandblasted at a cost of \$10,000 to clean them up in time for fair week. Bids are due in next week on the job of putting a new roof on the 4-H Club structure. Baldwin estimated this cost would run upwards of \$15,000.

## Westchester Event Signs Pittera Group

PEEKSKILL, N. Y., May 31.—Fred Pittera Associates, Inc., New York promotional firm, this week was named exclusive agency for the sale of commercial exhibit space at Westchester County Fair in Indian Point Park here August 30-September 5.

E. D. Kelmans, fair president who made the announcement, said that details actually had been worked out several weeks ago. Meanwhile Pittera has presented a second annual and highly successful New England Home Show at Mechanic's Hall, Boston.

Pittera is well known in the home and exposition show fields. Last winter he originated the successful International Motor Sports Shows in Grand Central Plaza, New York. A second run already is set for this winter. Pittera also has operated on an international plane, having been commissioned by the Italian government to stage an Italian Fair in this country in an effort to promote trade relations.

To Solicit National Groups The wide experience of Pittera and his associates is expected to lead to substantial participation by national advertisers as well as those on a county level. Kelmans said. Fairgrounds are extensive with ample clear areas among the 300 acres for the presentation of exhibits staged by all worthy service and government agencies as well, he said.

Herb Ernest, Pittera associate, will be in charge of sales, supervising a crew recruited mostly from the county. Sales offices have already been set up in the Northcourt Building, White Plains.

New fair, which is being staged by Westchester Agricultural and Horticultural Association, now has three full-time offices in operation.

## Calif. State Preps Bigger Style Show

SACRAMENTO, May 31.—A bigger and better Pageant of California Fashions, a feature of the California State Fair, is anticipated this year. The fair opens August 28 for an 11-day run.

Judging of fashions has been opened to more classes of textiles and types of apparel. The show will have a total of 331 classes in seven major divisions: Women's apparel, infants' and children's clothing, girls' apparel, boys' apparel, men's clothing, shoes and textiles. Entries are expected to exceed last year's mark of 1,000.

Fair officials have set June 16 as the deadline for entries. Judging will be done by a panel of 30 to 35 fashion experts July 15-18. All entries must be on the fairgrounds by July 1. Winning entries will be shown by professional models in a nightly fashion show during the fair.

## Gresham, Ore., Maps All-Out Improvements

GRESHAM, Ore., May 31.—Multnomah County Fair, which this year will operate under new management and under supervision of the county commissioners, is going all-out on a plant renovation program, according to Duane Hennessy, new manager.

The fair's main exhibit building is being remodeled inside and the exterior stucco is being patched and painted. The restaurant inside the structure also is being refurbished.

The grandstand is being repaired and painted along with the horse barns, and the swine barns are getting a going-over. Additional mutual windows will be added for the horse races.

Another major improvement will be the Floral Building, which

(Continued on page 63)

**Free Acts and Units Available for Fairs**

**HETZER'S**  
Theatrical Agency  
Bank Bldg. 3rd Fl.  
Huntington, W. Va.

**The Sensational Orbits**  
...DORIS & VERN

**"TIVOLI"**  
COPENHAGEN, DENMARK

For bookings, contact  
MAL PERCE PRODUCTIONS  
Box 4037, Station A, Dallas, Tex.

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Attention, Celebration Committees, Fair Secretaries. No display too small or too large. Write for our free catalogue, or we can make up a special program for your needs. Express operators if you desire with full insurance coverage.

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America's Outstanding Trade Exposition Organization

PRODUCING HOME SHOWS, ATTENDED BY MILLIONS, IN FIFTY LEADING CITIES

Sponsors, Show Managers, Space Salesmen, Exhibitors, Write:

**George A. Godfrey, Pres.**  
Home Builders Auditorium  
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Dallas, Texas

**WANTED CARNIVAL**

or three Major Rides and two Kiddie Rides for

**THE HOWARD ELK COUNTY 4-H FAIR**  
August 20-21-22  
Write L. B. WISNER  
Box 66, Howard, Kansas

**Wanted-A Carnival**

With five Rides, eight Shows and four Concessions to play the **BISTATE FAIR** the week of August 18-21. If interested contact **JAMES LENORE, Pres.**, at West Maple St., Fayetteville, Tenn. Tel. 1800-B, or **WILLIAM T. BRIGHT, Sec.** at 1801 De Soto St., Fayetteville, Tenn. Tel. 1191-3

**WANT CARNIVAL**

Or Rides—no Girl Shows—for August 20-21-22, Brown County Fair and 4-H Show.

**ABERDEEN, SOUTH DAKOTA**  
**ARTHUR CAMOW, Manager**  
Aberdeen Chapter of Commerce

**WANTED**

Rides and Concessions for

**HOLMES COUNTY FREE FAIR**  
August 14, 15, 16  
at Fair Grounds in Millersburg, Ohio.  
M. U. STEINEL, Concession Manager  
Millersburg, Ohio Phone 5274

**WANTED**

Kiddie Rides, Cusard Island French Press, Popcorn and Candy Apples and Shows interested for the **ALPHA COMMUNITY FAIR** to be held week of July 21 at Alpha, N. J. Write contact

**JOHN RIGGIO**  
661 So. Blvd., Alpha, N. J., or phone Phillipsburg, N. J. 5366.

**WANT**

To contract Carnival for the 21st ANNUAL FAIR, September 23 through 25, 1952, located on Highway 21, Scott County, Mississippi. Our requirements are five or more rides, forty Concessions.

**SEBASTOPOL COMMUNITY FAIR**  
L. R. Anthony, Sec. & Treas.  
Scottsboro, Miss.

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Jacksonville, Ill.  
R. R. #4 Phone BR 6913 or 1251

**Fair Dates**

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The Billboard Pub. Co.

The following corrections and additions to the list of Fair Dates were received during the week ended May 26.

The complete list of Fair Dates was published in the issue dated April 12. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 1160 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

**Alabama**  
Andalusia—Covington County Fair, Oct. 20-25. J. A. Boyette Jr., Jasper—Northwest Alabama Fair, Oct. 6-11. Christie W. Summers.

**Arizona**  
Kingman—Mohave County Fair, Aug. 30-Sept. 1. Harry R. Phillips.

**Arkansas**  
Benton—Ballie County Fair Assn., Sept. 3-6. Milton Scott.  
Glenwood—Pike County Fair Assn., Aug. 27-29. Dickie Thrash.  
Harrison—Harrison Fair, Aug. 7-8. John Tomber.  
Lonoke—Lonoke County Fair & Livestock Show, Sept. 22. John McCallister.  
Marvell—Phillips County Fair, Sept. 15-20. Ite Van Mettr.

**Georgia**  
Americus—Americus Civic Fair Assn., Oct. 24-Nov. 1. E. H. Griffin.  
Carrollton—West Georgia Fair Assn., Sept. 28-Oct. 4. Hank G. Thomas.  
Ortwin—Griffin and Spalding County Kiwanis Fair Assn., Sept. 15-20. J. B. Brown.  
Thomaston—Upson County Fair, Sept. or Oct. W. N. Miner.  
Philipsburg—Paul County Fair, Sept. 3-4. Thomas Parks.  
Salmon—Lanier County Fair, Sept. 18-21. Edgar W. Smith.

**Louisiana**  
Franklin—Washington Parish Fair Assn., Oct. 8-11. Frank Hayward Jr.

**Minnesota**  
Detroit Lakes—Becker County Agr. Society, Aug. 11-13. G. W. Peoples.

**Mississippi**  
Aberdeen—Monroe County Fair & Livestock Assn., Sept. 22-27. Robert G. Couch.  
Corinth—Tulsa State Fair and Livestock Show, Sept. 22-27. Parker A. Dumas.  
DeKalb—Kemper County Fair and Livestock Show, Sept. 22-27. B. H. Dixon.  
Schaumburg—St. Louis County Community Fair, Sept. 8-15. L. R. Anthony.

**New Hampshire**  
Keene—Cheshire Fair, Aug. 21-24. G. H. Coyle.  
Derry—Luna County Fair Assn., Oct. 9-12. Beiden Baker.

**North Carolina**  
Asheboro—Randolph County Colored Fair, Oct. 8-10. J. N. Gill.  
Carrboro—Morris County Agricultural Fair, Oct. 2-Nov. 1. W. B. Hill.  
Charlotte—Southern States Fair, Sept. 30-Oct. 4. Dr. J. S. Dorton.  
Durham—American Legion Fair Assn., Sept. 22-27. R. Zack Lobe.  
Leaksville—Tri-City Agricultural Fair, Sept. 14-20. G. W. Roberts.  
Raleigh—North Carolina State Fair, Oct. 14-18. Dr. J. S. Dorton.

**Oklahoma**  
Hugo—Shoetaw County Fair Assn., Sept. 11-13. Robert Maxwell.  
Waurika—Jefferson County Free Fair Assn., Sept. 10-12. Hugh D. Woody.

**Pennsylvania**  
Newville—Crawford County Fair and Fair Assn., Sept. 3-4. Roland Harmon.

**South Carolina**  
Chester—Chester County Fair, Oct. 4-11. J. S. Collins.  
Easley—Pickens County Horse, Cattle & Fair Assn., Oct. 6-11. J. R. Wood, Pickens.  
Greenville—Greenville County American Legion Fair, Oct. 6-11. Harry B. Iler.

**Tennessee**  
Paris—DeKalb County Fair Assn., Sept. 15-20. B. G. Dattley.  
Rogersville—Hawkins County—B Fair Assn., Sept. 25-27. Barbara Terry.

**Texas**  
Dowse—Montague County Fair Assn., Sept. 11-12. Mrs. Earl Sisson.  
Caldwell—Burton County Fair Assn., Oct. 18-19. Jack Prida.  
Mt. Pleasant—Titus County Fair & Dairy Show, Sept. 15-20. Edna Williams.

**Virginia**  
Louisiana—Louisa Firemen's Fair, July 4-5. L. S. Key.

**West Virginia**  
Martinsburg—Martinsburg Community Fair Assn., Sept. 11-13. Mrs. Arnold Beller.

**Wyoming**  
Gillette—Campbell County Fair, Aug. 18-21. Melvin E. Lynch.

**Pomona Re-Inks B-C Revue, Starts Permanent Fun Zone**

POMONA, Calif., May 31.—Barnes-Carruthers, Chicago, will again supply the grandstand show at the Los Angeles County Fair here, C. B. (Jack) Afferbaugh, president and general manager, said this week. The B-C show will be featured on the last eight nights of the event. No attraction has been signed for the first nine nights. Several are under consideration.

The fair, September 12-28, will be the 25th annual event.

Work on the 1952 event is well under way, with the fair's permanent carnival zone moving toward completion under the direction of Harry Illions, Buffalo and James-town, N. Y., park man.

An innovation this year will be a 40-foot clock tower surmounting a main information and gathering center with special police facilities, particularly for lost children. The timepiece will be a four-sided affair with a five-foot dial.

Work on the new 400-foot floral and nursery building, costing

**Vinton, Ia., Readies 25G Grandstand**

VINTON, Ia., May 31.—Benton County Fair this year has lined up a plant improvement program that includes the erection of a new all-steel grandstand that will cost an estimated \$25,000, Dr. D. H. Hibbs, president, announced. The new seats will replace the fair's old wood grandstand which lost its roof in a windstorm two years ago.

In addition, a new quarter-mile race track is being built, a baseball diamond in the infield and a new main gate will replace three old ones. Additional space also is being allotted for automobile parking, Hibbs said.

**Prince Albert Plans Sports Day As Stock Show Sub**

PRINCE ALBERT, Sask., May 31.—A combined regional achievement and sports day, believed to be the first of its kind ever held on such a large scale, will be presented here June 6 by the Prince Albert Agricultural Society.

Event, according to D. F. Kelly, manager, will take the place of the annual fat stock show and sale originally planned for June.

The show and sale were canceled this year because of hoof and mouth disease in the province. More than 300 members of baby beef clubs in the district are expected to take part in the achievement day at which time winners will be decided to represent the Prince Albert district at provincial finals in Saskatoon in the fall.

**Estevan Sets Parades**

ESTEVAN, Sask., May 31.—Estevan Board of Trade is planning parades for both days of Estevan's 40th annual Summer Fair, June 30-July 1.

**Greshom Improves**

Continued from page 62

is being converted for a floor-planning and floral display, with the cut flowers always popular display here, being moved to a new roofed shed adjoining the main building.

Trafficwise, the main entrance is being widened and all roads inside the grounds are being resurfaced. New wash facilities for livestock are being installed and plans for a new 4-11 model kitchen are being made.

Exhibit space will be enlarged thru the use of tents, Hennessy said, and a hobby show and model railroad exhibits are new features among the displays.

Due to the night horse races utilizing the grandstand, a free variety show will be presented elsewhere on a temporary stage both afternoons and nights. The board also is planning on a giveaway but are keeping the prize under wraps until shortly before fair week, according to Hennessy the prize is a novelty and not an automobile or animal.

**Melita, Man., to Run Despite Cattle Kayo**

MELITA, Man., May 31.—The Melita Agricultural Society will go ahead with its fair and race meet June 21 as planned. Directors decided to suspend livestock competitions for this year because of the hoof and mouth disease in the neighboring province of Saskatchewan. Emphasis is expected to be placed on the machinery display.

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## A FAMILY AFFAIR

## Olympic Park Has Its Problems, But Operation Still Looks Healthy

IRVINGTON, N. J., May 31.—Olympic Park here boasts one of the nation's largest swimming pools (400 feet by 200 feet, with a 4,000,000 gallon capacity), one of the largest Merry-Go-Rounds (with horses five-abreast), and two miles of operating railroad. But it is also not without its share of headaches.

The operation is strictly a family affair, with Henry Guenther, president and general manager; Robert Guenther, treasurer, and Henry Guenther Jr., vice-president in charge of buildings and grounds.

Getting back to the headaches. A couple of years ago, during the hurricane of 1950, a stout wind made off with a good-sized hunk of the Roller-Coaster. In 1951,

that section was rebuilt and, while the owners were at it, they decided to rebuild the whole works from top to bottom. The result is the new Jet which Bob Guenther claims has more rail than the old ride but still cuts 25 seconds off the riding time. He says it will be some time, tho, before the rebuilding job is amortized.

## Gate Levels Off

However, the trend at the gate during the past four years has not been causing the Guenthers to jump with glee. From 1941 to 1948, there was a steady, healthy climb in admissions. During the last four years there has been a leveling off, with a slight decrease. Attendance during 1951 was about 500,000.

However, if slightly less people are coming thru the turnstiles, those that are coming are spending more money. Currently, the average person spends about \$1.50 every time he goes to Olympic. Oddly enough, the increased revenue per person is not accounted for by a rise in prices. Admission to the park is 14 cents. During the '30's it was 10 cents, but in 1929 it was 15 cents. The most expensive ride is the Roller Coaster (25 cents), while other rides are 20 cents, 14 cents and 12 cents.

## Worth \$1,500,000

When Henry Guenther bought Olympic Park in 1916, it consisted of a beer garden and seven rides. A few years ago the Guenthers ordered down a \$1,000,000 offer for their grounds. Estimated value of the rides and buildings is about \$500,000.

The rides include a Roller Coaster, Whip, Cuddle-Up, Merry-Go-Round, Ferris Wheel, Dude Ranch (donkey ride), Twister, Pony Tracks, a nine-ride kiddie group, Auto-Scouter, Caterpillar, Auto Speedway, U-Drive Motor

Boats, Octopus, Looper, A-tropians, Houns, Castle, Rocket, Tumble Bug, Flying Scooter and a Crackpot (dark walk-thru).

The park does not own the rides but works on a 30-50 split with the owners. Only the Roller Coaster belongs to the park outright.

## Concession Story

Concessions are rented on a year-to-year basis, with the turnover virtually nil. No new concessions have been let during the year.

(Continued on page 65)

## Detroit Rains Kill Week-End; Ballroom Opens

DETROIT, May 31.—Music took the spotlight at Detroit parks this week as operators consoled themselves for a disappointing week-end. Downpours on Friday and Saturday, plus lighter rain Sunday ruined all but some scheduled picnic business. A 4,000-person church picnic at Jefferson Beach came off as scheduled.

High spot of the week was the opening of Edgewater Park ballroom, remodeled and enlarged this season for the spot's return to the ballroom field, but the big test for the spot is expected to come a little later in the season.

Jefferson Beach is putting about \$10,000 into its ballroom, beer garden on the beach and equipment for the upcoming series of concerts by the Detroit Symphony Orchestra.

The symphony concerts are a key move in a policy of community relations being followed by Harry Stahl, park manager. Other phases of the program include free days for schools in the suburban St. Clair Shores area and an annual dance at the end of the season for local police and fire department personnel.

Jefferson Beach is tripling the lighting at its main gate and parking lots. New four-lane highway leading past the park was opened a few days ago and sunspotters believe it has boosted business. Some additional parking is available on property purchased last fall.

The picnic outlook at Jefferson is excellent, according to Lloyd Hammond, who is in charge of the department. He predicted attendance at scheduled outings would top a half-million. Among major week-end picnics now set are those of Ford, Dodge, Hudson, U. S. Rubber, Detroit Police, Letter Carriers, Chevrolet and Kaiser-Frazer. Additional fraternal and church picnics plus a strong schedule of mid-week outings also are on the books, he said.

## NAAPPB Board To Consider Book Proposal

CHICAGO, May 31.—Directors of the National Association of Amusement Parks, Pools and Beaches will vote soon on the proposed publication of a history of parks and rides, Secretary Paul H. Huedepohl said this week.

The manuscript, written by W. F. Mangels, NAAPPB historian, has been edited by Alvin MacNichol and by a member of the Vantage Press staff. Huedepohl said the organization had received a proposal from Vantage Press for publication of the book.

Under the proposed contract, Huedepohl said, NAAPPB would put up a \$3,600 guarantee. Vantage would print an edition of 4,000 copies. Huedepohl said that copyright and royalties would be assigned to Mangels under terms of the contract.

## Holiday Attendance Holds Up, Despite Heavy Downpours

NEW YORK, May 31.—The rain and fog which blanketed the Northeastern Seaboard failed to dampen the spirits of more than 380,000 persons in the New York area who attended Palisades and Olympic parks, as well as Rockaway, Rye Playland and Indian Point.

The consensus seemed to be that business was a shade behind the near-record takes of 1951, but not nearly as low as the weather would indicate. Most park operators ventured that given a half-decent break from Old Sol, every record in the book would have been shattered.

Friday (30) was a cool, cloudy day here, but officials at New Jersey's Palisades Park said that it didn't hurt attendance. They claimed that the turnstiles clicked more than 125,000 times, about the same as in 1951. They attributed their new television promotions as being partially responsible for the fact that 40 bus-loads arrived from Newark, and that most of the faces at the park were new ones.

## Tops 40,000

At Rye's Playland, park officials said that Friday's attendance topped the 40,800 mark, an increase over 1951 Memorial Day. Irvington, N. J.'s Olympic Park said that the Memorial Day crowds were 10 per cent less than the banner 1951 throng.

Richard Geist of Rockaways' Playland in Queens estimated the Memorial Day attendance there at 175,800 and said that, despite the rains, the May 1952 attendance ran ahead of the 1951 figure by two per cent. He added that the Wilson Line ship, Liberty Belle, is now making a New York-Rockaway run and that bus lines are helping swell attendance.

At noon today (31), park operators in the New York area said

that attendance was holding up fairly well, despite occasional downpours of near-tropical force. A picnic party of 1,500 had just arrived at Palisades.

Meanwhile, the New England beaches saw a slight attendance dip, but not nearly as bad as it could have been.

## Penny Spots Launch Full Season Skeds

PHILADELPHIA, May 31.—Adding to the offering of Woodside park and Willow Grove Park which have been operating week-ends since the Easter holiday, the Memorial Day week-end saw all the parks and pools in the area opening for the new Summer season. Riverview Beach, at Pennsville, N. J., reached via the boat service provided by the Wilson Line, opened on Tuesday (27). Located on the banks of the Delaware River, Riverview has a swimming pool and specializes in organization and group outings.

At nearby Deep Park, N. J., Circle A Ranch will again feature the Western movie and recording names with the Jolly Joyce Agency here booking the attractions exclusively. Kicking off June 15 with a rodeo, Sunday shows will bring in Kenny Roberts, Little Jimmie Dickens, Carl Smith, Johnnie and Jack and the Tennessee Mountain Boys, Hank Snow and his Rainbow Ranch Boys, Lonzo and Oscar, Hawkshaw Hawkins.

Hulmeville Park at suburban Pottsville, Pa., opened featuring the swimming pool and midway for children along with roller skating rink. Holiday Lake, swimming pool with full complement of amusements and rides, at Bridgeboro, N. J., opened with the week-end.

Willow Grove Park here, in starting daily operations with the holiday week-end, adds for the first time a Summer-long sporting schedule featuring midget auto racers each Saturday competing on a specially built race track. Sunday attraction will be a parading string band. For the holiday week-end, a fashion festival was staged by Snellenburg's department store with the Arthur Murray studios providing dancing acts.

## Phoenix Owner Sees Big Year

PHOENIX, Ariz., May 31.—Increase in business for Dr. F. W. Nelson's Encanto Park Kiddieland here so far this season has prompted the doctor, turned-parkman to predict for the industry "one of the biggest seasons in the history of parks."

Dr. Nelson pointed out that his spot is open the year around and thus he is able to keep a running check on trends in business.

His Kiddieland is tied in this season with two television shows and one radio program. Some additional rides are being booked for the season. A new fence and an additional refreshment stand are the major features of the spot's 1952 building program.

E. B. Myers has been named assistant manager and secretary, treasurer and Earl Broystan has taken over as ride foreman.

## Tuscora Park Opens On Decoration Day

NEW PHILADELPHIA, Ohio, May 31.—Tuscora Park here began its full-scale season this week-end after a month of week-end-only business. Manager Harold E. Meese said he believed greater concentration in industry in his area would bring a boost in the funspot's business this season.

## SPUD CRISIS

## Chips, Fries May Depart From Midway

NEW YORK, May 31.—Those two delicacies of the midway—French fries and potato chips—are probably in the gravest danger of their history. These gloomy words came from the lips of A. Joseph Geist, president of Rockaway Beach's Playland, Queens' million-dollar amusement park.

Geist pointed out that amusement parks throughout the area have begun to feel the pinch of the potato shortage and that the chips and fries may be completely eliminated from the Playland menu. The alternative, he added, would be a five-cent increase in the price of each item.

Geist estimated the loss suffered on the sale of potatoes at the park's 12 food stands at nearly \$80 a day. Martin W. Martin, Playland's food manager, said that about 1,500 pounds of potatoes are used each day by his staff. He cited a recent \$10 increase in a 100-pound bag of potatoes, pointing out that if the park continued to sell fries and chips, the cost would be 30-cents a bag instead of 25 cents.

"We have been terribly affected by this situation," Geist commented, "and are trying in every way possible to avoid canceling completely the sale of potato items which our customers have come to regard as part of the surroundings of an amusement park."

## Spokane Spot Adopts Policy

SPOKANE, May 31.—Success of the Spokane Sportsmen's Show at Natatorium Park here May 17-25, has prompted Park Manager Lloyd Vogel to start a new policy of free acts at the park.

The show drew a reported 47,000 paid admissions. Vogel and C. Emer, chairman of the Shrine-sponsored show, credited Homer Snow's sea lion, penguin and pelican act as well as other talent with setting the new attendance record for the annual. In the show were log rolling, canoe jousting, acrobatic acts, judo band and orchestra, and wildlife displays.

Water acts were in the park's 150 by 75 pool, former an indoor plunge. Unused for years, the pool this spring was converted into an outdoor unit with bordering bleachers. A free zoo and a miniature train were added in the adjoining areas.

Gate prices were \$1.50 for adults and 50 cents for children. Two shows daily were given on weekdays and three shows were given on Saturday and Sundays. Late in the run, extra shows were set to accommodate the crowds and even then many were turned away, Vogel said.

## Parks Locate Picnic Leads At NIRA Meet

ROCHESTER, N. Y., May 31.—The convention of the National Industrial Recreation Association here (19-21) resulted in definite leads on picnic business for some parks and a general presentation of park picnic information by the National Association of Amusement Parks, Pools and Beaches.

Paul H. Huedepohl, secretary of NAAPPB, was in charge of the organization's booth at the convention. He distributed booklets which listed park facilities throughout the nation, and explained park picnic operations to representatives of industry.

He said also that representatives of individual parks garnered a number of prospects for future bookings.

NIRA is made up of personnel and employee recreation staffers from industrial companies.

## Avoid TV-Panel

John Fulton, secretary of NIRA, said that one panel discussion was devoted to television's impact, with participants deciding it was best to schedule their events so as not to conflict with the more popular TV programs or special events.

Fulton said that while NIRA member organizations frequently buy out performances of various shows, there was no special discussion of that phase in this year's convention program.

Next year's NIRA convention will be at Cleveland in May. Officers for the coming year are William T. Frichard of General Motors Corp., Detroit, president; John D. Eversman of Olin Industries, Pisgah Forest, N. C.; Ralph Isaacson of J. P. Seeburg Corp., Chicago; A. H. Spinner of Armstrong Cork Company, Lancaster, Pa.; and Frank Davis, Lockheed Aircraft Company, Burbank, Calif., vice-president. Chet Hallaux of Kansas City was re-elected treasurer and Fulton of Chicago was re-elected secretary.

# Jefferson Beach Schedules Detroit Symphony Concerts

DETROIT, May 31.—Jefferson Beach will swing into the classical music field this season with an eight weeks' series of 24 concerts by the Detroit Symphony Orchestra. The series will start June 18. The move from Michigan State Fairgrounds, where the series has been given for the past three years, to the park will give the orchestra a weather-protected location.

The park ballroom, seating an estimated 4,000 persons, will be used for the concerts. A special platform will be built for the orchestra, and arrangements for carrying the music to the beach area will be made. An additional 2,000 persons can be accommodated at beach tables.

This will be the first time since the 1930's that the symphony has played regularly in a park. It played two seasons at Westwood Gardens a number of years ago.

The schedule calls for concerts at 8:30 p.m. on Wednesdays, Fridays and Saturdays. Wednesday and Friday shows will be broadcast over WJR, which blankets Jefferson Beach's drawing area. Indoor location will make possible a regular broadcasting schedule. In the past last-minute fill-ins were necessary when rain forced cancellations.

The series will be sponsored by the Pfeiffer Brewing Company on a \$30,000 budget, with approximately the same amount coming from the Music Performance Trust Fund. About 80 musicians will be used by the symphony.

# Toledo Zoo Adds Bears; Kiddie Layout Planned

TOLEDO, May 31.—Three Kodiak bear cubs have been flown from Alaska for the Toledo Zoological Gardens.

Others new animals include a wallaby, chipmunk, 30 monkeys, snakes, birds, and Sicilian donkeys. There are now 310 mammals, 450 birds, 3,500 fish and 345 reptiles at the zoo. Planting is under way for a botanical garden. A kiddie zoo is to be opened in July.

# Rock Springs Fills Lake to Provide New Picnic Area

CHESTER, W. Va., May 31.—Filling of a lake in order to provide additional picnic space marked the pre-season activities at Rock Springs Park here, according to Manager R. L. Hand. The park began full-scale operations Monday (20) after being open for week-ends since May 4.

Two new rides also were added at the park. They are a Bischoff Kiddie Airplane and a B. A. Schiff Kiddie Boat Ride. Picnic bookings are up. Fireworks are scheduled for holidays.

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# Hamid Signs Top Talent for A. C. Steel Pier

ATLANTIC CITY, May 31.—The summer season at George A. Hamid's Steel Pier got into full swing yesterday with Olsen and Johnson with their stage revue and Woody Herman's band headlining the holiday bill. With the "in person" offerings are two full-length feature films and a new edition of the water thrill show staged at the Ocean Stadium at the ocean end of the pier.

The pier will keep open for week-ends until the start of daily operations on June 13. Stage headliners already set include Joan Edwards for June 7-8; Mary Small, June 13-21; Myron Cohen, June 22-28; Patti Page, June 29-July 3; Frances Langford, July 6-13; Dagmar, July 13-19; Les Paul and Mary Ford, July 20-26; Tony Martin, July 27-August 2; Ink Spots, August 3-9; Kay Armen, August 10-16; Johnnie Ray, August 17-23 and Kitty Kallen, August 24-28. Negotiations are still under way for a top TV and Hollywood name to head up the Labor Day week-end bill in the pier's Music Hall.

With Frankie Carle's music for the June 7-8 week-end, weekly changes of name bands for the Marine Ballroom brings in Tex Beneke, June 13-15; Larry Fortine, June 18-19; Blue Barron, June 20-26; Johnny Long, June 27-July 3; Louis Prima, July 4-10; Billy May, July 11-17; Ralph Flanagan, July 18-24; Stan Kenton, July 25-31; Tony Pastor, August 1-7; Art Mooney, 8-14; Charlie Spivak, August 15-21; Sammy Kaye, August 22-28; Jimmy Dorsey, August 29-31; Buddy Morrow, September 1-7; and Larry Fortine, September 8-14.

Negotiations are still going on for the "Bagels and Yox" Yiddish-American revue to be housed on the pier's Ocean Theater, summer playhouse which tried Broadway stage offerings at varying times.

The holiday week-end also saw the season's starting for the Million Dollar Amusement Pier, a modernized open-air midway with full complement of rides and amusement concession stands. The pier's Hippodrome Theater will house "Borsch-Capades," Yiddish-American revue. To the pier itself, an open gate with no admission fee will again prevail.

# Hershey Features Wrestling Matches

HERSHEY, Pa., May 31.—Professional wrestling, staged and promoted every three weeks by Bert Bertolini, is an added feature in Hershey Park's 7,200-seat Sports Arena.

Plans are also being readied for a park-promoted amateur snapshot contest to be held from June 1 to July 19. Prizes totaling \$170 will be awarded for the best pictures taken in the park in that period.

The park recently added 20 Indian rhesus monkeys to its zoo collection.

# Calgary Okays Zoo \$\$

CALGARY, Alta., May 31.—City council has approved payment of \$12,000 to the Calgary Zoological Society as the first installment of the city's share of a \$95,000 development program. The zoo recently received two Malayan Brung bear cubs.

# Olympic Operation Healthy

Continued from page 64

last 10 years and two of the concessionaires, Arthur Fishben, Skee-ball and photo gallery, and Mrs. Charles Clark, palmistry, have been renting on a year-to-year basis for more than 30 years. The Guenthers own the bar.

There is one straw in the wind that Bob Guenther interprets as hopeful. Help is hard to get this year; that means that jobs in the area are plentiful and that people have money to spend. With a break in the weather, he feels that they may be spending it in Olympic.

# Tele-Theater

Olympic is presently the only amusement park in the country with the Westinghouse Tele-Theater, an arrangement by which park patrons may watch their favorite TV program while at the funspot (see The Billboard, May 31). The Tele-Theater has only been in operation for a few weeks and Guenther said it is too early to tell just what impact it has on attendance.

However Guenther has his own theory about the impact of video on attendance. Here's the way he explains it:

N Wheel Games  
There are no wheel games in the Irvington park. The wheel games had been operating for some 30 years without much trouble, but last year's Senate Crime Investigating Committee hearings convinced local authorities that the wheels constituted a danger to the morals of the community.

The park itself sits directly on the Irvington-Mapplewood line, and therein lies a tale. The Guenthers have permits to operate from both communities. The Mapplewood permit covers amusement coin machines, while Irvington law calls for individual licensing of the machines. Naturally, the Guenthers

placed the arcade on the Mapplewood side, or at least they thought they did.

Last year a couple of Irvington detectives came with a surveyor, ruled that 10 machines were on the Irvington side, and slapped a fine on the owners. However, negotiations with the two communities have been, on the whole, cordial.

# Family Trade—

The trade is largely a family one, with the same faces coming back week after week. Family attractions include free concerts by Joe Basile and band (30 years with Olympic Park) and the outdoor dining tables to which families may bring their own food and drinks (non-alcoholic). The pool, of course, is a big attraction on hot days.

Virtually all of the patronage comes from Essex County (Newark and vicinity), with occasional group picnics from Long Island. Little trade comes from New York.

Advertising is confined to billboards, the two Newark daily newspapers and the local weeklies. Radio was tried a couple of years back and was found wanting. Television is a bit too expensive.

# Twin Cities RR

A unique feature of Olympic is the Twin Cities Railroad, which operates as a bona fide railway, with terminals in Irvington and Mapplewood. The 25-cent fare for the two-mile ride is considered transportation and, hence, is not subject to the amusement tax.

The park's operating personnel include Albert E. Fox, secretary and office manager; Dan Federer, in charge of rides; William Ernie, chief electrician; R. Allen Durling, publicity; and Carl Davey, advertising. The park employs some 300 persons.

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## Block Buys Aid R-B To Solid Philly Biz

PHILADELPHIA, May 31.—The Ringling circus got off to a healthy start here Monday (26) with a big percentage of the seats bought up by Gimble Bros' department store for its annual party for underprivileged kids. On Tuesday (27) an even bigger block was taken up by Frank Palumbo, Philly nitery op, who stages his own private party annually for needy kids.

Execs figured run to be a top success, perhaps paring last year, even tho the lure of Hollywood personalities working here last year on the flicker, "The Greatest Show On Earth," is lacking.

## Richmond, Ind., Gives Hagen 3-Show Crowds

RICHMOND, Ind. May 31.—Three performances were given here Monday (26) by Hagen Bros' Circus, with the matinee drawing a capacity house, the 7 p.m. show attracting a three-quarter house, and the 9 p.m. show doing better than a half house. Lions Club auspices had good advance sale and students were dismissed from schools.

At Bedford, Ind. (22), the Hagen show had a one-third house for the matinee and better than half for the night performance. High school commencement, steel strike and day-and-date carnival contributed to competition faced by Jaycee auspices. In Elkhart earlier, the show did well. Quincy and Springfield brought top business, with Danville contributing two three-quarter houses.

## Howe's Folds In Minnesota; 'Reorganizing'

SAGINAW, Minn. May 31.—Howe's Famous Hippodrome Circus has been stranded here all this week and Arthur Sturmak, manager, said he was making an effort to reorganize. He said the show would remain at Saginaw while attempting to get straightened out on finances.

A responsible report late this week was that an Alabama truck dealer was in Minnesota and expected to foreclose on the Howe's vehicles. Sturmak said Thursday (29) that this was not correct.

He repeated that the show planned to enter Canada after being reorganized. Only a few people remained with the circus here, Sturmak said. It was believed that none of the performers remained with the show.

## KING-CRISTIANI TABS PATERSON TURNAWAYS

PATERSON N. J., May 31.—King Bros. & Cristiani Circus topped its successful New Jersey tour with a two-day stand here Friday and Saturday (23-24) that attracted near-capacity for the initial matinee and turnaways for the other three performances.

Show had good weather and played under Lions auspices, which the show also had here last year. Street parade was given on the first day and attracted thousands. It was reported.

King-Cristiani put up its new big top for the first time here.

Roland Butler and his press crew made peace with the News, which was noticeably hostile a year ago. Department members handling the town were Allan Lester and Bill Roddy.

**Mud in Washington**  
Show had to struggle to get off a muddy lot in Washington where it blew the final Sunday (25) performances. Equipment looked remarkable clean here, considering the conditions encountered in the capital.

The new Side Show front—photographic blow-ups on panels—failed to stand up under the weather and, altho only shown two weeks, are badly in need of touching up. Execs were exploring possible renovation methods here.

Altho buffeted by weather in its first under canvas date and smaller crowds in New York earnings were reported not far behind last year.

Madison Square Garden gross reportedly went ahead by some \$60,000, but the daily records will show a drop since the New York run this year was longer by three days.

## THEIR YEN OUR YEN

### Fernandez Cleans Up In Japanese Trek

TAKARAZUKA, Japan, May 31.—The E. K. Fernandez All American Circus, currently touring this country, is, according to Dolly Jacobs, seeing the showman's perennial dream come true—packed houses at every performance.

The show recently closed a four-week stand in a Tokyo arena, where three performances a day were given, including Sunday. The arena seats 15,000, according to Dolly, with most of these going for 800 yen each. She estimated the exchange rate at 360 yen to one American buck. This, coupled with vast audiences, puts the fill in mighty good shape any way you look at it.

Circus' present location, a three-weeker, is being played under canvas, and to staggering crowds, despite the fact that there are no seats! Customers gladly kneel on mats, Dolly relates, thus allowing the management to really pack 'em in thrice daily.

Next stop will be to entertain our troops either in Korea or Manila, and then on to Hawaii, Dolly says there have been sev-

### Hagen Bros. Set For Wilmington

WILMINGTON, Del., May 31.—Hagen Bros' Circus will play Price's Corner, near here, July 10, under the sponsorship of the Wilmington Optimists' Club. Proceeds will go to the club's boys' work fund.

Due to the lack of a suitable location the Ringling circus will pass up Wilmington this year.

The canvas is a 130 with three 50s built by the S. S. Tent & Awning Company, Chicago. Sidewalks are 12 feet high.

At Port Chester, N. Y., Monday (26), the show had a half-house for the matinee and a hefty turnout at night. Rain in the morning did not affect the show's parading, and by show time the skies were clear. Show is headed for New England.

BENTON, Pa., May 31.—Rain before and during the show date here held Burling Bros' crowds to a one-quarter matinee and a half house at night. Show was here Saturday (24). Kiwanis Club was the auspices.

## RINGLING BLOWS 1 PERFORMANCE

WASHINGTON, May 31.—Ringling Bros. and Barnum & Bailey Circus cancelled its final night performance in Washington because of a downpour which flooded portions of the lot, including part of that occupied by the big top. About 1,500 admissions were refunded. It was said to have been the first instance of its kind for Ringling in years. Show moved to Philadelphia.

### Jacobsens Plan October Opening For Corp. Show

NORTH HOLLYWOOD, Calif., May 31.—Hollywood Circus Corporation, owned by Charles and H. W. Jacobsens, opens its fall tour at Pueblo, Colo., October 2 and will run for 35 dates.

Charles Jacobsens says the show will play Colorado, Nebraska, South Dakota, Minnesota, Wisconsin and Iowa. All dates will be either outright sales or telephone auspices deals. Des Moines Knights of Columbus will have the unit at KRNT Theater there on Columbus Day.

eral legit princes visiting, who want to take the show to India. The deal may jell if the potentates come up with the necessary look, she adds.

Current bill includes the Riggs Brothers, clowns; Capt. Frank Philips, wild animals; the Duttons, riding act; Beatrice Dante and trained chimp; the Cepiers, highwire; Chala and Herbie Weber, tight-rope; the Twists and Ruby Ring, contortionists; Splitter's Seals; Benny Gibson, aerialist; and Dolly Jacobs and her elephants and dogs.

## Hamid-Morton Grosses \$85,000 in Montreal

QUEBEC CITY, May 31.—Hamid-Morton Circus opened a five-day stand at the Coliseum here Sunday (25) before an overflow crowd of 11,000. The show had just completed a seven-day engagement in Montreal, where it played to 18,000 persons Saturday (24) and grossed \$85,000 during the stand. Owner Bob Morton reported today. The 1951 seven-day

### Warner Bros. Folds At Baton Rouge

BATON ROUGE, La., May 31.—Warner Bros' Circus closed while it was here for a two-day stand (17-18), it was reported. The show, new this year, had been framed at Bay St. Louis, Miss. Prior to folding, the show was reported to be behind on salaries.

### Colo. Springs Night Crowd Big for K-M

COLORADO SPRINGS, Colo., May 31.—Al G. Kelly & Miller Bros' Circus played to a near-capacity night house here Thursday (22) but the matinee was trimmed to a half house by a pre-show shower.

Shrine here had the Gil Gray show this week (26-29).

### San Rafael Good For Beatty Show

SAN RAFAEL, Calif., May 31.—Clyde Beatty Circus played to a three-quarter matinee and near-capacity night house here Monday (26). Show hired a number of working men here to build up its labor force.

## Ill. Good to Kelly-Morris; Cole Lead Stock on Hand

By TOM PARKINSON  
DOWNERS GROVE, Ill., May 31.—Kelly-Morris Circus, augmented this season by Cole Bros' animals, has taken its share of rain, but this week was getting excellent weather and business to match.

The show had a straw house at Crystal Lake for a matinee-only Sunday (25) and a full house here Monday (26) with Lions Club auspices. The show opened in Florida early and drew weak business in Texas and Oklahoma before moving to Missouri, Iowa and Illinois. Indiana will be next on the route.

Kelly-Morris has not yet made full use of the Cole animals. Delivery of the hippo has been delayed pending reconstruction of the cage truck, but it and a lion are to arrive soon. Camels and midget donkeys comprise the Side Show and the remainder of the new lead stock is staked out on the lot. Former Cole elephants are used in the performance, and some lead stock is in the spec.

**Staffers Named**  
Pat Kelly and Bill Morris continue as owners-managers, and Paul Kelly is expected to take over the Side Show soon. Mrs. Pat Kelly has the concessions, and Fred Jones is working the Side Show and concert. Elizabeth Bennett is in the office wagon. Bob Moore, formerly an indoor emcee, is the equestrian director. Veteran Tommy Comstock plays his own air calliope downtown and on the lot, and he also presides at the electric organ for the performance. Sammy Stephens is drummer.

The show uses telephone pro-

### C. C. Smith Moves To Wallace-Clark

GRAFTON, W. Va., May 31.—C. C. Smith, who opened with Stevens Bros. this season and took a hand in routing it during recent weeks, left that show in Iowa and joined Wallace & Clark Circus in West Virginia. He has the Wallace & Clark wagon.

gross in Montreal was \$66,000.

The Montreal engagement was under the auspices of the Shrine, but the Quebec stay is unsponsored. Local promoter, Napoleon Cote, made the arrangements in Quebec. Morton said that 1952 Canadian gates are running well ahead of the 1951 figures and attributed the upsurge to the increased value of the Canadian dollar, the lowering of Dominion taxes and the balanced Canadian budget.

Bookings for 1953 are running strong, Morton said. He said the circus will play Buffalo, Easter week, and that winter dates have been set for Milwaukee; Kansas City, Mo.; Memphis; Wichita, Kan.; Altoona, Pa., and Harrisburg, Pa.

## Terrell Jacobs Scores Hit With Wild Animal Circus

ALLENTOWN, Pa., May 31.—The Terrell Jacobs Wild Animal Circus, traveling as a feature of the James E. Strates Shows, scored a solid week at the Fairgrounds here. It closed Saturday (24), after playing to six straw houses.

According to Bob Ensworth, publicity director for the circus, 4,000 advance sale tickets actually came thru the gate and two matinees were played Wednesday, Thursday and Saturday to handle the capacity audiences. Two to four performances were played each night.

Recently organized as a new corporation, the circus unit has added Frankie Lou Wood, aerialist. She will do a single trapeze feature and perform on aerial ladders. She has played leading Shrine dates and has appeared

motion and currently has three crews. Ken Murray and Ayres Davies are contracting agents. Harry Dorn is boss billposter. It's likely that Davis will return to the show as superintendent later, but now the post is vacant.

Spec opens the show and it's followed by an act patterned after the Garland entry and using

(Continued on page 67)

## Hagan-Wallace Scores Hefty Va. Business

STAUNTON, Va., May 31.—Hagan-Wallace Circus scored the second best day of its season to date at Staunton with twin turn-aways Tuesday (20). Show received a classy Page 1 break in the local newspaper, and made about \$800 for the sponsoring Lions Club.

Last minute demand for a \$300,000 bond caused an hour's delay, and the setting up was slow because of mud.

At Waynesboro (21) the show won a near-capacity night but the matinee was light, altho stores were closed. Ringling-Barnum drew some business from here to Washington during the week. Lexington, Va., earlier, was good for a three-quarter matinee and straw night house. All of Virginia brought top business, according to Business Manager Al Porter.

The Reynosa Troupe, formerly with Howe's, joined recently. Burn Pettus came on as boss canvasser and Marie Pettus is working in the ladder, web and traps acts. Mrs. Tom Mix is adding a group of Indians to the concert line-up.

## Wallace-Clark Business Dips

MASONTOWN, Pa., May 31.—Business for Wallace & Clark Circus took a dip this week, with poor turnouts recorded at several stands. The show was ahead of Hagan-Wallace Circus at a number of the places.

Rain was an important factor in the business. Twelve of 14 recent days were rainy. Mannington, W. Va., (22) was weak for both performances, due to a shower, a switch in lots and opposition from Hagan-Wallace, which is due on June 4.

Grafton, W. Va., (23) was not good, nor was Phillippi (21). The show entered Pennsylvania here and played to a three-quarter matinee and half-house at night Saturday (24). Rain was light in the afternoon and heavy at night. Veterans of Foreign Wars auspices was used.

in the Chicago Stadium.

Another clown and fire juggler joined here and Dick Humphries was hired as show announcer and front door talker. Other additions include four Haekney ponies which are being schooled for a pony drill by Phil Wirth.

Terrell Jacobs' wife, Jean, is working with the elephant act. The bull is being trained by Louis Reed. A phone promotion was largely responsible for the hefty local advance sale, and plans call for phone crews to be used on all future dates. Morris Reeves is in charge of the promotion.

Terrell Jacobs is training his lions and tigers in several new stunts to be added soon. Complete sets of new wardrobe have been designed for Jacobs and new costumes for the circus are due soon.

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**Under the Marquee**

Ed Raymond, clown with Polack's Eastern Unit, visited at the home of Fred Icke, circus fan and photographer, in Victoria, Tex.

Officials of Jackson County, Missouri, are seeking to learn the whereabouts of heirs of Len Harrington, at one time with Barnum & Bailey. He was a brother of Ernest Harrington who had out "Uncle Tom's Cabin" and Harrington's Nickel Plate Circus. Ted LaVida is at his Lincoln, Ill. home, where his mother is recuperating from a recent operation. J. L. Harshman, CFA, recently hosted Terrall Jacobs and Billy Barton at his Hagerstown, Md. home. Harshman, assistant chairman for the Shrine Club there, is sponsoring Ringling-Barnum June 3.

King Bros. & Cristiani Circus scored with Page 1 pictures at New Kensington, Pa., with the show's parade coming in for much attention. Johnny Fulghum is with the Kelly-Miller advance in Colorado. Jim Brown is working Durham, N. C., for a week, and then goes to Charlotte, N. C.

Tony Diano, Canton, O., scored recently with a cover photo and two pages of pictures in The Akron Beacon-Journal. The spread featured his collection of circus animals.

Doc Howe, on his way back to New York after looking in on the Memphis Cotton Carnival, stopped off at the Atwell Club in Chicago recently. His son, Eddie Howe, formerly with Beatty, Cole and Ringling, is now doing television press work in New York.

Rex N. Ingham and Dr. George D. Barrett closed their school units at Norfolk recently after an eight-month season in six Southern States. Business was fair, according to Ingham, who now is planning to open his new theater at Ruffin, N. C., his hometown. The Inghams caught the Hagan-Wallace Circus at Martinville, Va., recently and visited with Mr. and Mrs. George Barton and Mr. and Mrs. Gil Wilson. Judge John Paul Jones accompanied them. Ingham recalls that Sid Lovell, now with Hagan-Wallace, formerly was with the Silas Green show, and that Al Porter, circus business manager, used to have the Mighty Alma Shows.

While catching the Wallace & Clark Circus in Brownsville, Pa., recently, Mike Piccolo, Undertown, Pa., fan, visited C. C. Smith, Doc Aldrick and Dorothy Worcester. Also on the lot were Joe and Ed Miller, Charleroi, Pa. Visiting Rogers Bros.' Circus recently in Frankfort, Ind. were Chalmer Conden, Doss Gibson, George Weaver, Jimmy Ray, Clinton Keys, Vilora Reaks, Jackie Holmes, Henry and Ida May Crowell, Judy Barnhard, Raymond Duke, Jack and Rita LaPearl, the Roquetts, Jake Mills and Jim Gemis.

Visitors to Polack Bros.' Western Unit during the stand in Oakland, Calif., included John Brott, Honey, Albert and Walter Shyrette, Irene Knox, Virginia Powell, Pete Staunton, Bud Rawlings, Robert Emerico, Glenn and Al-theo Fishback, Don Wilson, the Harry Hendricks, Harold Hall, Red and Anne Larkin and daughter, Manha. Bobby Wooten has joined the elephant staff on Wallace & Clark Circus.

Shirley and Bob Lundgren, John Brott and Don Marcks, circus fans of El Cerrito, Calif., caught the Clyde Beatty Circus performance in Santa Cruz, Calif., recently. George Davis Hensley, formerly with King Bros.' Circus, is a patient at Edgewood State Hospital, Brentwood, L. I., N. Y. Hensley is a former banner man and pictorial artist.

Mrs. Edna Curtis caught the Kelly-Morris show at Downers

**CONGRATULATIONS**  
Dub and Jean Duggan, of Hagan-Wallace Circus, on the recent purchase of your new Roadmaster Buick. May we take this opportunity to thank you for your patronage.  
**JOHNNY CANOLE CAROLE BUICK**  
P.S.: Still have a few new Buicks for immediate delivery.

Grove, Ill. George Cole, operator of marionette shows, was another visitor there... Mount Holly, N. J., was the poorest day of the season so far for Hunt Bros.' Circus, and at Morrisville, Pa. the next day (20), the show had two quarter houses... Polack Bros.' Western Unit wrapped up a neat bit of publicity at Oakland, Calif. Five photos, a column and a feature story were carried on a single page of the Oakland Tribune.

Lincy Wilson, former clown, has been released from a Chicago hospital following an operation... Hildebrand's circus in Mississippi and opened at the New Orleans Home Show. He has signed a year's contract with Southern Artists Bureau... Columbus O., Zoo enlisted the aid of a Mills Bros.' elephant to coax the zoo's two elephants out of their quarters. Elephants were moved to a new building.

Jimmy DeForrest has returned to Wallace Bros.' Circus advance. He reports that his wife, seriously injured in a fall and hospitalized at Knoxville is improving... Spencer A. Sims and family caught the Ringling show at Washington... Art McCall, Sandusky, O., newspaper man, rode an elephant at Mills Bros.' show at Bellevue, O. K. E. Simons, of The Fresno Bee, Fresno, Calif., visited with Clyde Beatty, Eddie Dullum and Harlan DeWitt on the Beatty show recently.

Leon A. Winker, billposter, recently closed with Kelly-Morris... At Dallas, the proposals to use a calliope in an Armed Forces Day parade was denounced as an "outrage" by a Reserve Officers' Association spokesman. Calliope is owned by students at Arlington State College... C. E. Doble, former bandsman and composer of many circus band tunes, commented on circus parades in a letter to The Bloomington (Ind.) Herald. As a result, he heard from Mrs. Emma Gentry Evans, sister of the Gentry brothers, who recalled her days with the Gentry show.

J. C. Admire, now head of the Mighty Hammonree Midway, visited with former trouper Tom M. Woodward and Charles Bowlers, both now in business at

**Illinois Business Socko for K-M**

Continued from page 56

six riders. Gladys Gilliam's lion act has been with the show, but she did not work at Downers Grove. Clowns Paul Zallee and Eddie Mahon, with Moore, work the water bottle gag as well as several subsequent clown spots. Hodgini, Frisco Turns, Joe Hines, Hodgini, light wire, and Eddie Frisco, slack wire, drew good applause for their turns. Frenchie Bresaw presides as a young elephant, Jewel, does a plank walk. After a concert announcement and dog act, Bob Moore and Bernice Morris ride menage.

Mrs. Morris is quite active in the performance and in some management operations of the show as well. Pat Kelly's high-diving dog comes next and he also works other dog and pony numbers. Frank Doyle handles his single traps turn in good style and comes up with some neat heel and toe catches, finishing with a forward heel catch. He sells the act and the audience, as does Eddie Frisco, who does roly-boly with some comedy juggling and vest-shedding thrown in while Paul Zallee buses another ring. Zallee, veteran of much trouping who has had shows of his own at several times, works as a juggler in this spot. And juggling is one of numerous acts he can come up with. He puts it across in the old-school manner and has attractive props.

Cole Bulls Perform  
Kelly-Morris has two Liberty acts but only the Palomino six worked here, with Bernice Morris handling the cue whip. The Hodgini Duo works trampoline for some laughs. Moore has a riding mechanic act scheduled next, but it was omitted here, as was an earlier ladder number. The elephant number winds up the show. A big bull is in each side ring,

**Williams, Ariz., Houses Okay For Wallace**

WILLIAMS, Ariz., May 31.—Wallace Bros.' Circus played to half and three-quarters houses here Thursday (22). It was scheduled to move into Colorado for an extended trek soon. Meanwhile another damage suit against the show was filed Friday (23) in Phoenix as a result of injuries said to have been received when patrons sought to ride the show's bucking elephant. A retired Phoenix druggist filed the second suit. He was thrown from the bull at the same performance during which Mrs. Denis Scott was injured. Mrs. Scott has a suit pending. At Prescott, Ariz., a 13-year-old boy reportedly received a settlement from the show after he was thrown by the elephant Wednesday (21).

**Daros Rodeo Unit Signs Cactus Bill**

RICHMOND, Va., May 31.—Bill Bailey, better known to TV audiences as Cactus Bill, old-time cowboy entertainer, will head up a rodeo package show here June 7-8. The unit, produced by John Daros & Associates, Chicago, includes the Polk County Boys and other members of the "American Barn Dance" TV program. The same show recently closed a three-day run at Norfolk.

Monticello, Ky., recently. He relates that their confab went back to the Rose Kullian days and that they wondered why modern circuses play the South in the spring rather than the fall.

Recent visitors on the Kelly-Miller circus included Doc Cooper and his daughter, Sharon, of Wichita, Kan.; Mr. and Mrs. Gus Beach, parents of Mrs. Isla Miller, and Mr. and Mrs. John Kienle, brother-in-law and sister of Mrs. Miller. Bob Bernard of Hollywood, Calif., reports that two cars belonging to Sam Houston are side-tracked in Los Angeles. Houston used the cars for Houston's Amusements, a show which played Mexico in 1946. The cars came from the Arthur Bros. Circus.

**Illinois Business Socko for K-M**

Continued from page 56

and while these were primarily workers on the Cole show, Kelly-Morris has them performing. Center ring has one of the two young elephants working.

Concert has Side Show acts. There also is a candy pitch and a novelty pitch before the main show. The evening performance here was delayed by a mix-up in the lighting system. There also was some confusion about seats, since it had been reported locally that none would be reserved, and a considerable number of customers sidetracked the extra-fare section.

Department heads include Johnny Wahl, big top; Roy Hershberger, horses; Bill Bartel, lights; Minnie Lytle, cookhouse; Eddie Frisco, mechanic; Bob Moore, transportation; and Walter Raudenbush, kid pusher.

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IMMEDIATELY FOR BUTTE, MONTANA. MUST BE A-1. CONTACT  
**BEN YEARTY**  
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Monroe, Mich., June 6; Flint, 6; Eastland, 8; Jackson, 9; Ann Arbor, 11; Bucyrus, O., 12; Marion, 13; Greenville, 15.

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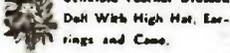
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**STRING BASS—DOUBLE RHYTHM GUY** name experience; prefer location of summer resort. Read, 1000 Central, 700 Madison St., Watertown, Wis.

**TENNOR, ALTO, CLARINET—READ GOOD,** name experience; prefer location of summer resort. Read, 1000 Central, 700 Madison St., Watertown, Wis.

**TENNOR, CLARINET—DORISLY THOMPSON,** name experience; prefer location of summer resort. Read, 1000 Central, 700 Madison St., Watertown, Wis.

**TENNOR SAX — CLARINET ARRANGER;** name experience; prefer location of summer resort. Read, 1000 Central, 700 Madison St., Watertown, Wis.

**TRUMPET—READ, FINE TONE, DIXIE** name experience; prefer location of summer resort. Read, 1000 Central, 700 Madison St., Watertown, Wis.

**WANTED EMPLOYMENT—HELPERLY** name experience; prefer location of summer resort. Read, 1000 Central, 700 Madison St., Watertown, Wis.

**PARKS & FAIRS**

**ACROBATIC AND BALANCING ACTS OF** name experience; prefer location of summer resort. Read, 1000 Central, 700 Madison St., Watertown, Wis.

**AT LIBERTY AFTER MAY 11—GENERAL** name experience; prefer location of summer resort. Read, 1000 Central, 700 Madison St., Watertown, Wis.

**POPULAR SINGER—TENNOR, CLUB OR** name experience; prefer location of summer resort. Read, 1000 Central, 700 Madison St., Watertown, Wis.

**YOUNG MAN—VOCALIST, SEEKING** name experience; prefer location of summer resort. Read, 1000 Central, 700 Madison St., Watertown, Wis.

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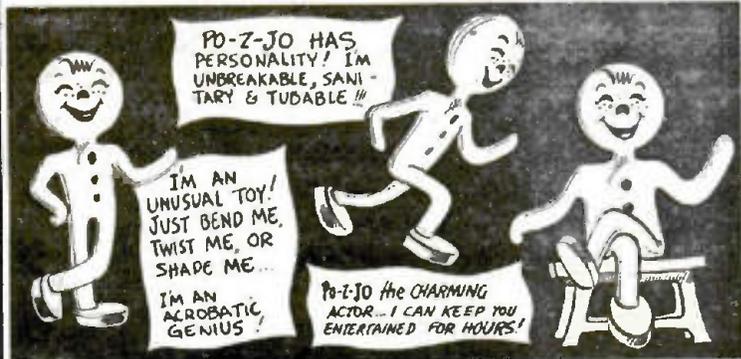
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Don't be late on this one. A fast selling side line. With a new pocket-size AIR CUSHION you can have a SQUEAKER which fits into a plain seat, takes less than a few balloons. Deflated, the plastic cushion fits into a small package, handy to carry in purse or pocket. It's good, too, for porch, beach, picnics, meetings, office, auto or tractor. Hold up 100 pounds. Guaranteed. Large size. Hold up 200 pounds. Guaranteed. Large size. Hold up 300 pounds. Guaranteed. Large size. Hold up 400 pounds. Guaranteed. Large size. Hold up 500 pounds. Guaranteed. Large size. Hold up 600 pounds. Guaranteed. Large size. Hold up 700 pounds. Guaranteed. Large size. Hold up 800 pounds. Guaranteed. Large size. Hold up 900 pounds. Guaranteed. Large size. Hold up 1000 pounds. Guaranteed. Large size. Hold up 1100 pounds. Guaranteed. Large size. Hold up 1200 pounds. Guaranteed. Large size. Hold up 1300 pounds. Guaranteed. Large size. Hold up 1400 pounds. Guaranteed. Large size. Hold up 1500 pounds. Guaranteed. 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# PO-Z-JO SENSATIONAL NEW FOAM RUBBER WONDER

U. S. PAT. NO. 2671947



RUSH \$1.00 FOR SAMPLE  
\$8.00 Per Dozen  
7.50 Per Doz.—2 to 11 Doz.  
7.40 Per Doz.—Gross

ONE THIRD DEPOSIT.  
BALANCE C.O.D.

**HEATH DISTRIBUTING CO.**  
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EXQUISITELY STYLED LADIES DIAMOND CUT WHITE STONE WATCHES  
Brilliantly studded square and baguette cover... Rhodium Finish

**\$11.95**

Beautifully styled Blue Velvet Plush Gold trim box Retail Price Top... **\$1.00**  
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2" Rubber Action, 1 1/2" x 1 1/2" (Min. 1 Cr.)

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**HUNDREDS OF NEW IMPORTED AND DOMESTIC NOVELTIES**  
SUCH AS YOU HAVE BEEN LOOKING FOR, WILL BE LISTED AT AMAZINGLY LOW PRICES IN

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Are you looking for a dependable source where you can buy the Right Merchandise at Right Prices at the Right Time? If so, don't fail to send for a copy of our "New Catalog," containing the most complete line of Novelty and Premium Merchandise ever offered. You'll be glad you did.

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**SOUVENIR PENCIL PENNANT**

Pennant Pennants, 4 1/2" mounted on colorful 1 1/2" novelty pencil, outlast other pennants ten to one. All pennants made of good grade cotton felt. Any color, design or copy.

Pennant Pennants	100	200	300	500	1,000
Unmounted Pennants	\$1.10	\$1.00	\$1.00	\$1.00	\$1.00
Basic size	12.75	23.00	24.50	26.00	26.00
Large size	16.75	32.00	34.50	36.00	36.00
Large size	22.50	42.00	44.50	46.00	46.00

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**M. G. WALES, Cold Spring-on-Hudson, N. Y.**

**SENSATIONAL SELLER!**  
"4 NICKELS TO 4 DIMES TRICK!"

Place MAGIC CAP over 4 nickels. Lift cap—you have 4 dimes! Nickels have vanished! No skill required!

**SAMPLE \$1.00 postpaid.**  
WHOLESALE PRICES—\$6 per doz., 3 doz. \$10, postpaid. Handle with order. DEALERS Ask for No. 16 Wholesale Catalogs of four selling tricks and jobs. Mention your business.

**D. ROBBINS & CO.** 311-B W. 42nd St. New York 36, N. Y.

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14.40

91 CASES A DOZEN OF IDENT ETC. FOR EMBROIDERY DEMONSTRATORS, PAIR WORKERS & SPINDLE OPERATORS

1500 ONE PRICE CATALOG TODAY!

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FOR SERVICE THAT CAN'T BE BEAT

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Washproof Screenprints  
**SHIRTS**

The name and design of your favorite record, camp club imprinted on JUVENILES... \$5.75 per dozen  
BOYS... \$7.75 per dozen  
MEN'S... \$7.75 per dozen

**HENRY H. METZGER CO.**  
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**LADIES' FULL LENGTH, DUPONT 51 GAUGE, 15 DENIER, DUPONT NYLON 50E, '6.50 Doz.**

Packed in dozen of a size and a shade to a box. Lowest shades all G. C. S. Immediate Delivery

**GAINOR HOSIERY CO.**  
116 Transportation Bldg., Detroit 24, Mich.

**Do You Need MERCHANDISE?**  
Our prices defy competition!  
ELECTRIC APPLIANCES, ROGERS SILVERWARE, CUTLERY, GIFTSWARE, CLOCKS, PREMIUMS, NOVELTIES. State business when writing for Catalog.

**REBEL SALES CORP.**  
264 Canal St., Dept. B, New York 10, N. Y.

# Merchandise Topics

## New York

Cutler & Company, Inc., announces a special close-out of its de luxe jewelry sets. The 24 kt. gold plated four-piece sets come in plush-lined boxes and for a limited time are priced at \$27 in dozen lots. The firm also is pushing its "Sunflower" boudoir doll, with flowered satin dress and bonnet and mohair wig at \$2.75 each in dozen lots, and the "Perpetua" anniversary clock. The timepiece is said to be a replica of a famous antique and is priced at \$12 each in dozen lots.

David Feldman, Inc., has announced a free catalog listing the complete line of the firm's jewelry.

McBride Jewelry Company reports two catalogs just off the press. No. 55 is for the convenience of engravers, demonstrators and fair workers. No. 70 is designed for use of jewelry and ring demonstrators.

A. J. Wildman & Son offers souvenir workers a new line of travel decals of the 48 States. It will also make souvenir decals to order.

Elvee Manufacturing Company is pushing its line of simulated pearls, quoting the following prices for dozen lots: One strand, \$1.50; two strands, \$3; three strands, \$4.50, and drop earrings, \$2. The firm, which recently announced a new catalog for merchandise users, is closing out its line of Japanese glass animals.

Al Weisman Enterprises is making a line of aluminum identification bracelets. According to Weisman, who organized and operated the Ocean Park Wooden Jewelry Company with the late Pat Horrigan, his firm is the only one on the West Coast making these items. At present three types are being offered—all aluminum, double hearts and the grab bag model. Each is hand polished. Company is planning a full line ofidents made in sterling silver and gold plate. Arrangements are being made, too, for a complete assortment of costume jewelry.

## Chicago

Joseph Bros. report doing a terrific business with Rutile (the "Titanis" gem) rings. The firm states that Rutile is not an imitation diamond, but a man-made "gem" in a class by itself. It is said to be clear in color and possess more brilliance than a diamond. The rings are offered in men's and women's styles.

## Detroit

Pacini Novelty Company, recently moved to a new plant at 3437 Bagley Avenue, is planning to increase production of their line of novelty statuettes and similar items for the specialty field, according to Dominic Pacini, son of the firm's founder.

Murray Roth, veteran partner in the Gem Sales Company, reports exceptional demand among jobbers for the new snake bow tie they are featuring. This is available in a wide variety of patterns to suit various tastes and markets.

## Hollywood

Herman of Hollywood is offering a line of snake bow ties in various colors and designs. Three types are available—the conventional, which is 4 1/2 by 1 1/2 inches; the jumbo, 8 by 1 1/2 and the long boy, 7 by 3 1/2 inches. The ties are available in color combinations for organizations, schools or colleges.

Also offered is a trick political campaign tie in red, white and blue designed for the Mexican trade, a snake tie in red, white and green is being made. This firm claims origination of the snake bow tie. Also offered are squirt noses, jumbo bib ties, wormy nose glasses and squirt canes.

## From All Around

Pearl Sales Company, El Paso, asks that merchandise users send for the firm's free catalog of Mexican jackets, available in "dancer" or embroidered styles in sizes and colors.

Biddle Supply Company, Cincinnati, calls its needle book the fastest selling big profit item of the year. Sixty needles and one metal threader come in each attractive book, priced at 10 cents each in gross lots, postpaid.

Fial Company, Los Angeles, offers bat workers its crew-style

headpiece at \$54 per gross and the blimp-style lid at \$36.40 a gross.

Gellman Bros., Minneapolis, states that hundreds of new imported and domestic novelties are listed in its new general catalog, especially designed for concessionaires and novelty men.

Temple Company showrooms in Philadelphia have been enlarged to almost double their original size. Firm is displaying some 5,000 items, mostly nationally advertised, plus many of its exclusively designed jewelry packages. Continuing brisk business sparked the move, according to execs Sam Cohen, Irwin Fisher, Louis Klotz and Bob Pinkus.

Cosman & Company, Hollywood, announces Fix-so, an adhesive fabric mender which may be applied to torn clothing without use of needle and thread. Anything that can be done with needle and thread can be done faster and better with Fix-so, according to the firm. All that is necessary is to apply adhesive to the patch and press firmly over the torn fabric. Fix-so is guaranteed to wash, iron or boil and may be used for mending socks, patching jeans, mending sheets, turning hems, installing zippers, etc.

**Free Sample!**  
FAMOUS 7 1/2 LB. ALL-RUBBER DOOR MAT  
MAKE \$650 PER MONTH

If you are in the business of selling for profit, then this ad is for you and you know this history making offer is made for one reason only—so you can see and test the famous product, the MITCHELL Permacolor Door Mat. You pay only postage and handling—\$1.00. We ship a full sized perfect stock sample in a beautiful color too black samples shipped.

**GIANT 18"x28" SIZE**

BRICK RED POWDER BLUE BLACK OR CAMEL GREEN—SOLID COLORS

**FAMOUS MITCHELL PERSONALIZED MAT SELLS FOR \$3.45**

You take order and letter to be mailed in, call back on the day of sale. Keep all deposits, mail orders to us. We will collect balance. One of our salesmen made over \$10,000 last year. This is a natural profit maker!

**SEND \$1 POSTAGE HANDLING**  
Receive free sample 7 1/2 lb. mat, book of order blanks, complete sales list.

**PLEASE ENCLOSE THIS COUPON**

TO: H. MITCHELL, RUBBER CO.  
Attn: Box 2000, Dept. B-6  
3318 San Fernando Road  
Los Angeles 10, Calif.

Please send my sample, order book and sales list. Enclosed is \$1 to cover postage and handling. I understand that I will be under no obligation.

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_

**DEMONSTRATORS**  
ATTENTION! SENSATIONAL VALUE

Beautiful 3-piece set, hooded mirror, 10-1/2" high, 6-1/2" wide, automatic pencil and pen, 10-1/2" ball pen, metal cap, 10-1/2" clip, attractive box, Sample Set, \$1.00

**GROSS \$48.00**  
including tax.

Orders filled the same day as received. Best Special with the order.

**M. GEROL**  
43 Division St., New Rochelle, N. Y.

**20 LBS. FOR \$20.00**

20 Lbs. of Mixed Costume Jewelry, \$20.00  
10-1/2" high, 6-1/2" wide, automatic pencil and pen, 10-1/2" ball pen, metal cap, 10-1/2" clip, attractive box, Sample Set, \$1.00

**B. LOWE**  
Holland Bldg., St. Louis 1, Mo.





## HE'LL ORDER AGAIN

### Hong Kong Operator Gets Good Service

CHICAGO, May 31. — The persistence which some coin firms use to satisfy their export customers sometimes appears amazing. A case in point was what appeared to be Empire Coin Machine Exchange versus the world and it took approximately a year of steady struggling by the Chicago distributor to gain its objective.

About four years ago Empire Coin, headed by Gil Kitt, shipped several Arcade and related amusement games to a new customer in Hong Kong. Sometime later because of new restrictions and international incidents it was no longer possible to send equipment to this Far East operator. However, by July, 1951, the customer wrote Empire officials about securing some replacement parts and that is when the incident started to slowly evolve into a saga.

Empire Coin found to its disappointment that it was no longer possible to ship even the necessary parts but informed the Hong Kong operator it would do all in its power to gain permission for the parts shipment. After securing required forms from the Department of Commerce's Chi-

cago office, Empire filled them out and eventually they were forwarded to the headquarters in Washington. Shortly thereafter, the forms were returned with notice that the application for the shipment had been rejected as contrary to the national interest. Following more correspondence with the Hong Kong operator, he sent Empire an "end use statement" which listed the detailed information on the use the parts would be put to and the dire need for them. Empire took the statement to the local Commerce office and again was told to fill out a new series of forms which were also forwarded to Washington. Last week the application for an export license was granted with specific instructions that it could be used only for this single operator in Hong Kong.

There are not many export transactions which offer quite so many complications, it showed that the export trade has been growing not only because of the fine workmanship and performance of the coin equipment but also thru the efforts of domestic coinmen to satisfy the orders of their foreign counterparts.

## Export Trade Continues Record Breaking Expansion

5,427 Jukes, Venders, Games Sold For \$1,043,387 Early in 1952

Continued from page 1

coin machine equipment which has caught the fancy of people throughout the world in recent years. Venders, which grossed less than \$85,000 annually in the 1930s, returned \$543,635 on last year's export market and have shown steady growth for the past three years. The 1951 game dollar total was \$1,519,422 and purchased 13,524. By comparison, the 1939 game market was but \$667,800.

One of the export myths exploded in the last decade was that the business was seasonal—the volume months were supposed to be from April to September. Actually, thru coincidence or otherwise this tradition held true before the war but since 1949 the great increase in outlets and the improvement in economic conditions, plus improved shipping facilities, have made coin exports an all year proposition. Thus in July, 1951, fewer coin machines were exported than in any other month of the year and

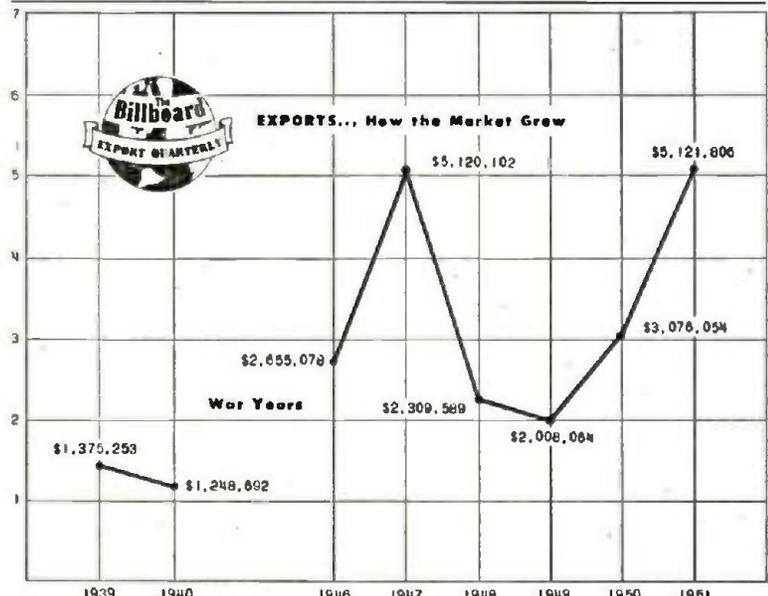
the previous July was the second best month of 1950.

One of the strange points concerning coin exports has been the reluctance of old line American firms to enter it on a practical basis. Most of them explain this is due to a lack of knowledge of the foreign market, complicated by the distance of potential customers and the paper work required. Obviously, differences in customs and languages present problems but it is only an unfamiliarity with both that sets up the unnatural barrier.

The language obstacle is overcome by the use of professional translators in instances where export companies are dealing with a strange tongue. A sincere attempt to understand the customs prevalent in different countries, exports experts explain, gradually leads to harmony on this score. They add that as a general rule

foreign customers are unusually co-operative and readily overlook honest mistakes.

With the rapid expansion last year there has been concern that the boom might end up in a bust. But trade veterans, who have concentrated on exports, claim the present growth will be dwarfed within a few years. Their arguments are: 1) current markets are still hampered by the high cost of duties, sales taxes, import licenses and related fees which step up the over-all expense of shipments as much as 100 per cent; 2) coinage difficulties are lessening with each passing year; 3) world economic conditions are improving; 4) improved travelling conditions are helping the spread of coin machines; and 4) there are still many countries which have not yet benefited from the entertainment and service offered by coin machines.



## YOU SHOULD LIVE ABROAD

### Duty High, But Only Belgium Asks Permit

CHICAGO, May 31.—Do you think the price of coin machines is too high? You should live in another country and import U.S. equipment.

In Canada, for example, the price of coin machines is practically double the price paid in the States. Import duties, excise taxes, local taxes and the national sales tax of 10 per cent push the average price of phonographs, games and vending machines 70 per cent over the price paid in the States.

Of the world's top five importers of U.S.-made coin equipment, Canada imposes the stiffest combined duties and taxes, goes farthest in spelling out the specific tax and duty to be exacted on coin machine shipments. And only one of the top five export markets—Belgium—currently requires the importer to secure a

permit for each shipment of machines.

#### Less Red Tape

Despite the import duties, exacted by all five top markets, doing business overseas requires a minimum of red tape these days, and much of what is required can be handled for the shipper by the freight forwarding company at the port of origin.

The U.S. government does not require exporters in this country to have a specific license. Shipments are simply labelled "CRO," by the shipper, showing that the materials are being shipped under public license.

In the case of Venezuela and Cuba, the forwarder at the port of origin must secure consular invoices which are prepared from commercial invoices. Shipments to Canada usually do not involve forwarding companies, so the ex-

(Continued on page 89)

## COIN MACHINE TAKE TAX DOWN

WASHINGTON, May 31.—April coin machine tax collections slumped \$86,854 from the April, 1951, total of \$312,459, while tobacco excise tax receipts rose to \$134,694,420, a \$24,091,891 jump over last year's April receipts, the Internal Revenue Bureau reported this week.

April figures for both coin machines and tobacco reflected the fiscal year trend. Since July 1, 1951, coin machine taxes have decreased by \$1,604,892 and tobacco taxes have climbed \$143,378,714. Coin machine taxes from last July thru April totaled \$17,643,128. Tobacco tax collections for the same period were \$1,282,427,86.

## Deliver Keeney New High Score Shuffle Games

CHICAGO, May 31.—Slanted for both the export and domestic markets, J. H. Keeney & Company started deliveries this week on a new shuffle game called High Score League Bowler. Firm also is in production on 6-Player League Bowler and Super Deluxe League Bowler, a four-player shuffle game with a matching score feature.

The High Score game is available with either 8 or 9-foot permanent plastic playfields. De-

(Continued on page 89)

## PLACING HORSES

### Detroit Firm Finds It Key To Operating

DETROIT, May 31. — Placing mechanical horses in a position where they will satisfy two key requirements of successful merchandising is paying off for the B and S Enterprises, local operating firm. Selecting chiefly supermarkets for locations, the firm is putting the horses in the front of the store where (1) they are seen by the maximum number of people.

## LIST A B C'S OF PACKAGING

1. Secure all moving parts.
2. Line crate with buffer materials.
3. Waterproof laminated paper on machine and crate or box.
4. Solid box for long water hops.
5. Consult packaging specialists.

## Matched Score Keys United's Official Alley

CHICAGO, May 31.—United Manufacturing Company announced production on a new four-player game titled United's Official Shuffle Alley. Available in 8 or 9-foot lengths, it features

(Continued on page 89)

## First Distributors In Expansion Move

CHICAGO, May 31.—Because of the recent growth in its foreign trade, First Distributors has set up a special export division, owners Wally Pinke and Joe Kline announced.

The division will be handled by Marvin Rosenstein and will offer a complete service for operators thruout the world. Thus far First has received most of its business from overseas coinmen specializing in games, but under the new set-up music machines and venders also will be given an increasingly important role.

## How Exports Have Grown

These statistics show the number of countries buying U.S.-but it coin machines, as well as the number and dollar value of total export shipments.

	1939	1940	1946	1947	1948	1949	1950	1951
Number of Countries	53	47	36	41	42	45	51	52
Total Dollar Volume	\$1,375,253	\$1,248,612	\$2,655,078	\$5,120,102	\$2,309,581	\$2,008,064	\$3,076,546	\$5,121,806
Total Number Machines	22,381	15,868	14,306	26,542	14,183	8,530	14,605	29,764
Juke Box Exports	3,689	3,895	8,170	12,370	3,894	2,954	4,332	8,442
Vender Exports	\$641,004	\$566,866	\$2,075,036	\$3,967,859	\$1,623,978	\$1,260,659	\$1,872,732	\$3,058,749
Game Exports	2,303	3,924	3,156	6,785	8,487	2,725	2,708	7,253
	\$66,449	\$166,965	\$119,207	\$471,234	\$332,059	\$451,923	\$501,813	\$543,635
	16,387	8,349	5,070	7,378	3,852	2,851	7,565	13,824
	\$667,800	\$514,981	\$459,935	\$681,009	\$333,544	\$285,482	\$701,871	\$1,519,422

Note: The 52 countries listed for 1951 include only those which accounted for imports with a valuation of \$1,000 or more.

## Juke Exports Top \$3 Million In '51; Field Grows Steadily

Future Outlook One of Continued Expansion as Conditions Stabilize

By GEORGE LUHRING

CHICAGO, May 31.—Juke box exports surged over the \$3 million mark last year for the first time since 1947. U. S. Department of Commerce figures show that with two exceptions a steady pattern of growth has been established in the export field.

The outlook for the foreseeable future is one of continued export expansion for both manufacturers

## Exporters See Boost in Chi's Value as Port

CHICAGO, May 31.—Chicago's value as a sea going port for direct-to-Europe shipments of juke boxes is expected to increase steadily in the coming years, according to local exporters.

Shipments of equipment by boat from Chicago started just prior to World War II and have continued since 1946. O. O. Mallegu, AMI, Inc., exporter, has shipped juke boxes direct to Europe since 1946. Trans-World Trading Company, exporter for Ristaurat, Inc., also has used the direct water route to Europe since the firm's formation two years ago.

Officials of both firms point out the use of Chicago as a port results in savings in traffic costs and material handling.

### Rail Shipments

Formerly juke boxes consigned to Europe had to be loaded on freight cars, sent to New York, unloaded and then reloaded on ships. By placing the juke boxes on board ship in Chicago, the machines have to be handled only a few times, resulting in much less chance of damage.

The savings lie in the elimination of either rail or trucking costs to New York, plus the accompanying documentation charges and other necessary paper work.

Officials of both firms also say that if European market expands in the coming years as conditions stabilize, use of Chicago as a port would prove a great boon to both manufacturers and distributors.

Originally only two lines, the Norwegian Fjell line and the Dutch Orange Line serviced Chicago. The ships are specially con-

(Continued on page 82)

## Atlas Holds Ill. Seeburg Shows

CHICAGO, May 31.—Showings of the new Seeburg 100 selection juke box were held last week in Peoria and Rock Island, Ill., by the Atlas Music Company.

A total of some 70 operators viewed the new model under the guidance of Nate Feltsman, Atlas sales official, and Frank Borch, head technician. The Peoria showing was held in the Jefferson Hotel and the Rock Island showing in the Fort Armstrong Hotel.

## Germany Imports Danish Juke Box

CHICAGO, May 31.—The World's Fair, British Amusement trade weekly, reported this month that a 40 selection Danish made juke box called the Jensen is finding a market in Germany.

The Fair stated the Jensen is being freely imported with payment in German currency and that the phonograph's cabinet appears to be smartly designed.

and distributors barring such factors as another World War or a business recession. The evidence indicates an apparently gradual stabilizing or normalizing of economic conditions abroad with a strengthening of buying power.

Starting in 1939, the number of juke boxes exported climbed from 3,689 to a peak of 12,379 in 1947 and totaled 8,442 for last year. The dollar value of the machines jumped from \$641,004 in 1939 to \$3,907,859 in 1947 and was \$3,058,749 last year. (See chart elsewhere this page.)

The two exceptions to the steady pattern of growth were caused by World War II and the blackout of the normally large Canadian market for the three years of 1948-1950 as a result of that government's embargo on luxury goods to conserve dollars.

Acute dollar shortages plus other foreign economic difficulties and a leveling out of the great demand for machines experienced in the immediate postwar years caused a general tightening of the export market elsewhere overseas during the same three-year period.

However, since the return of the Canadian market during the latter months of 1950 and the stabilizing of other overseas markets, juke box exports resumed a steady rise, the number of machines climbing from a low of 2,954 in 1949 to the 8,442 exported last year.

The average price per exported machine also has shown an increase since 1939, rising from \$173

to \$432 in 1950 and holding at \$362 last year. The Department of Commerce figures provide no breakdown between new and used equipment but exporters explain the drop in price since 1950 in this way:

During the postwar years the great overseas demand caused used machine prices to skyrocket to the point where foreign buyers

(Continued on page 83)

## Permo Names Baker as Rep In Southwest

CHICAGO, May 31.—Gail S. Carter, vice president in charge of sales for Permo, Inc., needle manufacturers, announced this week that Irv Baker has been named as Permo representative for a six-state area in the Southwest.

Baker, who formerly was with Capitol Records Distributing in Dallas and later with the Walgreen drug firm in Denver, has a long background in the record business on the dealer-distributor level.

The appointment is effective June 1 and Baker's territory will include Arkansas, Louisiana, Oklahoma, most of Texas, and parts of Tennessee and Mississippi. He will make his headquarters in Dallas.

## Rock-Ola Consolidation Plans Well Underway

CHICAGO, May 31.—Consolidation of Rock-Ola Manufacturing Corporation's production facilities on the first three floors of the firm's six story plant on Chicago's West Side was well underway this week.

Much of the machinery, conveyor systems, and other equipment housed on the top floors was ripped out and was being moved to the lower three floors. Despite the changes, the production of juke boxes and furniture was continuing.

When the program is completed this fall, David Rockola, president of the firm, believes the company will get at least the same and probably greater dollar volume production. The efficiency resulting is expected to reduce

per item material and overhead costs to offset rising labor costs and allow the firm to maintain its existing price structure.

### Rental Space

The space saved by the company will be leased to other firms. The area in the firm's north building, previously occupied by the Gulbransen Piano Company, already has been rented to the Stewart Warner Corporation. Other tenants have been obtained for the top three floors of the main building.

Announcement of space for rental, the auctioning of equipment used by the Gulbransen company and the news of the consolidation occasioned rumors that Rock-Ola was going to fold.

(Continued on page 82)

## Top 5 Juke Importers 1946-'51

Countries	No. of Mech.	Value	Countries	No. of Mech.	Value
<b>1946</b>					
1. Canada	2,682	\$949,170	1. Venezuela	823	\$402,247
2. Mexico	1,792	616,899	2. Cuba	496	163,183
3. Colombia	358	212,410	3. Guatemala	120	65,487
4. Cuba	844	148,060	4. Philippine Rep.	146	65,394
5. Un. S. Africa	154	96,215	5. Panama	88	50,438
<b>1947</b>					
1. Canada	5,512	\$1,233,213	1. Venezuela	826	\$463,932
2. Mexico	2,320	824,493	2. Cuba	885	275,628
3. Cuba	1,128	424,123	3. Canada	811	264,087
4. Colombia	540	313,222	4. Belgium	419	255,491
5. Venezuela	391	238,442	5. Salvador	214	112,607
<b>1948</b>					
1. Colombia	959	450,803	1. Venezuela	1,253	714,738
2. Venezuela	560	333,511	2. Canada	2,453	633,307
3. Cuba	734	322,426	3. Cuba	1,210	505,986
4. Un. S. Africa	351	149,512	4. Belgium	690	285,131
5. Philippine Rep.	240	89,613	5. Mexico	1,047	201,117
<b>1949</b>					
1. Venezuela	826	\$463,932	1. Venezuela	1,253	714,738
2. Cuba	885	275,628	2. Canada	2,453	633,307
3. Canada	811	264,087	3. Cuba	1,210	505,986
4. Belgium	419	255,491	4. Belgium	690	285,131
5. Salvador	214	112,607	5. Mexico	1,047	201,117
<b>1951</b>					
1. Venezuela	1,253	714,738	1. Venezuela	1,253	714,738
2. Canada	2,453	633,307	2. Canada	2,453	633,307
3. Cuba	1,210	505,986	3. Cuba	1,210	505,986
4. Belgium	690	285,131	4. Belgium	690	285,131
5. Mexico	1,047	201,117	5. Mexico	1,047	201,117

## Venezuela Heads Top 5 Import List

Historical Markets of Canada, Central and S. A. Buy Most Jukes

CHICAGO, May 31.—With few exceptions, Canada and Central and South America have accounted for a majority of the total juke box exports for every year since 1946.

Besides Canada, the countries include Venezuela, Mexico, Colombia, Cuba, Guatemala, Panama and Salvador. The exceptions include such countries as Belgium, the Union of South Africa and the Philippine Republic which have figured prominently as importers.

A listing of the top five import countries for the years 1946-'51 (see chart elsewhere this page) indicates that Venezuela has become the leading buyer. It has headed the list for every year since 1949 and only failed once, in 1946, to be included among the top five since the end of World War II.

### Oil Economy

In 1949 Venezuela imported 883 juke boxes at a dollar value of \$402,247, in 1950 it imported 826 machines at a total value of \$463,932 and in 1951 it bought 1,253 boxes, valued at \$714,738.

One reason for Venezuela's pre-eminence, according to exporters, is the country's relatively free and open market backed by an oil stabilized economy. Most of the other leading Central and South American markets also have economies stabilized by such commodities as sugar, coffee, iron and oil.

Canada, which had topped the list of importing countries in the immediate postwar years of 1946-'47, fell by the wayside when an embargo on luxury goods was imposed to save dollars. However, with the lifting of the embargo in late 1950, Canada

climbed to third place that year and last year was in second place. Unless a major dollar shortage develops, it appears that Canada will continue to be leading buyer of American made juke boxes.

### Cuba Consistent

Cuba has been included among the top five importers for every year since 1946. In that year it

(Continued on page 83)

## Sidney Levine Fete Expected To Draw 350

NEW YORK, May 31.—Sidney H. Levine, attorney for Automatic Music Operators Association and national counsellor for the Music Operators of America, will be honored at a testimonial dinner June 10 at this city's Belmont Plaza Hotel.

Levine will be cited for his 15 years of service to music operators and for accomplishments in behalf of the industry at large, says Al Denver, AMOA president, and chairman of the event.

Dinner in the Moderne Suite begins at about 6:30, followed later in the evening by a floor-show and dancing. Denver estimates at least 350 will attend, among them factory reps and their wives, and members of the Westchester Music Guild, Connecticut Coin Association, AMOA and New York State Operators' Guild.

Other honored guests will include George Miller, president of the MOA and California Music Guild, who will be guest speaker; Larry Marvin, also of the California guild, and Hirsch De LaVie, well-known operator from Washington.

## Jukes Here To Stay Says Mexican Op

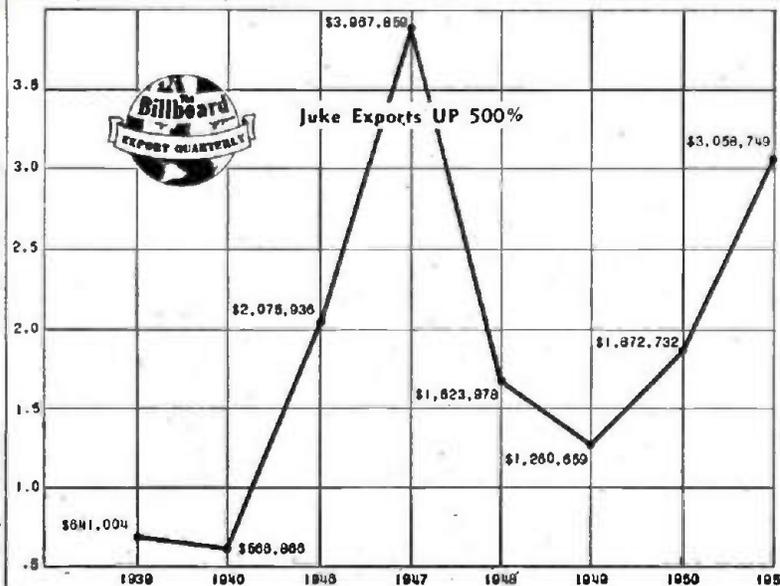
MEXICO CITY, May 31.—Acceptance of juke boxes in Mexico is well on the way toward being an accomplished fact. Juan L. Garcia, juke scale operator here and in Monterrey, Mexico, reported this week.

Garcia, one of the largest operators in Mexico, said music from coin-operated phonographs now is sought by Mexicans and that they enjoy pop tunes as well as their native favorites.

Garcia started his music operations in 1937 and said that at first resistance was encountered from local musicians. The necessity of a sound public relations program became apparent, Garcia said, and an association of operators was formed.

The group now numbers 17, a figure comparing favorably, per-

(Continued on page 82)





## Post War MUSIC EQUIPMENT Bargains

Write, wire, phone: 1/3 deposit, balance C.O.D.

### SEEBURG

148SL .....	\$249.00
147M .....	149.00
146M or S .....	129.00

#### Hideaways

H148M .....	\$229.00
H246M .....	159.00
H146M .....	139.00

#### Wall Boxes

3W7-L56 .....	\$44.50
(5-10-25c, 3 wire)	
3W2-L56 .....	17.50
(5c 3 wire)	
W1-L56 .....	5.00
(5c wireless)	

ROCK-OLA 1426 .....	\$129	AMI Model C .....	\$47.9
ROCK-OLA 1422 .....	99	PACKARD Manhattan .....	89
AMI Model A .....	269	WURLITZER 1015 .....	139
		WURLITZER 1250 .....	395

Export Inquiries invited—50 cycle motors available

## MUSIC SYSTEMS, INC.

DETROIT, MICH.—10217 LINWOOD LANSING, MICH.—1224 TURNER  
CLEVELAND, OHIO—2600 EUCLID TOLEDO, OHIO—1302 JACKSON

### LESLIE DISTRIBUTION CORP.

750 10TH AVENUE NEW YORK 19, N. Y.  
CABLE ADDRESS—EXPORCORD, N. Y.  
We will supply you with all your record needs at 5% above wholesale per record,  
30% discount on LP's. FAST EFFICIENT SERVICE

## A DEFINITE POLICY

# Balt. Distributors Donate, Junk Prewar Juke Boxes

Wornout, obsolete juke boxes taken in on trades by distributors have posed a mounting problem since 1946-'47. Here is the ninth in a series on how distributors across the nation meet the situation.

BALTIMORE, May 31.—A definite policy of either junking almost all prewar juke boxes or donating them to worthy organizations and charities is followed by most Baltimore-Washington area distributors.

The Winters Distributing Company, Wurlitzer outlet here, salvages all usable parts and then smashes most prewar music machines and some antiquated postwar equipment. Some of the older machines obtained by the company thru trades are given to organizations such as boys' clubs.

Other occasional sales of old machines are made to private individuals for use in recreation rooms. However, disposal of machines thru this method has fallen off recently because of the influx of television sets in homes. Most postwar equipment obtained by the company is reconditioned and sold to operators. The firm reports an active local market in used postwar machines.

#### Musical Sales

The Musical Sales Company, Seeburg distributors, makes no attempt to recondition or salvage parts on any prewar machines. All such juke boxes obtained by the company are junked. How-

ever, postwar machines traded in are put back into usable condition and are resold to operators.

The firm also reports an active, local used machine market.

General Vending Sales Corporation, Rock-Ola distributors, follows a policy of giving away to churches and similar organizations all music machines it considers of too little value for resale. Occasionally the firm strips a used machine for parts but generally, if the value of the juke box warrants it, it is reconditioned for use on location.

Because of the firm's wide area of distribution, Delaware, West Virginia, parts of Pennsylvania, Washington and Maryland, most used machines are easily sold to operators and few are kept. The firm reports a sellers' market in used equipment because of a relatively small supply compared with the size of its territory.

Most of the prewar machines obtained by the Silent Sales System in Washington are sold to private individuals thru classified advertisements rather than junking them. The machines usually sell from \$50 to \$75.

However, some prewar machines and some postwar equipment is broken down for its parts value. Much of the postwar equipment obtained by the firm is sold to country locations outside of Washington. Little reconditioning of machines is done by the firm because of the costs involved.

# Mexican Law Bars Wooden Juke Cabinets

## A Sizable Biz; Phono Assembly Parts Imported

MEXICO CITY, May 31.—This strongly nationalistic country has built a fairly sizable juke box assembly business during the past five years as the only alternative to doing without coin-operated phonographs.

By law, the Mexican government prohibits the importation of juke boxes in wooden cabinets. Since virtually all juke boxes built in the States postwar are housed in wooden cabinets, the law in effect stops Mexican distributors and operators from bringing in the finished product.

Mexican distributors for the major juke box manufacturers, as a result, have had to set up assembly plants. Manufacturers in the States ship component parts and assemblies. The mechanism is assembled and housed in Mexican-made cabinets which follow the basic design of the State-side product.

All evidence indicates the Mexican government proposes to continue its program of discouraging local industry by discouraging the importation of such finished products as can be assembled and finished here.

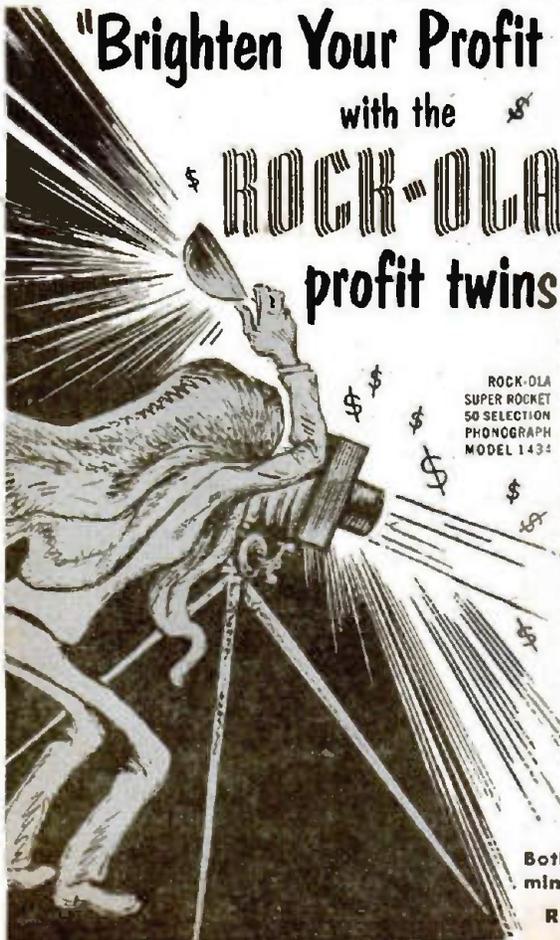
# EXPORT INQUIRIES INVITED

## "Brighten Your Profit Picture"

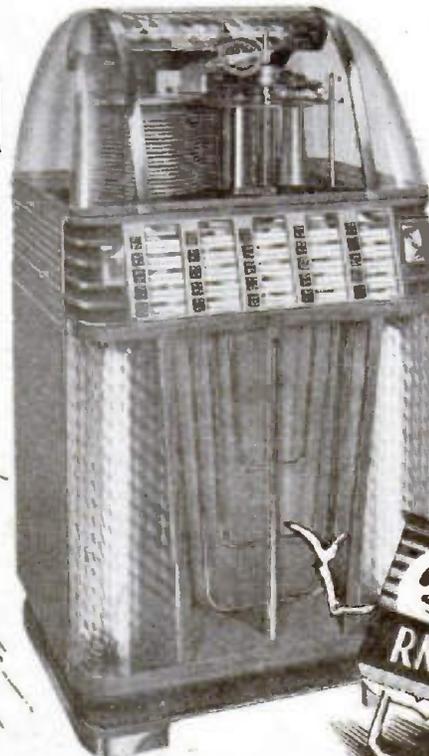
with the

# ROCK-OLA

profit twins



ROCK-OLA  
SUPER ROCKET  
50 SELECTION  
PHONOGRAPH  
MODEL 1434



- ★ Twin Features
- ★ Single Button Selection
- ★ Dual Title Strips
- ★ Positive Electric Accumulator
- ★ Multi-Selective Choice After Coins Deposited
- ★ Location Proven
- ★ Simple to Operate



ROCK-OLA 50 SELECTION-3 WIRE  
UNIVERSAL WALL BOX  
MODEL 1542

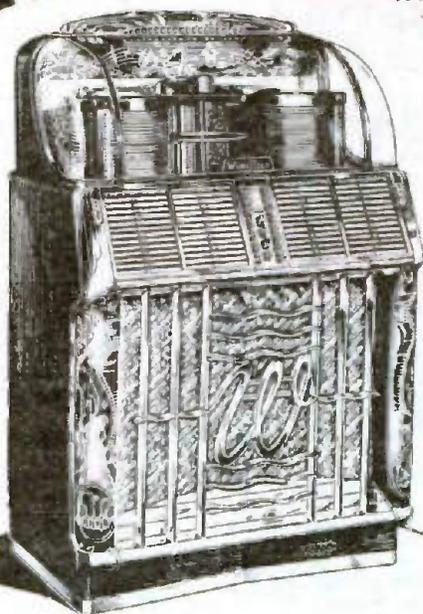


Both designed with the operator in mind to help you make more money.

**ROCK-OLA MANUFACTURING CORP.**

800 North Kedzie Avenue • Chicago 51, Illinois

# WURLITZER FIFTEEN HUNDRED



## World's Top Phonograph

PLAYING **104 SELECTIONS**

FROM **45 AND 78 RPM RECORDS INTERMIXED**

THE **WURLITZER FIFTEEN HUNDRED**

PUTS **THE WURLITZER OPERATOR**

**in the same enviable position**

**RIGHT ON TOP OF THE WORLD**



**COIN CATCHING WALL BOX**  
SHOWS 104 TUNE TITLES  
ON ROTATING PAGES  
SINGLE BUTTON SELECTION

**SEE YOUR NEAREST WURLITZER DISTRIBUTOR**

**The Rudolph Wurlitzer Company • North Tonawanda, N. Y.**

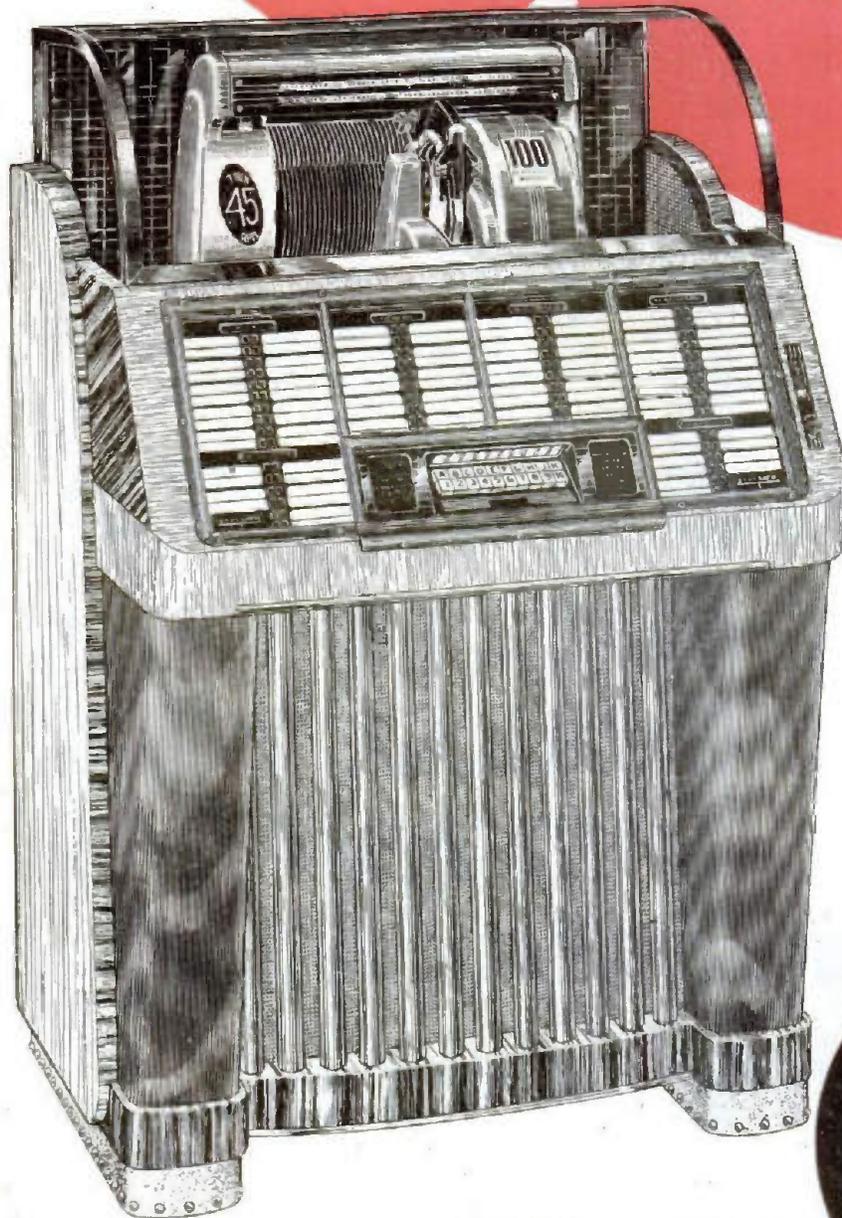
THE

# Select-o-matic 100

MUSIC SYSTEM

...THE FINEST AND  
MOST COMPLETE  
MUSIC SYSTEM  
IN THE ENTIRE  
HISTORY OF  
COMMERCIAL  
MUSIC!

WITH



## "Years Ahead in Design"

*Style-wise*, it's a picture of perfection. *Performance-wise*, it's setting new standards of comparison in tens of thousands of locations. *Feature-wise*, it's equipped to attain the maximum potential from every location.

See! Listen! Examine! Compare! You'll find there's nothing that compares with Seeburg Select-O-Matic "100" Music Systems.

### COMPLETELY EQUIPPED FOR:

- Remote Control
- Scientific Sound Distribution
- Automatic Volume Compensation

*Nothing to Adapt!  
Nothing to Convert!*

50<sup>th</sup> ANNIVERSARY

# Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION  
1500 N. Dayton Street  
Chicago 27, Illinois

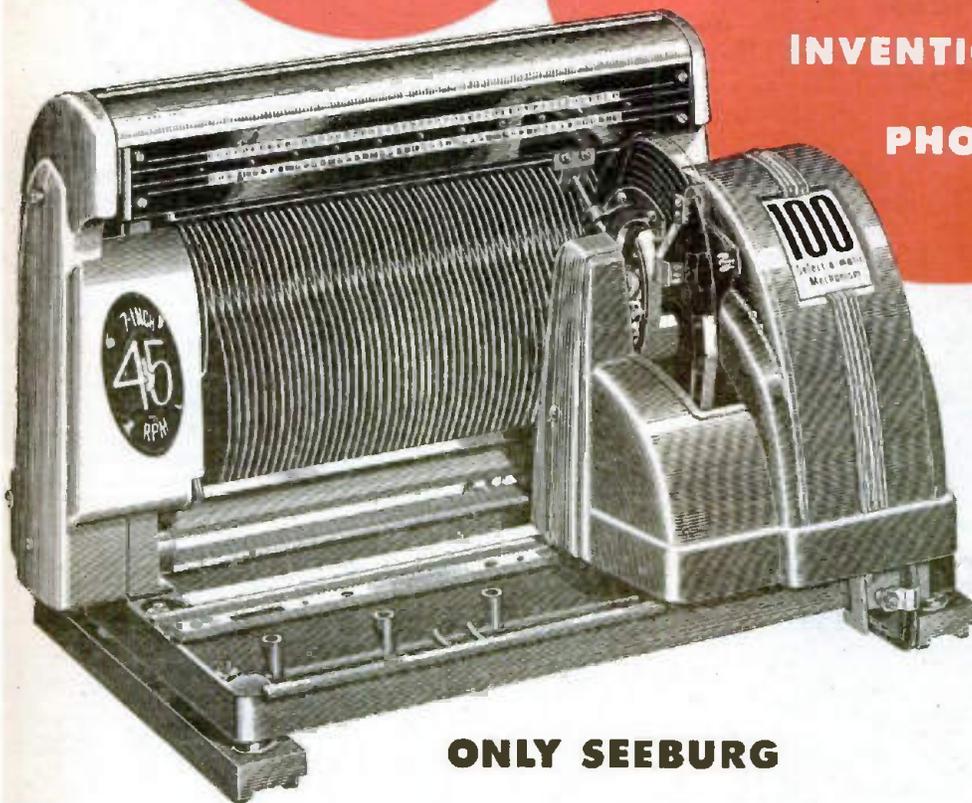
AMERICA'S FINEST AND

THE

# Select-o-matic

MECHANISM

...THE MOST  
 REVOLUTIONARY  
 DEVELOPMENT FOR THE  
 PLAYING OF RECORDED  
 MUSIC SINCE THE  
 INVENTION OF THE  
 PHONOGRAPH



ONLY SEEBURG

HAS THE *Select-o-matic* MECHANISM

- The only mechanism that plays records in the vertical position... never drops a record... never turns a record over.
- The first coin-operated mechanism designed exclusively for the playing of 45 R.P.M. records.
- Magnetic pickup and spring-tensioned tone arm assembly for longer record life... longer pickup life... superior tone quality.

**MOST COMPLETE MUSIC SYSTEMS**



## Calendar for Coinmen

- June 2—Illinois Amusement Machine Association, monthly meeting, 208 N. Madison Street, Rockford, Ill.
- June 3-4—National Automatic Merchandising Association, Regions X and XI, Ambassador Hotel, Los Angeles.
- June 3-5—National Confectioners' Association, annual convention and exhibit, Conrad Hilton Hotel, Chicago.
- June 5—Washington Music Guild, Inc., monthly meeting, 3110 H Street, Washington.
- June 8—Wisconsin Phonograph Operators' Association, monthly meeting. Site to be announced.
- June 9—Washington Coin Machine Association, monthly meeting, Hub Enterprises Building, Washington.
- June 9—Amusement Machine Operators' Association of Greater Baltimore, monthly meeting, Mandell-Ballow Restaurant, Baltimore.
- June 10—Automatic Phonograph Owners' Association, monthly meeting, Sheraton-Gibson Hotel, Cincinnati.
- June 10—California Music Guild, monthly meeting, 311 Club, Oakland.
- June 12—Michigan Automatic Phonograph Owners' Association, monthly meeting, Meeceben Building, Detroit.
- June 12—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.
- June 12—Music Operators of Northern Illinois, monthly meeting, Double Joe's Restaurant, Route 14, Harvard, Ill.
- June 14-15—Music Guild of Nebraska, annual election meeting, Paxton Hotel, Omaha.
- June 18—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- June 19—Progressive Music Guild of South Jersey, monthly meeting, Walt Whitman Hotel, Camden, N. J.
- June 23—Phonograph Owners' Association, monthly meeting, Broadview Hotel, East St. Louis, Ill.
- June 26—Amusement Machine Operators' Association of Dade County, monthly meeting, El Commodoro Hotel, Miami.

## Illinois Guild Meets June 4

EAST ST. LOUIS, Ill., May 31.—The monthly meeting of the Music Guild of Southern Illinois will be held here Wednesday, June 4, in the Broadview Hotel. Roy Kaesberg, president, announced this week.

Focal point of the meeting will be the group's current membership drive and local area taxation and licensing problems. It also was indicated that the Guild's parent organization, the Phonograph Owners' Association of Southern Illinois, possibly may be dissolved.

## Cancel Central Ill. Op Meet

PEORIA, Ill., May 31.—The monthly meeting of the Central Association, originally scheduled to be held here Monday (26), was canceled.

Les Montooth, president, said too many of the members were away on vacation. However, a meeting of the group's board of directors is slated to be held within the next few weeks.

The next general meeting of the group, at which the association's name may be changed to incorporate the word "Guild," is set for the normal meet date of the last Monday of the month, June 30.

## JAN. EXPORTS HIT \$264,439

CHICAGO, May 31.—U. S. Department of Commerce figures show that a total of 924 juke boxes at a value of \$264,439 were exported by manufacturers and distributors during the first month this year. The figures showed continued high buying in Canada and the historical South American markets of Venezuela, Cuba, Mexico and Guatemala. The figures for January are the only ones released so far by the Commerce Department.

## Juke Exports

Continued from page 76

preferred to pay a few dollars more and purchase new equipment. With the leveling out of that demand and an increase in the number of postwar used machines for sale, foreign buyers last year returned to purchasing more used equipment.

Exporters say that in the coming year foreign buyers are expected to demand better and better equipment, meaning that more new machines and only the better used postwar machines will be purchased. Use of the foreign market as a disposal ground for juke equipment appears to have ended.

Despite these indications of a favorable market for both new and used equipment, exporters hastened to add a note of caution that conditions could change overnight. They point out that because of innumerable reasons, dollar availability overseas—to which all foreign buying is hinged—could disappear, causing entire countries, such as the Philippines, to be wiped out as a market.

Rapid changes in the case of obtaining import licenses and the sudden imposition or relaxation of duties and customs occur with great regularity. The buying power in some countries depends on revenue realized from one basic commodity such as sugar. In Cuba, oil in Venezuela and coffee in Colombia.

Despite these unfavorable factors, the over-all picture is one of continued steady expansion of overseas markets as an outlet for juke boxes and a corresponding strengthening of the domestic field.

## Venezuela Heads

Continued from page 76

was in fourth place, in 1947 and 1948 it was in third place. In 1949 and 1950 it was in second place, and last year it was back in third place. Cuba's position stems from its sugar-backed economy and the growing success of American tunes, plus the tourist trade.

Mexico, which was included among the top five countries in 1946 and 1947 failed to make the list again until last year. Probably one reason for this was the tight controls maintained by the Mexican government. No fully assembled juke boxes are allowed to enter the country.

All work that can be done by Mexican labor, such as assembling and cabinet making, must be performed in that country. Consequently most manufacturers ship in parts to be assembled by their Mexican distributors.

The Union of South Africa and the Philippine Republic were removed from the export picture when the standard postwar obstacle of a dollar shortage caused embargoes to be placed on luxury items.

Belgium has been a consistent importer of juke boxes when it became almost the sole free European market after the war. Its rise to a position among the top five importing countries the last two years indicates that it too will be one of the European mainstays for exporters in the coming years.

## RISTAUCRAT S-45's

available in certain territories

for \$199.50

F.O.B. Our Midwestern Warehouse

Descriptive literature sent on request.

ACE AUTOMATIC MACHINE CO.

721 Main St. Hartford 3, Conn.

## Juke, Needle Industry Metal Quotas Upped

WASHINGTON, May 31.—The juke box industry will receive higher third quarter allotments of scarce materials, the National Production Authority announced this week. Phonograph needle manufacturers also will come in for their share of controlled steel, copper and aluminum.

NPA said the minimum level for brass mill and copper foundry products has been increased from 10 to 20 per cent of base period consumption and additional materials will be provided if individual manufacturers must repair essential items.

Music machine manufacturers were allocated 55 per cent of their base period usage of carbon steel; 55 per cent of alloy steel, 35 per cent of copper brass mill products, 40 per cent of copper wire mill products, 35 per cent of copper foundry products and 45 per cent of aluminum.

The same allotments were made for needle manufacturers. Aluminum allotments were most drastically increased, jumping from 30 to 45 per cent of the base period.

## Hospital Gets Coin Radios

MIAMI, May 31.—The Dade County Commission voted Wednesday (29) to have coin-operated radios installed at Jackson Memorial Hospital, county-operated institution here.

The commissioners agreed to sign a five-year contract with the Dahlberg Southern Company for installation of 400 of the radios which will play an hour for 10 cents. Dahlberg will service and maintain the sets and the hospital will receive 25 per cent of the income.

### FOREIGN BUYERS

Seeburg Select-O-Matic 100—

Plays 78 RPM Records

Seeburg Select-O-Matic 100—

Plays 45 RPM Records

IMMEDIATE DELIVERY

Write for Prices

DAVE LOWY & CO.

554 Tenth Avenue

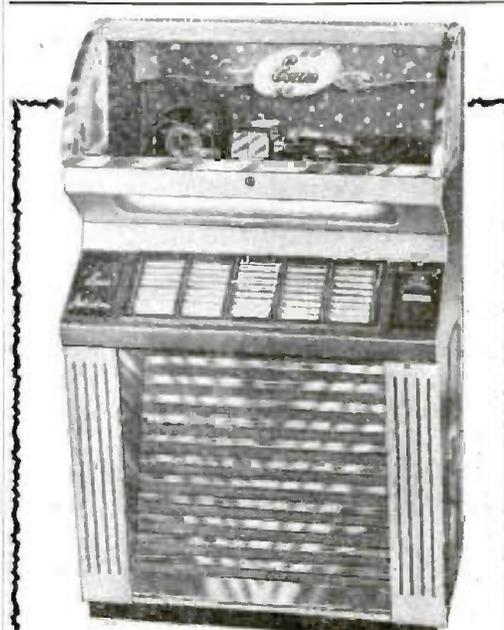
New York, N.Y., U.S.A.

Phone: CItiching 4-5100

all the news of your industry every week in The Billboard

SUBSCRIBE TODAY

See page 3 for rates



EVANS' JUBILEE 40/45  
20 Records—10 Selections  
45 RPM

EVANS' JUBILEE 40/78  
20 Records—10 Selections  
78 RPM

To the 10 Out of 10 Operators Who Prefer "Silver" in Their Pockets Instead of in Their Hair—  
**JUBILEES OFFER WORRY FREE OPERATING!**

A phonograph for your specific requirements • Dependable, trouble free performance • Dramatic, compelling color, lighting and visible action • Peerless Tone Quality!

Contact your Evans' Distributor NOW! Assure earliest possible delivery and a future of more carefree, more profitable operating!

WATCH FOR IT!

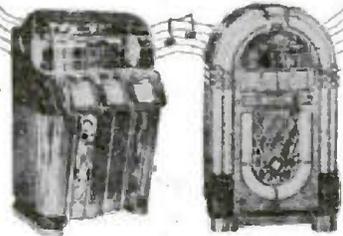
EVANS' CENTURY 100/45  
50 RECORDS—100 SELECTIONS—45 RPM

EXPERT INQUIRIES INVITED  
**H. C. EVANS & CO.**

1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

## FONOGRAFOS AUTOMATICOS COMERCIALES OPERADOS POR MONEDAS

Ud. hace más dinero con los últimos modelos de fonógrafos automáticos. Todos clases de marcas y modelos... todos garantizados... todos mecánicamente perfectos... los gabinetes como nuevos... embarques inmediatos de su punto más cercano de importación, Miami.



MODELO 1250 WURLITZER

(Hecho en 1950)

Toca 48 discos, en todas velocidades. Sólo \$545, libre a bordo Miami, Fla., EE. UU.

MODELO 1015 WURLITZER

Toca 24 discos Sólo \$225, libre a bordo Miami, Fla., EE. UU.

### SEEBURG M-100 A

Toca 100 Selecciones Modelos hasta Serie No. 15000 \$745 Últimos modelos Sobre Serie 14000 \$795

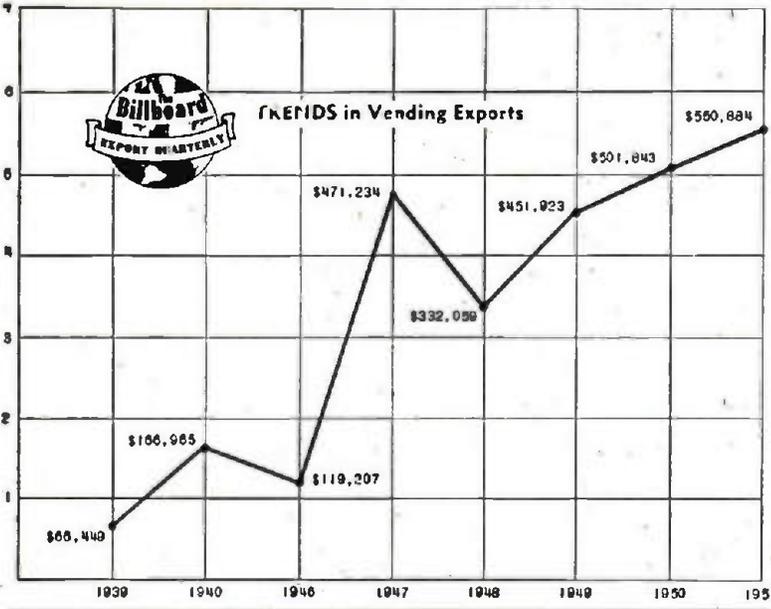
Podemos convertir el fonógrafo para que sea Accionado con cualquier clase de moneda que desee el Cliente.

Los fonógrafos pueden ser desarmados, y hacer la entrega de los mismos en esta forma si el Cliente lo desea.

**BUSH Distributing Company**

286 N.W. 29 Street, Miami, Fla., EE. UU., Cable: Budisco

Representantes de fabricaciones principales por más de 20 años. Distribuidor exclusivo para The Rudolph Wurlitzer Company en la Florida y Cuba



## Vending Machine Exports Break All Records in 1951

Dollar Volume Peaks for 2d Year; Unit Shipments, Customers Climb

By FRED AMANN  
CHICAGO, May 31.—Vending machine exports in 1951 broke all previous records for the second straight year, both in dollar volume and in the number of importing countries.

From the first postwar high of \$471,234 and 6,785 machines in 1947 (topping the prewar record of \$166,965 and 3,924 venders in 1940) the volume of vender export business climbed to \$501,843 for 2,708 machines in 1950. Last year a new all-time record was reached when vending machine exports accounted for \$550,884 and 7,840 units.

During 1948 and 1949, although off from the 1947 high, vender exports continued on a level above coin-operated games and juke boxes, which hit a decline for both years. In 1948, vender exports accounted for \$332,059 and 6,437 machines, increased again (from the drop after 1947) to \$451,923 for 2,708 venders in 1948.

## Detroit Spacarb Reports on Hot Beverage Tests

Supplements Soft Drink Operations With Specialties

DETROIT, May 31.—Expansion on a steady basis into coffee vending, and a cautious approach to other hot drink specialties, marks the current policy at Detroit Spacarb Distributors. While the operation has centered upon soft drink vending since the company was formed, the move toward coffee is significant as indicating the trend of the industry as viewed by one of the larger operators.

In basic drink vending, the new larger capacity machines, with increased cooling capacity and more flexibility of operation, offer several possibilities in experimenting

## BRITISH DRINK VENDER BOASTS "SPEND APPEAL"

LONDON, May 31.—"Spend appeal" and a streamlined, chrome decorated cabinet are said to be features of the refrigerated cup drink vender now being manufactured by Peerless Automatic Dispensers, Ltd. The coin mechanism, made by Brecknell, Munro & Rogers, rejects "everything but a good sixpence."

Peerless officials state the vender is capable of delivering 540 drinks an hour. The model is non-selective. Demonstration of the machine will be made in any part of the British Isles by its manufacturer. Time payment terms, it was noted, are again available.

## Expand Wrigley Export Facilities

CHICAGO, May 31.—A new 40,000 square foot warehouse and shipping center is being constructed by Wm. Wrigley Jr. Company at Teterboro, N.J., to handle export shipments and to supply customers in the Eastern States.

Until completion of the new facilities later this year, Wrigley's Eastern and export chewing gum shipments will continue to be handled from the present warehouse in the Port Authority Building in New York City.

Effective Monday (2), Wrigley's Eastern sales and export offices will move into the Chrysler Building East, New York.

## WORLD MARKETS IN 1951

### Canada Retains Lead; Three New Post-War Customers Buy Venders

CHICAGO, May 31.—The top post war foreign markets for vending machines saw three big dollar customers enter their ranks during 1951, nations that were not a factor in 1950 or at best minor ones. The United Kingdom, Israel-Palestine and Siam, as the new vender markets, together purchased \$32,782 worth of equipment. Only one country, the Philippine Republic, dropped out of the leading ranks of vender importers last year from 1950. Although export dollar volume was higher last year, it was

spread over approximately two to three times as much equipment as in 1950. The trend was toward a greater variety of equipment, with the accent on smaller, less expensive types of machines.

As in every post-war year since 1946, Canada continued as the largest importer of American-made venders in 1951. The number of machines purchased increased from 975 valued at \$221,775, in 1950 to 5,381 venders worth \$284,063 last year. The higher dollar volume, with the greatly increased unit figure, in-

## Canadian Assn. Elects Officers, Incorporates

TORONTO, May 31.—The Canadian Automatic Merchandising Association, formed late last winter (The Billboard, March 22), this week announced that initial provisional officers have been either replaced or elected for a full term at an association meeting in Montreal.

During the meeting, it was also decided to incorporate the association under Canadian laws. A constitution and by-laws also were presented and approved by the membership. It was agreed that a full-time secretary would be employed.

Elected officers are Alan M. King, president, head of Polar-Mat, Ltd., Montreal and Toronto; P. V. Havlik, Toronto, vice presi-

dent, and R. D. Coupal, secretary. Elected to the board of directors were King and A. C. Chalmers, Polar-Mat, Ltd., P. J. Figgott, Canadian Restroom Equipment Company, Toronto; N. P. Leach, Cole Products, Canada, Ltd., Toronto; E. A. Goodeve, Coffee Bar Corporation, Montreal; L. E. Dettner, Trans-Canada Distributing Company, Ltd., Montreal, and E. F. Peacock, The Coffee Bar Automatic, Montreal.

Following its formation earlier this year, King stated that the C.A.M.A., although patterned after the National Automatic Merchandising Association in the U. S. A., would be a completely separate and independent organization apart from N.A.M.A.

## Vender Mfrs. Using Three Export Marketing Methods

CHICAGO, May 31.—With foreign markets at a new peak for manufacturers of automatic merchandising equipment, the method of distribution has been re-examined critically during the past year. While many firms have, or are planning to, set up their own export divisions (the rule in pre-war export business) the greatly increased variety and complexity of postwar equipment has resulted in a growing trend to appoint native representatives.

The rapidity of foreign market expansion during the last two years, especially, was aided by the industry's three-way approach to the problem:

1. New blood, in the form of more U. S. exporters.
2. Hiring of native foreign sales representatives.
3. Appointment of increased numbers (for more limited areas) of native foreign distributors by U. S. manufacturers.

The trend toward establishment of native distributing outlets has been paced by companies new to the export business. Primarily, this is being done because it is an easier method of breaking into the foreign field without a large initial investment. Plant-owned export divisions, however, do not suffer in the comparison and do

## Cole Products Announces New Export Dept.

J. Thomas Named Division Head; Set S. A. Agents

CHICAGO, May 31.—Cole Products Corporation reported the formation of an export division this week, headed by J. G. Thomas, who is also president of Thomas International, Inc. here.

Richard Cole, vice-president, stated the new department consolidates all export activities, which formerly had been handled in the same group as domestic sales. It will not conflict with activities of Cole Products Canada, Ltd. Thomas will have general offices in Chicago and in Mexico City. He is presently touring Caracas, Venezuela, appointing agents for Cole-Spa venders. Agents in other South American countries will also be appointed as Thomas contacts them.

### So. Amer. Program

Cole said that with the formation of the export department, Cole Products is also starting an advertising program aimed at South American markets. First of the ads is breaking in the American Exporter.

The appointment of Ted Lee as vice-president in charge of engineering this week was also announced. (Continued on page 91)

## Danish Vender Handles Items A La Automat

NEW YORK, May 31.—An all-purpose vending machine, capable of handling anything from food stuff to general merchandise, was on display here this week.

Made in Odense, Denmark, by A. S. Wittenborg, machine is a one-column unit with 12 windows operating a la automat style. Behind each window is a revolving tray which can be divided into 2, 3, 4, 6 or 8 segments. Only one door can be opened at a time and the merchandise from one segment removed. When glass door is closed, segment revolves, bringing new merchandise into view. Models also are available with two columns of window units (total of 24), each of which can be multiple-coined by an adjustment. Thus, it is possible to insert

## Canadian Op Cites Growth Of Patronage

MONTREAL, May 31.—Louis E. Dettner, head of the largest cup drink operation in Canada, Trans-Canada Distributing here, points to the per-machine sales volume growth over the last five years as proof that vending has "arrived" in his country.

Citing patronage of cup venders in theaters, Dettner said that while the machine average was perhaps one out of every 10 moviegoers in 1948, the average now is one of every five.

Because new locations for cup drink and other type venders in

(Continued on page 91)



The Right Combination  
for  
**VICTOR**  
BABY GRAND  
CHICLE TREETS  
CHLORO TREETS



Sold Exclusively by Authorized Victor Distributors. Contact Your Nearest Distributor or write today to

**VICTOR VENDING CORPORATION**  
5701-13 W. Grand Avenue  
Chicago 39, Illinois  
Mfrs. of the famous line of TOPPER Vendors

**THE BILLBOARD Index**  
of Advertised Used  
Machine Prices

• **Vending Machines**

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quality discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of May 31	Issue of May 24	Issue of May 17	Issue of May 10
Alar Electric (8 col.).....	\$150.00	\$150.00	\$150.00	\$150.00
C-8 Electric (9 col.).....	185.00	185.00	185.00	185.00
DuGrener Challenger, 5c (5 col.).....	22.50	22.50	22.50	22.50
DuGrener Champion (9 col.).....	120.00	120.00	120.00	120.00
DuGrener Model W (9 col.).....	120.00	120.00	120.00	120.00
DuGrener VO, (7 col.).....	85.00	85.00	85.00	85.00
Eastern Electric.....	99.00	99.00	99.00	99.00
Ecos Foot Exam.....	6.95	6.95	6.95	6.95
Foot Vibrator.....	119.50	119.50	119.50	119.50
Kassay (9 col.) Elec.....	185.00	185.00	185.00	185.00
Marion Scale.....	89.50	89.50	89.50	89.50
Master Sc.....	7.45	7.45	7.45	7.45
Mitty Candy (5 col.).....	135.00	135.00	135.00	135.00
National Candy (9 col.).....	85.00	85.00	85.00	85.00
National Elec. Ch. Mach. (9 col.).....	125.00	125.00	125.00	125.00
National 750.....	85.00	85.00(2)	85.00(2)	85.00(2)
National 950.....	125.00	85.00	100.00	79.50
National 950.....	140.00	85.00	140.00	85.00
National 950.....	140.00	85.00	140.00	85.00
National 950.....	140.00	85.00	140.00	85.00
Northwestern 33 Ball Gum.....	7.45	7.50	7.45	7.50
Northwestern Deluxe 1c and 5c.....	13.95	13.95	13.95	13.95
Pop Corn Set.....	49.00	49.50	49.00	49.50
Pop (10 col.).....	60.00	60.00	60.00	60.00
Rome Candy (8 col.).....	155.00	155.00	155.00	155.00
Rome Cracker (10 col.).....	145.00	145.00	145.00	145.00
Rome President (8 col.).....	130.00	130.00	130.00	130.00
Rome Royal (10 col.).....	140.00	140.00	140.00	140.00
Star Shine Machine.....	49.50	49.50	49.50	49.50
Silver King Hunter.....	22.50	22.50	22.50	22.50
Sires Brush-Up.....	50.00	50.00	50.00	50.00
T & C Pacora vending Mach.....	90.00	90.00	90.00	90.00
Ureeda Model A (8 col.).....	70.00	70.00	70.00	70.00
Ureeda Model A (9 col.).....	85.00	85.00	85.00	85.00
Ureeda Model E (10 col.).....	75.00	75.00	75.00	75.00
Ureeda Model E (12 col.).....	85.00	85.00	85.00	85.00
Ureeda Model E (15 col.).....	98.00	95.00	95.00	95.00
Ureeda (9 col.) Model 500.....	79.50	110.00	79.50	110.00
Ureeda (15 col.) Model 500.....	110.00	110.00	110.00	110.00
Ureeda Monarch (9 col.).....	125.00	125.00	125.00	125.00
Ureeda Monarch (12 col.).....	125.00	125.00	125.00	125.00
Ureedy P.M. Model 500 (7 col.).....	75.00	130.00	95.00	130.00
U-Pop It.....	195.00	195.00	195.00	195.00
U-Select.....	49.50	49.50	49.50	49.50
Viking Minuteman Pacora Mach.....	100.00	100.00	100.00	100.00

**SCHOENBACH STAMP VENDORS**  
Folder Type

ATTRACTIVE OUTSTANDING Built to last for years. Perfect slug detection. Mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vendor (see illustration) \$22.50 ea.  
Col. Vendor \$32.50 ea.

**STAMP FOLDERS** Very Low Prices  
1/3 With Order, Balance C.O.D.

**J. SCHOENBACH**  
Distributor of Advance Vending Machines  
1647 Bedford Ave., Brooklyn 25, N. Y.

**BABY GRAND**

**CHICLE MACHINE**  
CASE OF FOUR  
\$52.00  
P.O. & Boston

NEW  
CHLOROPHYLL  
CHICLE CHEWS-VEND 2 FOR 1c  
25 LB. CTNS. \$2.18  
1/3 Dev. Bal. C.O.D.

**CLEVELAND COIN MACHINE EXCHANGE, INC.**  
1051-1023 Prospect Ave., Cleveland 15, OH.  
All Phones: TOWER 14718

- Caramel Merchandise
- Packaged Goods
- Spanish Peanuts
- Jumbo Peanuts
- Cashew Nuts
- Mixed Nuts
- Pistachio Nuts
- Indian Nuts
- Seashell Nuts
- Red Baking Almonds
- Walnuts
- Pecans
- Brazil Nuts
- Adam Gum
- Ball Gum
- Pan Candies
- Strands
- Braebrots
- Scales
- Charms
- Globes
- Parts

Northwestern 7000  
\$17.50 ea.  
\$17.50 ea.  
100 or more: 16.95 ea.

**NORTHWESTERN SALES & SERVICE**  
1194 TREMONT ST., BOSTON, MASS.

**RECONDITIONED VENDORS**

DuGrener Model W-300 Pack Capacity, 15c Operation, King Size. \$89.50	Lahish P.E. 400 Pack Capacity, 15c Operation, King size. \$149.50	Pop Corn Machine, 15c Chute, A Good Buy! Cost \$185.00 New. \$49.50
Behibit Card Vendor With 1 1/2 Cards. \$19.50	Also Hot Nut, Like New. \$15.00	Columbus Model 443 Ball Gum, New. \$10.00
Asst. Card. \$4.50 per 10	Brand New \$25.00	WHILE THEY LAST!
National Postage Service, Roll Type Vendors by 8 St. New. \$69.00	Northwestern Deluxe 1c & 3c Comb., New. \$27.00	Advance Model D Ball Gum, New. \$10.00
Just Reconditioned Machines, Like New. \$39.50	Recond. \$15.00	Recond. \$6.50

Write for Complete List New & Used Vendors, Accessories & Supplies. Full Cash With Orders Less Than \$20.00. All Others 1/3 Deposit, Balance C.O.D.

**RAKE COIN MACHINE EXCHANGE**  
609A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 13, PA.

the new photo studio...

**AUTO-PHOTO**

Complete in 1 unit! Coin operated!  
Portable for easy location!

700% gross profit with this photo machine that offers 4 poses for 25¢ — or less than 3¢ cost per strip! Completely automatic — commercial type developing in just 2 minutes! Easy for the customer! Easy for the operator! Operates a Photo Studio on a major Profit Producing Plan. Write today for your brochure — "Picture Yourself in the Money".

Contact: Auto Photo Co., Inc. distributor nearest you  
Dept. 104-1444 So. San Pedro St. Los Angeles 15, California

**Auto Photo Company**

**THE MACHINE 4-U in '52**  
**4 BABY GRANDS**  
25 lbs. (7,500) CHICLE TREETS  
All for \$63.25  
Full cash with order and save C.O.D. fee.

Buy 4 and U will buy more on New payment from Terr.  
Add one of these on each step and it will buy itself!

**ROY TOHR** LANSDOWNE, PA.

**FOR SALE**  
50 Excellent Klondike Vendors 25 slightly used, 25 in original crates.  
**ESTHER BELFRICK**  
1854 No. Bowen Ave.  
Los Angeles 62, Calif.  
Phone: DUPLICATE 2-3365  
After 6 p.m. (P.D.T.) Phone Agressive 3-9134

**HELP YOURSELF TO MORE VENDING PROFITS**

Go VENDOR Every Month There's a Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, money-making idea in VENDOR every month—to insure profits—to be up to date on every important development in the field. Low than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

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→ TV IS ALL OF SHOWBUSINESS  
→ ONLY THE BILLBOARD COVERS ALL OF SHOWBUSINESS!

# Export Buyers' Guide

Here, classified according to the type of equipment they manufacture, is a list of the makers of most major kinds of coin machines. Every attempt has been made to insure that the list is both accurate and complete.

### Bulk Vendors

- Advance Machine Co. 464 N. Ravenswood Ave. Chicago
- Andrews Mfg. Co. 860 S. Rochester Rd. Clawson, Mich.
- Atlas Mfg. & Sales Corp. 12220 Triakett Rd. Cleveland, O.
- Bevans Mfg. Co., Inc. 122 S. Michigan Ave. Chicago
- Blay Mfg. Co. Valley Station, Ky.
- Columbus Vending Co. 2005 E. Main St. Columbus, O.
- Ford Gum & Machine Corp. P. O. Box 310 Lockport, N. Y.
- Northwestern Corp. 808 Armstrong St. Morris, Ill.
- Oak Mfg. Co. 21411 Knickerbocker Ave. Culver City, Calif.
- W. G. Parrish, Inc. 822 W. Ohio St. Chicago
- Silver King Corp. 623 Diversey Pkwy. Chicago
- Victor Vending Machine Corp. 6741 Grand Ave. Chicago 38

### Candy Bar Vendors

- Advance Machine Co. 464 N. Ravenswood Ave. Chicago
- Atlas Tool & Mfg. Co. 5141 Natural Bridge St. Lewis, Mo.
- Bevans Mfg. Co., Inc. 122 S. Michigan Ave. Chicago
- Cash Mfg. Co. 2070 Helena St. Madison, Wis.
- Arthur DeGrueter, Inc. 15 Hale St. Haverhill, Mass.

**IN STOCK VICTOR'S**

**New BABY GRAND CHICLE TREETS VENDOR**

also **JUMBO 100**

**ORDER TODAY**

**VEEDCO SALES CO.**  
2124 Market St. Philadelphia 3, Pa.  
Phone: LOcust 7-1448

**WANT TO BUY ALL TYPES OF CIGARETTE MACHINES**

Please advise type, condition, model and asking price. Also state whether 20¢ or 25¢ operation. If they are on 25¢ operation advise whether mechanism is slug-proof.

**BOX D-204**  
c/o The Billboard, Cincinnati 22, O.

**Sensationally New! Miniature Strips of BASEBALL PLAYERS**

12 different strips. Minimum \$12.50 per M. Order 1000. The hottest thing in the churn field. Each picture is numbered, and each picture is part of a ball game to give TRIPS & APPALS. Available with assorted color baseball diamond back.

**ORDER NOW! IMMEDIATE DELIVERY!**

1/2 doz., 5¢; 1 doz., 10¢; 2 doz., 15¢.

**OAK SALES COMPANY**  
2633 Fifth Ave., Pittsburgh 19, Pa.  
Atlantic 1-6478

**WANTED DISTRIBUTORS—SALESMEN FOR ALL FOREIGN COUNTRIES**

**VENDOMATIC KING VENDORS**

A complete line of 1 & 5¢ machines adaptable for any sale coin.

Write for full details

**VENDOMATIC SALES & MFG. CO.**  
2806 Tampa St. Tampa, Fla.  
Cable Address—VENDO

- J. H. Keeney & Co. 265 West 56th St. Chicago
- Mills Industries, Inc. 4180 W. Pullerton Ave. Chicago
- Shipman Mfg. Co. 1278 N. Lorena St. Los Angeles 23, Calif.
- Silver King Corp. 623 Diversey Pkwy. Chicago 14
- Stoner Mfg. Corp. 228 Oak St. Aurora, Ill.
- Vendall Company 2122 Wolfman St. Chicago 18

### Cigar Vendors

- Clearmont Corp. of America 1815 Walnut St. Philadelphia 3, Pa.
- Melvin-Hilton Co. 384 Coll St. Irvington, N. J.

### Cigarette Vendors

- Automagic Products Co. 230 W. 57th St. New York 19
- Cash Mfg. Co. 2070 Helena St. Madison, Wis.
- Arthur B. DeGrueter, Inc. 15 Hale St. Haverhill, Mass.
- Eastern Electric, Inc. 70 Prospect St. New Bedford, Mass.
- J. H. Keeney & Co. 265 W. 56th St. Chicago
- Lehigh Foundries, Inc. 1500 Lehigh Drive Easton, Pa.
- Maple Leaf Enterprises 4630 Marlowe Ave. Montreal, Canada
- National Products, Inc. 5084 Natural Bridge St. St. Louis 18, Mo.
- Rewe Mfg. Co., Inc. 31 E. 17th St. New York

### Coffee Vendors

- American National Dispensing Co. (powder) 4th St. & Cannon Ave. Lansdale, Pa.
- Carl-Way, Inc. 307 South Blvd. Kansas City 8, Mo.
- Cash Mfg. Co. 2070 Helena St. Madison, Wis.
- Harnon Enterprises 30 N. La Salle St. Chicago
- Teedee, Inc. 804 E. 181st St. Bronx 14, N. Y.
- Bert Mills Corp. 408 Crescent Blvd. Lombard, Ill.
- Hedd Melikian, Inc. 1248 N. Howard St. Philadelphia, Pa.

### Coin Changers

- Hamilton Scale Co. 1792 Burnhill St. Toledo 11, O.
  - Vendo Co. 1400 12th St. Kansas City, Mo.
- (This listing shows only those firms which build coin-operated or stand-by changers, does not include those firms which make built-in changers.)

### Cookie Vendors

- Wm. P. Sheehy & Co. 2804 Woodburn Ave. Channahon & Co. 2112 Broadway New York 23
- Stoner Mfg. Corp. 228 Oak St. Aurora, Ill.
- Vend-Rite Mfg. Co. 128 N. Halsted St. Chicago

### Fruit Vendors (refrigerated)

- Fruit-O-Matic Mfg. Co. 5225 Wilshire Blvd. Los Angeles 34, Calif.

### Gum Vendors (1c stick)

- Advance Machine Co. 464 N. Ravenswood Ave. Chicago
- Arthur B. DeGrueter, Inc. 15 Hale St. Haverhill, Mass.
- Mills Industries, Inc. 4180 W. Pullerton Ave. Chicago
- Northwestern Corp. 808 Armstrong St. Morris, Ill.
- Fulver Co. 58 Canal St. Rochester 8, N. Y.
- Stoner Mfg. Corp. 228 Oak St. Aurora, Ill.

### Gum Vendors (5c package)

- Advance Machine Co. 464 N. Ravenswood Ave. Chicago
- W. G. Parrish, Inc. 822 W. Ohio St. Chicago
- Shipman Mfg. Co. 1278 N. Lorena St. Los Angeles 23, Calif.
- Stoner Mfg. Co. 228 Oak St. Aurora, Ill.

### Hosiery Vendors

- Lehigh Foundries, Inc. 1500 Lehigh Drive Easton, Pa.
- Rewe Mfg. Co. 31 E. 17th St. New York
- Vendomatic Machine Corp. 76 W. 33d St. New York

### Ice Cream Vendors

- Arctic Vendor Sales Co. 200 Sanford St. Menasha, Wis.
- Atlas Tool & Mfg. Co. 5141 Natural Bridge Ave. St. Louis 18, Mo.
- Bevans Mfg. Co. 122 S. Michigan Ave. Chicago 3

- Fred Hebel Corp. 156 N. Union Ave. Chicago 6
- Vendo Co. 760 E. 12th St. Kansas City, Mo.

### Juice Vendors

- American Citrus Corp. 233 N. Michigan Ave. Chicago 13
- Cedar Hill Farms 6910 Woodley Pike Cincinnati 21, O.
- Juice Bar Corp. 12 East 44th St. New York
- Minute Maid Corp. 443 Madison Ave. New York 17
- Welch Grape Juices Co. 55 Fifth Ave. New York

### Hot Nut Vendors

- Silver King Corp. 623 Diversey Pkwy. Chicago 14
- Tropical Trading Co. 5 South Wabash Ave. Chicago 3

### Milk Vendors

- Cedar Hill Farms, Inc. 6910 Woodley Pike Cincinnati 21, O.
- Fred Hebel Corp. 156 N. Union Ave. New York 17
- Federal Dispenser Co. 504 S. McClain St. Bloomington, Ill.
- Rewe Mfg. Co., Inc. 31 E. 17th St. New York

### Pencil Vendors

- Empire Pencil Co. Shelbyville, Tenn.
- Atlas Mfg. Co. 2122 W. 11th Ave. Philadelphia 16

### Popcorn Vendors

- Auto-Vend, Inc. 3012 Cedar Springs Dallas 4, Tex.
- DNC Corporation 20-25 Thompson Ave. Long Island City 1, N. Y.
- Electro-Reverse, Inc. Commercial Merchants Bank Bldg. Peoria 11
- Sam-Full Popcorn Corp. 1848 Cimarron St. Los Angeles 12, Calif.
- Victory Tool & Machine Corp. 2 Main St. Belleville 1, N. J.

### Postage Stamp Vendors

- Plato Mfg. Co. 705 2nd St. Miami 44, Fla.
- Northwestern Corp. 808 Armstrong St. Morris, Ill.
- Schermach Products Corp. 809 Armstrong St. Detroit 2, Mich.
- J. Schermach Co. 16th Bedford Ave. Brooklyn 23, N. Y.
- Shipman Mfg. Co. 1278 N. Lorena St. Los Angeles 23, Calif.

### Sandwich Vendors

- American Citrus Corp. 233 N. Michigan Ave. Chicago
- J. H. Keeney & Co. 265 W. 56th St. Chicago
- Rewe Mfg. Co., Inc. 31 E. 17th St. New York
- Stoner Mfg. Corp. 228 Oak St. Aurora, Ill.
- Time Industries 3245 W. San Fernando Rd. Los Angeles 39, Calif.

### Sanitary Napkin Vendors

- Advance Machine Co. 464 N. Ravenswood Ave. Chicago
- Hamilton Scale Co. 1801 E. 60th St. Cleveland 9
- Sanitas Co. 1412 Myrtle Rd. Detroit 2, Mich.
- Time Industries 3245 W. San Fernando Rd. Los Angeles 39, Calif.
- Vendo Co. 1400 12th St. Kansas City, Mo.

### Scales

- A. B. T. Mfg. Co. 715 N. Kedzie Ave. Chicago
- American Scale Mfg. Co. 3204 Grace St. N. W. Washington, D. C.
- J. F. Francis Mfg. Co. 12140 Bostwick St. Blue Island 11
- Hamilton Scale Co. 1801 E. 60th St. Cleveland 9, O.
- Mills Industries, Inc. 4180 W. Pullerton Ave. Chicago
- Precision Weighing & Vending Machine Corp. 20-26 41st St. Long Island City 1, N. Y.
- Rewe Mfg. Co., Inc. 31 E. 17th St. New York
- Stoner Mfg. Co. 228 Oak St. Aurora, Ill.
- W. G. Parrish, Inc. 822 W. Ohio St. Chicago 11

### Soft Drink Vendors (bottle)

- Atlas Metal Works P. O. Box 5308 Dallas, Tex.

# Set 10c Cookie Packages for Juice Bar Sales

NEW YORK, May 31.—Howard Richardson and Jack M. Cross, who acquired full control of the Juice Bar Sales Corporation two weeks ago thru purchase of stock interest held by the Telecon Corporation, announced the near completion of plans for the packaging and distribution of a line of cookies.

The cookies will be vended thru Juice Bar units along with Medco-Milk, whole fresh milk in cans, Nedick's orange drink and a chocolate drink. First in the line is to be a cheese tid-bit cookie, scheduled for introduction June 20. It will be followed by vanilla, chocolate and saltine-type crackers.

All cookies will be packaged in six-ounce cylindrical air-tight containers with inner linings laminated with paraffin paper and tops, bottoms of tin. The cookies will be made by an established manufacturer. Packager is the Maryland Beverage Company. Distribution is thru Juice Drinks, Inc. They will retail at 10 cents a package, each package will contain 10 to 12 cookies.

The appointment of Loren D. Upton, North Hollywood, as West Coast representative for Juice Bar Sales was also announced. Fred Schuyler, who formerly worked out of the New York branch, continues to handle the firm's Chicago sales office.

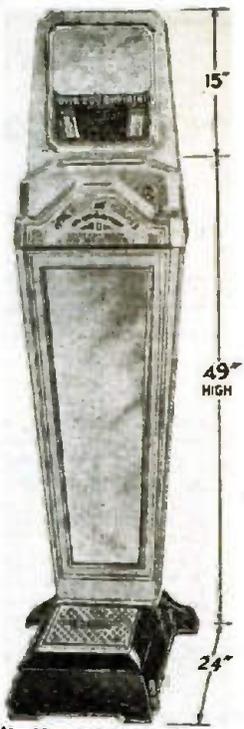
The appointment of Loren D. Upton, North Hollywood, as West Coast representative for Juice Bar Sales was also announced. Fred Schuyler, who formerly worked out of the New York branch, continues to handle the firm's Chicago sales office.

# Cole Canada Moves Office

TORONTO, May 31.—Cole Products Canada, Ltd., announced the opening of new headquarters here at 652 Bayview Avenue. Move consolidates sales, service and research under one roof, provides increased facilities for offices, space for parts and supplies storage.

New quarters, unlike the former office at 737 Church Street, are on one street level floor.

NEW YORK, May 31.—Philip Morris & Company earned a net income of \$12,627,140 for the fiscal year ended March 31, equal to common share earnings of \$4.65.



**WEIGHT 165 LBS.**

**\$25 DOWN**

**Balance \$10 Monthly**

**400 DE LUXE PENNY FORTUNE SCALES**

NO SPRINGS

**WRITE FOR PRICES**

LARGE CASH BOX MODELS \$85.00 IN PENNIES

Invented and made only by

**WATLING**

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.  
Tel. 1889—Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago

# SCALES

**PRICES REDUCED \$125.00 CUT TO \$89.95**

We have just been able to produce a better Scale and reduce the price, too. Now it is where it should be and if a scale like the one we have at \$89.95 will not make money, then you don't want scales. Look at this deal on 1 or 100 Scales.

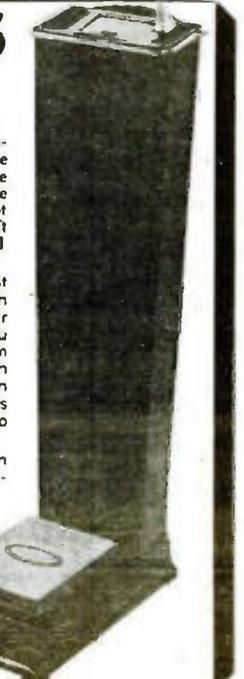
Price \$89.95. Down payment \$14.95. Balance \$5.00 per month for 17 months. Or if you prefer to send cash with your order, you may deduct 5% or \$4.50 from the list price, making the cash price only \$85.45. On sales in Georgia or South Carolina, it is necessary to add Sales Tax to scale prices.

All prices are f.o.b. Soperton and we will ship to you by express or freight.

A Scale crated weighs 100 pounds.

Get in touch with us for a Scale Deal.

Manufactured by **SPARK'S SPECIALTY CO.** SOPERTON, GEORGIA PHONE 33



The American Red Cross Is Your 24-Hour Friend in Disaster and Misery

There's a **SMALL FORTUNE** in it... for You!

# PAYS 50% TO 200% STEADY PROFITS

**Outdraws, Outearns and Outperforms All Others!** Be penny-wise... and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model #03 has 12 slots, one for each month of the year... more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.



- ★ 2 Machines in 1... Fortune and Weight
- ★ Fully Automatic & Patented
- ★ No Knobs, No Handles, No Trouble

Yours for Only **\$25** DEPOSIT

★ Mail coupon today for immediate delivery or further details, monthly terms as low as \$3.

## AMERICAN SCALE MFG. CO.

3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:

- Attached Red Card for \$25 payment on one model #03 scale. Ship at once.
- Please send further details immediately.

NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_

## SILVER QUARTER OPERATION-KING SIZE Included



More are the most sensational buys of factory over-hauled and rebuilt cogs. Little machines ever offered!

Now Imperial 8 Cols. 240 Pack Cap. \$85.00

Now Royal 8 Cols. 325 Pks. 10 Cols. \$95.00

Unyeda Model 500 9 Cols. 350 Pks. \$95.00

Our Points are VENDORIZED. Prevents Peeking. Picking & Running.

Summer Specials on Candy. Counter or wall models—no boxes. DUC. Conveyors. 75 Cts. \$82.00. Unyeda Candy, 100 Box Cap. 60 Cts. 1/3 DUC. Now Candy, 120 Box Cap. 75 Cts.

All Equipment Unconditionally Guaranteed. Trade Prices. 1/3 DUC. Net C.O.D.

## UNEEDA VENDING SERVICE, INC.

The Nation's Leading Distributor of Vending Machines. NEW RECONDITIONED LIKE NEW. 166 Clymer Street, Brooklyn 11, N. Y. • EVergreen 7-4568

Don't Delay... Order NOW! From **LITTLE ACORNS** mighty INCOMES grow.

# ACORN

The only completely die-cast aluminum, precision built

## ALL-PURPOSE VENDOR

- Vends all ball mds., nuts, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chutes.
- Tamperproof Metal by top lock and body clamps only.
- Guaranteed mechanically, weighs less than 7 lbs.

East & Midwest: **M. J. ABELSON**, 2640 14th Ave., Pittsburgh 13, Pa. Phone: AT 1-5473

Pacific Coast Distributor: **OPERATOR VENDING MACHINES SUPPLY**, 1922 S. Grand Ave., Los Angeles 4, Calif.

# VICTOR'S BABY GRAND

\$13.00 ea. 100 or more \$12.00 ea. Packed 4 per case.

**VENDS THE FOLLOWING MDS.**

**CHICLE TREETS—300 count; 2 for 1c**

**CHLORO TREETS—336 count; 2 for 1c**

**LEAF CHLORO-CHEWS—210 count; 1 for 1c**

Beautifully decorated free with each Baby Grand ordered. Be first in your territory with this new fast-moving merchandise. Lowest Prices on Gum and Charms!

**WE ALSO HAVE JUMBO 100**

Don't delay—Write today

**H. B. HUTCHINSON JR.**  
260 NORTH AVE., N. E. ATLANTA 6, GA.  
Tel.: Emerson 4289

# Export Buyers' Guide

Continued from page 87

Atlas Tool & Mfg. Co. 2126 Indiana Ave. Kansas City Mo.

General Vending Machine Corp. 149 W. Washington Blvd. Chicago

Ideal Dispenser Co. 107 S. McClure St. Bloomington, Ill.

Mills Industries, Inc. 4100 W. Pullerton Ave. Chicago

S & S Products Co. P. O. Box 1047 Lima, O.

The Selfstead Corp. 1229 Wyandale Kansas City, Mo.

Vendo Co. 1400 E. 12th St. Kansas City, Mo.

Vendolator Mfg. Co. 6008 Railroad Ave. Fresno Calif.

### Soft Drink Vendors (cup)

Automatic Products Co. 252 W. 27th St. New York

Cole Products Corp. 29 E. La Salle St. Chicago

Hepp Corp. 150 W. 78th St. Cleveland, O.

Leon Industries, Inc. 372 4th Ave. New York

Mills Industries, Inc. 4100 W. Pullerton Ave. Chicago

Ryan Corp. Inc. 375 Fairfield Ave. Stamford, Conn.

Square Mfg. Co. 2259 Broadway Chicago

### Soft Drink Vendors (hot and cold)

Cole Products Corp. 29 E. La Salle St. Chicago

Indevco, Inc. 424 S. 151st St. Bronx 54, N. Y.

Reed-Neilson, Inc. 154 N. Howard St. Philadelphia, Pa.

Sparhawk, Inc. 375 Fairfield Ave. Stamford, Conn.

### Miscellaneous Merchandise Vendors

White's Cash Vender Co. (BOBBY PIN) 246 Grace St. Elgin, Ill.

International Metoscope Corp. (BOOK) 44-02 11th St. Long Island City, N. Y.

Exhibit Supply Co. (CARD) 4218 W. Lake St. Chicago

F. B. Dickinson & Co. (COAL) 3000 University St. Des Moines, Ia.

Andrew Mfg. Co. Inc. (COKE) 450 S. Rochester Rd. Clamont, Mo.

White's Cash Vender Co. (COIN) 246 Grace St. Elgin, Ill.

Automotive Dent Corp. (DENT) 232 W. 126th St. Long Beach, Calif.

Leitch Foundry, Inc. (ROSIERY) Easton, Pa.

Reese Mfg. Co. (ROSIERY) 821 E. 17th St. New York

Northeastern Dispensary, Inc. (BASE OIL & HAND LOTTING) 1793 W. Adams Blvd. 124 1/2 North 12th Cliff

F. B. Dickinson & Co. (ICE) 3000 University St. Des Moines, Ia.

Vend-Rite Mfg. Co. (KLEENEX) 1528 N. Wabash St. Chicago 27, Ill.

A. H. Fitzhugh, Inc. (LOTTION) 1185 Pinewood Dr. Pittsburgh 18, Pa.

Columbus Vender Co. (MATCH) 2005 E. Main St. Columbus, O.

Vendo Mfg. Co. (MAGAZINE) Lawrence Mass.

Coastway-Ray Co. (OVYEN) 411 N. W. 11th St. San Antonio, Tex.

Dixie Egg Co. (PAPER CUP) Easton, Pa.

Ill.-Talia Cup Corp. (PAPER CUP) 323 E. 43d St. New York

Reese Mfg. Co., Inc. (PASTRY) 31 E. 17th St. New York

Stoner Mfg. Co. (PARTS) 378 Osler St. Astoria, Ore.

Perfumery of Canada, Ltd. (PERFUME) 561 Eglinton Ave. Toronto 18, Ont.

Andrew Corvita & Co. (POWDER) 5300 Pacific Ave. Cleveland, O.

International Metoscope Corp. (PHOTO & YONIC PHOTOGRAPH) 44-02 11th St. Long Island City, N. Y.

Auto Photo Co. (PHOTO) 1644 S. San Pedro St. Los Angeles, Calif.

Vend-Rite Mfg. Co. (PRETTEL) 1536 N. Halsted Chicago

National Sanitary Sales (RAZOR BLADE) 4207 Lawrence Ave. Chicago

Shuman Mfg. Co. (STATIONERY) 1528 E. 12th St. Los Angeles 22, Calif.

### Juke Boxes

AMT, Inc. 150 Union Ave., S. E. Grand Rapids 2, Mich.

H. C. Evans & Co. 1214 W. Carroll Ave. Chicago 7

Relaxant, Inc. 12 E. Wisconsin Ave. Appleton, Wis.

Rock-Ola Mfg. Co. 800 N. Fedrie Ave. Chicago 5

J. F. Seeburg Corp. 1810 North Division St. Chicago 22

The Rudolph Wertheimer Co. North Teawanda, N. Y.

### Horses (coin operated)

Bally Mfg. Co. 2610 Belmont Ave. Chicago

Beatty Horse Sales Co. River Edge, N. J.

Capital Professor Corp. 356 West 32d St. New York

Conat Sales Co., Inc. 877 10th Ave. New York

The Exhibit Supply Co. 1222 West Lake St. Chicago

King Amusement Co. 22 Orchard St. Mount Clemens, Mich.

Norris Co.-Rosedale Sales, Inc. 1507 N. 33d St. Philadelphia, Pa.

Memphis Metal Mfg. Co. 188 Taylorwood Memphis, Tenn.

Reese Mfg. Co. 418 E. 14th Terrace Kansas City, Mo.

Reese & Rude Sales 1507 N. 33d St. Philadelphia, Pa.

Reese Engineering Co. 160 West Beach Ave. Inglewood Calif.

Wander Horse Co. 841 Columbus Dr. Pascagoula, Miss.

### Service Vendors

Mer-Well, Inc. (BENOCULARS) 545 5th Ave. New York

Pay-Pull Mfg. Co., Inc. (BOTTLE OPENER) 720 San Pedro Ave. San Antonio, Tex.

McDowell Mfg. Co. (FOOT STIMULATOR) Pittsburgh 8, Pa.

Electric-Aire Bachweiser Corp. (HEAT DRYER) 209 W. Jackson Blvd. Chicago 8

Interscrub, Inc. (INSURANCE) Brown-Marek Bldg. Birmingham, Ala.

L. E. Scott Co., Inc. (LIGHTER FLUID) 277 Water St. Hartford, Ct.

Allan Mfg. & Sales Corp. (LIGHTER FLUID) 1220 Triebel Rd. Cleveland, O.

International Metoscope Corp. (MESSAGE) 44-02 11th St. Long Island City, N. Y.

Reese Mfg. Co., Inc. (NAME PLATE) 2301 14th Ave. Brooklyn

American Locker Co., Inc. (PARCEL LOCKER) 11 Congress St. Boston, Mass.

A. H. Fitzhugh Co. (SHAVERS) 1185 Pinewood Dr. Pittsburgh 18, Pa.

Advanta Machine Co. (TOILET LOCK) 2841 W. Ravenwood Ave. Chicago

M.H.-O Lock Co. (TOILET LOCK) 421 Trackson Terminal Bldg. Indianapolis 4, Ind.

### Amusement Games

Bally Mfg. Co. 2610 Belmont Ave. Chicago

Chicago Coin Machine Co. 1725 Diversey Blvd. Chicago 14

Exhibit Supply Co. 4218 W. Lake St. Chicago 24

Genco, Inc. 2621 N. Ashland Ave. Chicago 14

D. Gottlieb & Co. 1148-50 N. Kostner Ave. Chicago 51

J. H. Reaney & Co. 200 West 30th St. Chicago

Marcel Mfg. Co. 2610 Belmont Ave. Chicago 14

United Mfg. Co. 5401 N. California Ave. Chicago 18

J. H. Reaney & Co. 200 West 30th St. Chicago

Williams Mfg. Co. 1442 W. Pittmore St. Chicago 7

Williams Mfg. Co. 1442 W. Pittmore St. Chicago 7

The Rudolph Wertheimer Co. North Teawanda, N. Y.

## RED HOT PROFITS

Cash In On Chlorophyll BALL GUM WITH

# "SILVER-KING" Vendors

Built for professional operators

5¢ PISTACHIO NUT VENDOR

"CLARM KING" BALL GUM VENDOR

NEW ROTARY "SUPER VENDOR"

VENDS NEW LARGE SIZE 5¢ "SUPER GUM" 1100 to the Pound or regular 15/16" size Nut and Ball Gum, Candy, Chewing Vendors, 1c U.S. and Foreign Cans. "Red-Hot" Vendors. Designed for sales compelling eye appeal.

**SILVER-KING CORP.**  
621 Diversey Parkway Chicago, Ill.

## GRIFFIN

HAND LOTION & HAIR OR DISPENSER FOR PUBLIC WASHROOMS

Now Available only \$12.50 ea.

Prevent money loss. Very attractive. Uniform 100% Workmen 1100 year. Washroom dispensers.

Merchandising Dispensers, Inc. 1792 W. Adams Los Angeles 18

## BUY THE BEST!

1. The finest 1c & 2c Ball Vender
2. Regular and Charms
3. Min. Capital. Size Shows & Comp. Ask of all the best!

IMMEDIATE DELIVERY

IN THE U.S.: **OAK SALES CO.** 2623 Fifth Ave., Suite 19, Pa. IN CANADA: INTERNATIONAL VENDING 111 Broadview, Toronto, Ont., Can.

## FOR SALE

40 Challenger 3 Col. Ball Vendors with 30 Blades. Everyone in first class market—30 original returns. Original cost \$45.00. Will take \$22.50 for the lot or sell them individually at corresponding cost. 10¢. A general other business interests. BOX D-289, 274 S. Broadway, 1140 Peterson St., Cincinnati 25, Ohio.

## NOW! THREE PURPOSE BABY GRAND

Vending the 336 count Chloro Treets 2 for 1c. Chloro Chews 210 count Ball Gum or Chicle Treets 2 for 1c. EITHER WITH NO ALTERATIONS.

LEAF CHLORO CHEWS, 210 count Chlorophyll. 60¢ per lb.

CHLORO TREETS, 336 count squares. 52¢ per lb.

CHICLE TREETS, Six Flavors. 45¢ per lb.

Details furnished with Chlorophyll Gum

**\$13.00 ea. 100 or more \$12.00 ea.**

1/3 deposit, balance C.O.D., P.O.E. Dallas

# GRAFF VENDING SUPPLY CO.

2841 W. DAVIS STREET DALLAS, TEXAS

## "It's a Hit!"

Seasonal New Baseball

# BASEBALL TOP

potent pendling SPIN THE TOP... WHEN IT STOPS PLAY IS INDICATED!

SILVER PLATED 58 per M

SIRENS! Bright red plastic with metal insert. 55 gr. Top-iron, colorful plastic, 1 1/2" length. Works like a charm. 510 per M. All prices P.O.B. FACTORY N.Y.C.

Now! **PAUL A. PRICE CO.** 220 Broadway New York 28, N. Y.

Duty High

Continued from page 75

porter in this country makes out his own forms. The forms for shipments to Canada, incidentally, can be obtained from most stationery stores.

Belgium More Complicated

Belgium, as was mentioned previously, is slightly more complicated. The Belgium firm which proposes to bring in U. S. coin machines must first obtain the permission of his government.

Until recently, the Belgian government issued important licenses readily and easily. But lately, reports indicate the government is scanning all requests for import licenses more carefully in order to conserve dollars.

Belgian importers of all types of goods, including coin machines, have built up a sizeable business transshipping to other European countries. As a result, Belgium today is one of Europe's largest creditors, and the government is keeping a careful watch on the balance of exports and imports to make certain its now-excellent supply of dollars does not dwindle.

Placing Horses

Continued from page 75

ple on the street and (2) are easy to get at. Also this space, in most markets, is about the only sizable free area in the store. Another major advantage of so placing the horses, according to Joseph Brilliant, B and S head, is that the youngsters are kept out of the way of the patrons and employees. Most children, even if they are not riding, will loiter around to watch others enjoying the horse.

B and S Enterprises is enjoying steady expansion at a time when operators in most coin machine fields are finding things rather hard sledding here. The company was recently formed to operate the mechanical horses only by Brilliant, owner of the Brilliant Music Company, and Meyer (Red) Saperstein, owner of the Reliable Vending Company, who has been in the cigarette business for a number of years. Headquarters are at Brilliant's salesrooms on Livorno Avenue.

WASHINGTON, May 31.—Sugar inventories for the first three months of this year totaled 524,702 short tons, the Agriculture Department announced this week, with sugar for industrial use set

Deliver Keeney

Continued from page 75

signed for dime play it accommodates up to four players. High Score has 20-30 scoring, strike and spare boxes and a high score for the week feature. In addition, the new game has a matching score principle which can be used on a mystery basis or shown on the backglass just prior to play. The new shuffle game also can be played without the use of the matching score idea.

When matching score is used in advance of play, a score varying from 160 to 279 points appears on the backglass and it is up to the participants to knock down an equal number of fly-away pins in the allotted 10 frames. Since it is possible to make difficult railroad splits in play, patrons have a good chance of matching the score. The scoreboard on Keeney's new bowler is designed in four sections, one for each player. Points are registered as soon as frames are completed.

at 256,103 tons. Retail sugar inventories totaled 120,529 tons for the three months, and wholesale sugar inventories reached 148,070 tons.

Matched Score

Continued from page 75

direct score indicators and matching score.

Playboard is made of Formica with all playing instructions screened under. Game's jumbo disappearing pins, retract when pucks slide thru the scoring area. Official Shuffle Alley has flasher lights for strikes and spares, 20-30 scoring and provisions for picking up railroad splits.

The matching score feature offers average as well as expert players numerous opportunities to match the score. For example when the game is completed several numbers light up and actually all the player has to do is match the score with his last two numbers. Thus if the illuminated numbers on the backglass are 03, 59 and 46 players recording any of the following scores would be matching scores: 103, 203, 59, 159, 259, 46, 146 and 246. Actually, the matching score numbers on the backglass light in separate multiples such as zero to nine for the second digit of the score and zero to nine for the third digit. The player has to match any combination of the second and third digits. Because of the varying numbers to be matched

London Firm Bows Cup Unit

LONDON, May 31.—Automatic Vendors, Ltd. has announced the first British-made cup type soft drink vender with fully automatic operation. Machine mixes each drink prior to actual delivery, vends vegetable and fruit beverages, such as squash, etc., for sixpence.

The cabinet, with squared corners and top, features center delivery of a single flavor and automatic cup drop. A large area in the front base of the cabinet is reserved for location or product advertisement.

It is possible for all four players to win in the same game and have either the same or different scores.

The direct scoring indicators on Official Shuffle Alley make it easy for players to read the score at a glance. After each frame is completed only those digits which must be changed to register the new score move and the action is virtually instantaneous.

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

Business Opportunities

Service — Federal Game and ART style Barrie, long established; 34 tables; 6 ft. high; all A-1 conditions; excellent location; Coney Island area; no competition; low rent; high receipts; perfect for family operation; selling for personal reasons; quick action needed. Lucky's Pokeroom, Boardwalk and First Road, Brighton Beach, Brooklyn 24, Esplanade 2-7088

Help Wanted

WANTED PROMOTIONAL SALESMEN

This is your opportunity to cash in on the new trend—CHLOROPHYLL GUM. We are just putting on the market a new Chlorophyll Gum Machine. This machine holds 4 1/2 lbs. Chlorophyll Chunks. Vends 2 chickens for 1¢. You qualify as a vendor salesman experienced in selling through Business Opportunities advertising, writing, selling by type and name of machines sold. Some of companies you represent. All replies confidential. State information by letter only. BOX 525, c/o The Billboard, 188 W. Randolph Chicago 1, Ill.

WANTED PIN BALL MECHANIC

Good pay, must be experienced and married. No drinkers or drifters. Good hours and working conditions.

START IMMEDIATELY

Write c/o BOX 523 The Billboard, 188 W. Randolph Chicago 1, Ill.

Mechanic, thoroughly experienced in all types music, including Seeb. 100's, amphi-fons, pins and shuffle games; no drinkers or drifters; start immediately; references. Jax Phonograph Co., 1432 Main St., Jackson, Fla.

Mechanic wanted—experienced on shuffle alloys and rick boxes. Amoy American Vending Co., 159 E. 25th St., Brooklyn, N. Y. ES 5-1725.

Parts, Supplies & Services

Health Drop Chute and Switch, 5¢, 10¢ or 25¢ play; Health feather-touch push-pull type, 1¢, 4¢, 5¢, 10¢ or 25¢ play; immediate delivery from stock. Health Distributing Co., 234 Third St., Macon, Ga.

DOES THIS AD HIT YOUR EYE?

This size ad in the next issue of The Market Place can be yours for only \$28 for 1 issue, or \$26.60 per issue for 3 consecutive issues. For details see the "Handy Order Form" on this page.

KING SIZE CONVERSIONS

for tide shirt and stand. Rowe and all National cigarette machines, \$25.00 Rowe Royal back shirt and Stewart-Maguire, \$1.50 Frank McCallum Jr.

CIGARETTE VENDING MACHINE SERVICE 1000 Keeler Ave. Bartlesville, Okla.

New Nickrome Packard 5 or 10-cent selectors, original cartons; \$27.50 each Alpha, 1025 Me. Highland, Hollywood 38, Calif.

Packard locking levers, reconditioned like new, \$1.50 each, E. F. Benjamin, 935A 16th St., Santa Monica, Calif.

Pistachio nuts direct from importer; heads; 45¢ lb.; vendors, 45¢; Jumbo, 55¢; Colonial, 60¢. I. Cabot, Box 254, Seaford 1, N. Y.

NEW AND USED 1 1/2-5¢ CANDY, NUT, BALL GUM VENDERS BOUGHT, SOLD, EXCHANGED.

All Parts—Charms—Coin Wrappers—Coin Cans—Ball Gum—Tab Gum—Panned Candies—Cast Iron Stands—Top Plates for 2 Venders—Top Plates for 3 Venders. All Prices F.O.B. Factory. 1/2 Deposit. B. Blaine & C.O.D. KING & CO. Distributors of Northwestern Model #9 and 2700 W. Lake St. Chicago 12, Ill.

Routes For Sale

SMALL ROUTE Music—5 Balls—One Ball automatic pay-off—Bowlers—Pistols—Shuffleboards; in operation 6 yrs.; best location; 50 mi. from Portland, Ore.; overhead low; one man can handle; entire route not over 25 miles long; health horse sale; reasonable. DRUMMOND & LEWIS Box 118 Stevenson, Wash.

Music and Coin Machine Route; 100 hours in Upper Midwest; continuous business for 12 years; owners retiring; real opportunity for someone with cash to handle. Write Box 720, Billboard, Chicago 7.

New game and mechanical horse route in sunny California; 20 pieces, all new, in busy San Diego naval area, \$7,000 cash; income \$1,200 per month; this route will sell fast; act now. L. Jordan, 230 E. St., Chula Vista, Calif.

90 piece route for sale along U. S. 12, Jackson, Ca. about half photographs and ball bowlers; 11 Select-a-Matics; truck, premiums and supplies go; must be sold before July 1st. D. J. Polasek, Alma Center, Wis.

Used Coin-Operated Equipment

A-1 Bargaining Cigarette and Candy Vending Machines and all models at lowest prices. What have you to sell? Mack Postal, 2952 Milwaukee Ave., Chicago, Ill.

All types of free play comets, Draw Balls, Deluxe Draw Balls, Double Ups, Wild Lamona, Kearney Sugar Balls, Kearney Gold Cup, Health Balls, Feature Balls, Chubby Balls, Spot Balls, write: Wurlitzer, 600, reconditioned, very clean, \$35 each; Crown Jewel (candy), \$20; Buffalo pin-ball, \$40; all games ready to go. Frank Gwerf, Burnham, Pa.

Arcade for sale as going business or will sell machines separately; see Arcade, 397 North St., Pittsfield, Mass.

Comdy Machines—18 U-Select-It, 74-bar size, \$42.50 ea.; \$700 for the lot. Chariette Machine—column, 25¢ operation, \$27.50 ea. 1/2 dep. bal. C.O.D. City Vending Machine 422 E. DuRoi Ave., Muskegon, Mich.

Exhibit Braying Male, 2 flat strikers, ball grip, Dial Striker, Vindicator, Punching Bag, 2 Multiscope punching bags, neon arcade sign, both sides, electronic Gumball Turret, complete, Striker & Spares, 35 Exhibit and Multiscope card vendors, with or without bases. 9 new war Phonomatics, all new paint and extra parts, etc. \$140; new Phonomatic supplies; any reasonable cash offer considered; come with a truck. Walter Long, 301 S.W. Third St., Richmond, Ind.

For Sale—Mills, Jennings, Pace, Welling Beis; beautifully reconditioned Betty Clover Bell; used pin games, alloys, etc.; trades accepted; 12 years of reliable dealing; general Coin Machine Co., 225 N. 9th St., Philadelphia, Pa. WA 1041-4938.

QUIZ MACHINES

Teletel... \$175 | Quizscore... \$125 Complete with film, extra value \$10 per reel.

MITCHELL NOVELTY CO. 3506 W. National Ave. Milwaukee, Wis.

SEEBURG 100

78 rpm... \$675.00 1/2 deposit, balance C. O. D. T. CONROY 100 Morningside Dr. Syracuse, N. Y.

For Sale—Perfect condition, look like new; Coney Islands, \$450; Bright Spots, \$425; Leaders, \$400; Bright Lines, \$350; Tuff Kings, \$190; Crestone, \$45; Hot Rods, \$60; various late flipper pins, write: 1/2 deposit, balance C.O.D., W. E. Keeney Mfg. Co., 5229 So. Kedzie, Chicago. Phone: ME 10444-4-3844.

8 1/2 Row 5¢ gum machines, together with a good supply of extra parts; \$50 for lot, cash in advance. Paul Steichen, 6963 Oak Lane, Indianapolis, Ind.

Used 5-Ball Pin Tables, late models, just off location; perfect operating condition; list on request; 1/2 down with order, balance C.O.D. get yours before your competitor does. United Novelty Co., Inc., P.O. Box 128, Bilotti, Miss.

36 practically new 10¢ hospital table operated radios with under-the-pillow speakers; must sacrifice; make offer. Al Weissman, 4549 Pittman Ave., Indianapolis, Ind.

ATTRACTIVE—

An attractive, large type ad like this can be yours for only \$10 for 1 issue—\$9.50 per issue for 3 consecutive issues.

See the "Handy Order Form" below.

Want to Buy

Route of late model juke boxes or amusement machines in vicinity of New York City. Box 322, Billboard, Chicago 1.

Want to Buy—All late model phonographs for cash; state quantity, condition and price in letter. Seacast Distributors, 1200-B North Ave., Elizabeth, N. J.

FOR ONLY \$3—

You can sell your used equipment for as little as \$3 by advertising in the MARKET PLACE. See the "Handy Order Form" below.

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1: First, print or type your message here, figuring five words to the line. If you want a "display-classified" indicate in the margin what copy you want displayed. Be sure to include your name and address as you want it to appear in the ad. If box number is wanted, please figure 6 additional words.

2: Now check off the classification you want your advertisement to appear under: Agents and Distributors Wanted, Help Wanted, Parts, Supplies and Services, Positions Wanted, Routes for Sale, Used Coin-Operated Equipment, Want to Buy. And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard: Gentlemen: Run this in your "Market Place" as indicated below: Next 6 issues, Next 4 issues, Next 3 issues, Next issue only. \$..... Payment enclosed, Bill me. Name, Address, City, Zone, State.

3: Then check here for whether you want to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch: Display Classified, Regular Classified. 4: And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard: Gentlemen: Run this in your "Market Place" as indicated below: Next 6 issues, Next 4 issues, Next 3 issues, Next issue only. \$..... Payment enclosed, Bill me. Name, Address, City, Zone, State. ADVERTISING RATES: REGULAR CLASSIFIED: Usual wanted style, one paragraph, no display. First line set in 6 pt. bold, balance 4 pt. light. Per word... 1-30 3 or more CONSECUTIVE or 34 insertions, per word... 12 35 CONSECUTIVE insertions, per word... 14 Minimum \$3. DISPLAY CLASSIFIED: Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. ruler borders permitted only on ads of 28 lines or more. Per space line... \$1.00 3 or more CONSECUTIVE or 34 insertions, per space line... .98 51 CONSECUTIVE insertions, per space line... .79 1 inch equals 18 space lines. Please include an additional 25¢ for each insertion for the use of a box number, to cover the cost of handling and forwarding of your mail.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE, THE BILLBOARD, 188 W. RANDOLPH ST., CHICAGO 1, ILL.









BETTER BUY FROM BANNER

BETTER BUY FROM BANNER

BETTER BUY from BANNER

VENDING

NEW Bradley DRINK VENDOR

BINGO TYPE GAMES

ARCADE EQUIPMENT

AUTO-PHOTO 4 for 24 Picture Machine

AMi DISTRIBUTOR WESTERN PENNSYLVANIA TERRITORY

Table with columns: USED, PIN GAMES, USED, USED. Lists various games like Band Leader, Bingo Machine, Buckaroo, etc.

ONE BALLS NEW Winner \$245.00

SPECIAL ENTRY USED

Table with columns: USED, ARCADE EQUIPMENT. Lists items like Ball-A-Score, Chicago Coin Pistol, etc.

MUSIC YOUR CHOICE \$49.50 ea.

SHUFFLE GAMES NEW

MATCH-A-SCORE Novalty \$245.00

UNITED SUPER Six-Player REBOUND and the OFFICIAL SHUFFLE ALLEY

Table with columns: USED, SHUFFLE GAMES. Lists items like Bally Speed Bowler, Chicago Coin Ace Bowler, etc.

BANNER SPECIALTY COMPANY

GENUINE FORMICA REPLACEMENT TOPS

FOR UNITED'S 2, 4, 5 & 6 PLAYER 8 FT. ALLEYS

FREE! 1 jar of special glue with each sheet of Formica

Now Delivering... our NEW MODEL ELECTRIC SCOREBOARDS

BOTTOM PRICES THOROUGHLY CONDITIONED EQUIPMENT

COVEN distributing company



FOREIGN BUYERS Send us your list of requirements for Coin-Operated Equipment

COMERCIALES EXTRANJEROS Enviales una lista de sus necesidades en Equipos Operados con Monedas

TRANS-WORLD TRADING CORP.

FOREIGN BUYERS EVERYWHERE

DAVID ROSEN Exclusive AMI Dist. E. Pa.

Look at These Prices! Niagara \$199, Double Action \$175, etc.

Spacarb Clinic Teams on Tour

NEW YORK, May 31.—Operators and servicemen are greeting the Spacarb Company's "trained seal" team

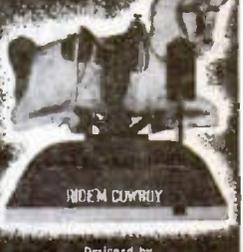
Hosted by Spacarb salesman and distributors in various cities, the showings provide several days of intensive factory engineering service sessions

Jim and Joe Dobson, of Dobson Distributors, were hosts in Dallas, May 18-20. From there, the team, consisting of H. J. (Pete) Foster, V.-P. and sales manager, and Al Guzzi, service manager

This week's session (27-28) was held in Los Angeles at Food-O-Matic 2728 West Pico Boulevard

Interested ops and their service personnel can attend any of the three-hour evening service sessions and sales showings thruout the days scheduled

RIDE 'M COWBOY!



Designed by World Famous Manufacturer of Amusement Rides

The variable speed control allows the smallest tots to ride safely

KING AMUSEMENT CO. Mt. Clemens, Mich.

GENCO GAMES Ready for Location

Immediate Delivery. Shop-A-Go, Canasta, Harvest Time, etc.

COW HORSE MECHANIC WANTED

For N. Y. Coin Horse Route. Must have car. Best working conditions.

EXPORT BUYERS The finest assortment of reconditioned games in the country today.

Table with columns: UNITED 6 PLAYER, KEENEY LEAGUE BOWLER, SHUFFLE SLUGGER, etc. Lists various game models and prices.

PURVEYOR Shuffleboard Co.

for better buys buy McGinnis

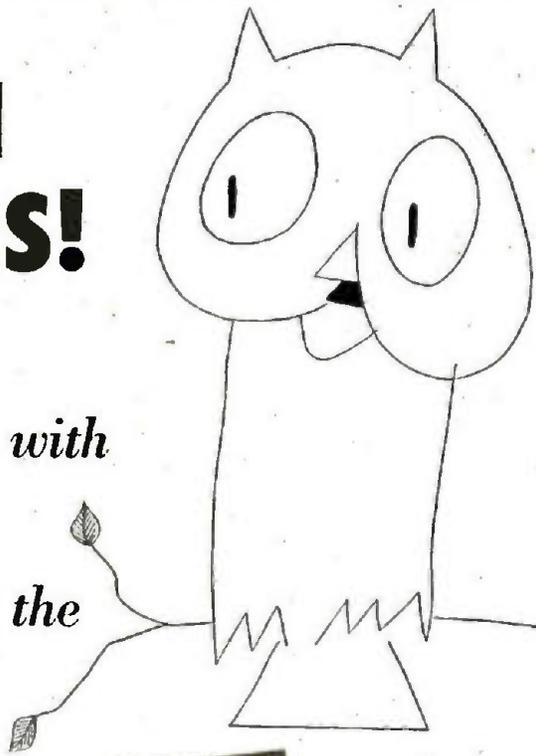
YOU CAN DEPEND ON ROY FOR QUALITY RECONDITIONED EQUIPMENT

ROY MCGINNIS CORP. 2011 MARYLAND AVE. BALTIMORE 18, MD.



# FOREIGN BUYERS!

It's wise to  
do business with  
**THE** firm  
that does the  
most for **YOU**



**INTERNATIONAL AMUSEMENT CO.**  
4423 SPRING GARDEN STREET  
Branch: 906 Capouse Avenue, Scranton, Pa.

**SCOTT-CROSSE COMPANY**  
PHILADELPHIA 30, PA.  
Rm. 400-6-7712

Write for free price list and order forms

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 quick, efficient and reliable.

We are exclusive export distributors for the nation's top manufacturers, including: **GOTTLIEB, WILLIAMS, GENCO, EVANS.**

REMEMBER: For export and domestic business it is now International and Scott-Crosse!

### SLOT MACHINES

NEW AND USED  
AVAILABLE FOR IMMEDIATE EXPORT  
FROM NEVADA WAREHOUSE  
(REGISTERED UNDER THE JOHNSON LAW)

- 2 Mills Black Cherry Belts, 5c. Ea. \$ 90.00
- 20 Mills Black Cherry Belts, 10c. Ea. 85.00
- 2 Mills Black Cherry Belts, 25c. Ea. 90.00
- 1 Mills Black Cherry Belt, 50c. 135.00
- 3 Mills Bonus Belts, 5c, 25c play. Ea. 135.00
- 8 Mills Jewel Belts, 10c, 25c play. Ea. 135.00
- 1 Mills Black Gold Hand-load, 10c. Ea. 125.00
- 2 Mills Wild Deuces, 5c. Ea. 150.00
- 6 Mills Wild Deuces, 25c. Brand New. Ea. 260.00
- 2 Mills Blue Belts, 50c. Brand New. Ea. 385.00
- 5 Jennings Standard Chrome and Lifeups. Ea. 85.00
- 1 Jennings Life Up Sun Chief, 50c. 250.00
- 1 Jennings Export Chief, 10c. Th. Tar-Too. NEW 225.00
- 1 Jennings Export Chief, 25c. Th. Tar-Too. NEW 225.00
- 3 Buckley Cross Cross. Ea. 100.00

**LOOK:** 3 Brand New FEATURE BELL, Universal Cash & PP Consoles, \$725 ea.

On FOREIGN SHIPMENTS we request FULL payment in advance.  
Our Reference: DUN & BRADSTREET.

**T & L Distributing Co.**  
1321 CENTRAL PARKWAY  
CINCINNATI 18, OHIO, U.S.A.  
Telephone: MAin 8751

**ATTENTION ALL FOREIGN BUYERS**

We ship to all parts of the world and are thoroughly familiar with export procedures. We deliver only top quality equipment, personally tested and guaranteed prompt and efficient service. Send us your requirements. They'll be met satisfactorily from our complete stock.

**Joe Ash**

**WE ARE EXCLUSIVE WURLITZER DISTRIBUTORS IN SOUTH JERSEY, S. E. PENNA. & DELAWARE.**

**ACTIVE AMUSEMENT MACHINES CO.**  
666 N. Broad Street, Philadelphia 30, Pa.  
Phone: FRamont 7-4495

"You can always depend on Active—ALL WAYS"

### PHONOGRAPHS FOR EXPORT

Since 1929 Automatic Phonograph Buyers in all parts of the world have depended upon the sincerity and integrity of Atlas Courtrooms, Personal Service. You, too, may have confidence in our broad experience for your purchase of phonographs. Our export department offers a complete selection of machines of highest quality, all makes and models. Each is completely reconditioned and handsomely refinished, and is tested by the famous Atlas "Constant Operation" system. Each machine is specially packed for export to assure arrival in good condition.

**WE CAN NOW SUPPLY GOOD POSTWAR MODEL MACHINES INCLUDING**

**SEEBURG 100-SELECTIONS WURLITZER MODEL 1250 A.M.I. MODELS A-B-C**

Many Other Leading Makes and Models!

Write for Our New, Illustrated Postwar Phonograph Catalog

**ATLAS MUSIC CO.**  
2200 N. WESTERN AVE., CHICAGO 47, ILL., U.S.A. CABLE: ATMOYCO, CHICAGO

### AL FIN

UNA ORGANIZACION PROVEEDORA Y EXCLUSIVA DE LOS OPERADORES DE LA AMERICA LATINA.

Fonografos maquinas de entretenimientos vendedoras automaticas.

Todos tipos de maquinas accionadas con monedas.

Haganos su peticion y donos el gusto servirlo.

**THE COIN MACHINE COMPANY**  
8162 NORTHEAST 2ND AVENUE MIAMI, FLORIDA, U. S. A.

### SNUFFLEBOARDS, ETC.

10c. Bank-a-Ball	875.00	Wm. Stern	85.00
Col. Barnack Bill	65.00	W. C. Conroy	95.00
Col. K. Jones	45.00	W. Swann	50.00
Gottlieb Ticket	50.00	EC. Bonie	10.00
Gottlieb Ticket	34.50	EC. Contact	27.50
Walt Model 18-21	95.00	Gen. Mercury	50.00
Walt Model 18-21	95.00	Gen. Gin Rummy	44.50
10c. pts.	1149.50	Gen. Flaming Power	34.50
Post. (set of 8)	100.50	Gen. Screwball	24.50
Del. Food Packs, Ea.	1.00	Gen. 1-2-3	30.00
Wm. Doe.	2.00	Gen. Carnival	27.50
22 Snuffleboard, new made	1149.50	Gen. Hot Rods	30.00
created	1149.50	Gen. Baby Race	30.00
United 6-Player	340.00	Gen. Paradise	30.00
1 New Six Card	100.00	Gen. Summertime	27.50
Meta Top Shot	100.00	Wm. Swann	30.00
10boards	45.00	Wm. Miller	20.00

**MID-STATE COMPANY**  
2349 Milwaukee Ave. Chicago 47, Ill.

### THE BEST BILLBOARD BARGAINS THIS WEEK

Seeburg Model 146-S	\$ 99.50
Seeburg Model 146-M	115.00
Seeburg Model 147-S	125.00
Seeburg Model 147-M	140.00
Seeburg Model 148-S	260.00
Seeburg Model 148-M	275.00
Wurlitzer Model 1015	125.00
Rock-Ola Model 1426	99.50
Rock-Ola Model 1422	90.00

**EXPORTERS. TAKE NOTICE**  
These Are Low Prices  
**W. B. Distributors, Inc.**  
1012 MARKET ST., ST. LOUIS 1, MO.

<b>BINGO GAMES</b>	<b>ARCADE EQUIPMENT</b>
3 Spot Lives ..... \$485.00	Seeburg Bear Gun ..... \$249.50
4 Candy Islands ..... 425.00	C. C. Basketball Champ ..... 239.50
1 Bright Spot ..... 325.00	Exhibit Six Shooter ..... 139.50
<b>ONE BALLS</b>	<b>PHONOGRAPHS</b>
10 Turf Kings ..... \$139.50	1422 Rock-Ola ..... \$89.50
8 Winners ..... 89.50	1437 50-51 Rock-Ola ..... 495.00
10 Carillons ..... 89.50	1947 Seeburg ..... 149.50
5 Champions ..... 59.50	
Williams Across the Board ..... Write	
New Turf Kings ..... 279.50	
Parade ..... Write	

Wanted for Cash—All Types Bingo Games  
Send us a list of the equipment you want to sell

**ROCK CITY AMUSEMENT CO.**  
125 Sixth Ave., N. Nashville, Tenn. Phone 6-9371

### ★ ★ BADGER BARGAINS ★ ★

Wurlitzer Add. 1550	800.00	Bally Big inning	675.00
Wurlitzer 1300	799.50	Bally Turf Kings	245.00
Wurlitzer Model 1015	139.50	Quincy Wm. Firm	80.00
AMM Model C	450.00	Bally Champion	65.00
Banish Game	100.00	Bally New Firm	150.00
Garfield King Arrow	99.50	Bally Bright Lives	249.00
Packard Wall game	9.00	Bally Champion	225.00
Williams Music Mite	79.50	Williams Harbinger	299.00
Seeburg 50 Selections	109.50	Seeburg Beer Gun	299.00
Seeburg 50 Selections	109.50	Gottlieb Diamond	95.00
Seeburg 50 Selections	109.50	Williams Necktie	95.00
Seeburg 50 Selections	109.50	Seeburg Gun Padal	299.00
Seeburg 50 Selections	109.50	Williams Double Header	295.00
Seeburg 50 Selections	109.50	Williams Spare Plug	149.00
Seeburg 50 Selections	109.50	Universal 5-Bar	199.00
Seeburg 50 Selections	109.50		

**BADGER SALES CO.** 7511 WEST PICO BLVD. LOS ANGELES, CALIF.  
**BADGER NOVELTY CO.** 254 MILWAUKEE WIS.

### WANT MECHANIC

One who is familiar with Seeburg M100A and M100B Phonographs. Wonderful opportunity for right person.

**BOX D-203**  
c/o BILLBOARD PUB. CO.  
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**MAKE YOUR SELECTION FROM DAVIS GUARANTEED RELIABLE PHONOGRAPHS**

**THE FAMOUS DAVIS 6 POINT GUARANTEE**  
 1. Mechanism Overhauled  
 2. Worn Parts Replaced  
 3. Amplifier Reconditioned  
 4. Speaker Inspected  
 5. Tonehead Renewed  
 6. Cabinet Refinished Professionally

SEEBURG		WURLITZER	
148-M	\$179	1015	\$179
147-M	179	1030	180
146-M	140	<b>AMI</b> 40 Selection Midway, 1950 Model, Like New \$395	
M143M Midway	210		
M146M Midway	150		
M148M Midway	130		

Phonographs Listed Below Available in Complete and Good Working Order at Low Prices Quoted—or With Davis 6 Point Guarantee for \$35 Additional Per Machine.

SEEBURG	WURLITZER	ROCK-OLA
1941 R.C. Special \$50	750 \$70	1426 \$129
Envy 50	780 79	1422 90
Highnote 50	950 50	Commander 30
Cabinet 40	550 50	
Major 40	500 40	<b>AIRTON</b>
Classic 40	600K 40	Deluxe 46 \$40
Royal 40	600R 40	400 Corner 79
Comm 40	Viceroy 39	<b>PACKARD</b>
Mayfair 40	24 39	Manhattan 76 \$80

**WALL BOX SPECIALS**

Seeburg W4-L56, Sr. 10c, 25c, Wireless, Refinished	\$37.00
Seeburg 3W3-L56, Sr. 10c, 25c, 3 Wire, Refinished	37.00
Seeburg 3W2-L56, Sr. 3 Wire, Refinished	15.00
Seeburg W1-L56 Sr. Wireless, Refinished	12.50
Seeburg W5-22, Sr. Wireless, Reconditioned	3.95
Seeburg OS2012, Sr. 3 Wire, Reconditioned	3.95
Wurlitzer 4810, Sr. 10c, 25c, Reconditioned	55.00
Wurlitzer 3020, Sr. 10c, 25c, Reconditioned	37.50
Packard Model No. 5, Reconditioned	9.95
Wurlitzer 219, Stepper	22.50

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE

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 SEEBURG Factory Distributors

38 ERIE BLVD. EAST-SYRACUSE, N.Y. - PHONE 5-5194  
 BRANCHES IN BUFFALO • ROCHESTER • ALBANY

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**King-Pin LEVELIZERS**

TO STRAIGHTEN WARPED SHUFFLEBOARD PLAYFIELDS AND KEEPS THEM TRUE

Easy TO INSTALL! \$24.50  
 Easy TO OPERATE! PER SET OF SIX

ORDER TODAY FROM

**King-Pin Equipment Company**  
 826 MILLS ST., KALAMAZOO, MICH.

**FOR FOREIGN BUYERS**  
 BRAND NEW CONSOLES  
 10 ORIGINAL FACTORY CABINETS  
 11 Universal Feature Bell, PP/CPO \$475.00  
 1 Bally Triple Drive Bell, PP/CPO \$450.00  
 1 Evans 100-1 Winterpeak, CPO \$350.00  
 USED CONSOLES  
 IN A3 CONDITION  
 4 Evans Black Diamond, CPO \$750.00  
 3 Evans Casino Bell, CPO \$100.00  
 10 Bally Twin Clear Bell, PP/CPO \$225.00  
 1 Bally Multi Bell, PP/CPO \$175.00  
 3 Kamey Pyramid Bell, CPO \$175.00  
 Consoles marked "PP/CPO" are combination Free Play & Cash Payment; those marked "CPO" are Straight Cash Payment.  
 Terms: Cash in U.S. Funds, P.O.B. Washington, D.C.  
 All machines sold in accordance with Public Law 1946.  
**SILENT SALES SYSTEM**  
 4808 Rhode Island Ave. (Warfield 3000) - Metairie, Louisiana, U.S.A.

**WE ARE CROWDED FOR SPACE**

1 Photo Matic '47 & Supplies	\$465
10 Seeburg (100's) 78's (Like New)	675
2 Jennings In-a-Barrels	\$20
2 Hockeys	20
2 Bowling Practice	20
10 Un. Shu. Affairs	22
5 Kamey ABC Big (5 for \$100)	22
5 Kamey ABC Big	22
5 Gonzo Big, League	22
15 Bally Sp. Biers	39
15 Bally Shu. Champs	39
5 Bally Hi-Rolls	39
5 Kamey 4 Pl. Lea. Biers	\$119
5 Kamey 4B. Biers	49
10 Gonzo Shu. Targets	79
2 Car. Bowleries	29
10 Un. Shu. Exp.	39
1 Un. ABC (used 3 wks.)	\$29
2 Coales	78
1 Victory Spec. 1 Ball	39
50 P.B. from 25c op.	39

**Binghamton Amusement Co., Inc.**  
 221 MAIN STREET PHONE: 7-1971 BINGHAMTON, N. Y.

ADMEN OF EVERY KIND ENDORSE THE BILLBOARD AS A TOP SELLING FORCE

**Williams OLYMPICS**  
 WITH 8 WAYS TO SCORE REPLAYS!

- \* FOUR TRAP HOLES score 1 replay when a ball rests in each trap hole.
- \* FOUR FULL TRAP HOLES light up Thumper Bumpers to advance diver across and up out of pool for 1 replay.

**Proved**  
 IT PRODUCES MORE MONEY MUCH LONGER!

- \* THREE ROLL-OVER BUTTONS advance the Bonus and Z become "special" when lit and score replays.
- \* TWO FLIPPERS bounce ball back into play.
- \* SPELL O-L-Y-M-P-I-C-S and shoot for High Score!
- \* ONE ROLL-OVER LANE at bottom good for 1 "special" when lit or for 5 "Extra Special" when lit.

**Williams MANUFACTURING COMPANY**  
 CREATORS OF REMEMBRABLE PLAY APPEAL  
 4242 W. FILLMORE STREET CHICAGO 24, ILLINOIS

**GUARANTEED USED ONE BALLS**  
 Ready for location at lowest prices  
 TURF KING \$199.50  
 WINNER 124.50  
 CHAMPION 99.50  
 PHOTO FINISH 89.50  
 CITATION 74.50  
 GOLD CUP 64.50  
 HOCKEY SPECIAL 54.50

**SICKING, INC.**  
 America's Oldest Distributor  
 Established 1895  
 1401 Central Plwy Cincinnati 14, Ohio

**FOR FOREIGN OR DOMESTIC ORDERS—we offer the best service for anything that is coin operated—new or used. Consult us first.**

CIGARETTE VENDERS	ARCADE EQUIPMENT
Silver Quarter Equipped \$100.00 Nally 925, 9 col \$85.00 Nally 750, 7 col \$5.00 Nally 700, 7 col \$5.00 Nally 650, 6 col \$5.00 Nally 600, 6 col \$5.00 Nally 550, 5 col \$5.00 Nally 500, 5 col \$5.00 Nally 450, 4 col \$5.00 Nally 400, 4 col \$5.00 Nally 350, 3 col \$5.00 Nally 300, 3 col \$5.00 Nally 250, 2 col \$5.00 Nally 200, 2 col \$5.00 Nally 150, 1 col \$5.00 Nally 100, 1 col \$5.00 Nally 50, 1 col \$5.00	Ace Bomber \$99.00 Auto Drivemobile \$100.00 Auto Skiff \$100.00 Star Series \$100.00 Top Gun \$100.00 Magic Pen \$100.00 Pinch & Bash \$100.00 Quicker & Plier \$100.00 Sir's Crash Up \$50.00 Sgt. Pak-Rone \$100.00 Shoot Your Way To Tokyo \$100.00 Silver Bullet \$100.00 Star Shooter \$100.00 Supreme Defenders \$100.00 Toss Locomotive \$100.00 Ten Stripes \$100.00 Undersea Ranger \$100.00 Mrs. Jester Wants Berles \$100.00

**CANDY VENDERS**  
 10 National 9 Col. 100.00  
 10 Univ. Candy 100.00  
 10 Bangs 8 Column 100.00

**MUSK**  
 1015 Wurlitzer \$199.00  
 1000 Wurlitzer \$195.00  
 1000 Wurlitzer \$195.00  
 Packard Manhattan 100.00

**JUMBO PIN GAMES**  
 Fantasy new \$150.00  
 Turf King \$150.00  
 Winners \$150.00  
 Citation \$150.00  
 Gold Cup \$150.00  
 Photo Finish \$150.00  
 Champion \$150.00  
 United Olympic Chest \$150.00  
 Wms. Sea Jockey \$150.00  
 Hay Burner \$150.00  
 Bear Pine \$150.00

**BINGO GAMES FOR SALE**  
 Bingo Lines \$375.00  
 Come Islands \$250.00  
 Bingo Spots \$250.00  
 Spot Lite \$200.00  
 Ping Stars \$150.00  
 ABC \$150.00

**PIN GAMES**  
 Big Top \$42.00  
 Boston \$40.00  
 Canada \$40.00  
 Ch. Gun Postall \$40.00  
 Fighting Irish \$40.00  
 Pigeon Power \$40.00  
 Grand Award \$40.00  
 Knees Out \$40.00  
 Major League \$40.00  
 Robert of \$40.00  
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 T. Score \$40.00  
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 NEW "WILL" SERIES  
 1000 Amazing collections  
 Start Reels \$30.00  
 1000's \$2.50 each; shipped  
 opp. 75c, up on C.O.D.  
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**Cleveland Coin MACHINE EXCHANGE, INC.**  
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**HIGH SCORE FOR WEEK!**  
**A PLAYER SCORING!**  
**MATCH SCORE OR MYSTERY SCORE EITHER ONE OR BOTH CAN BE ELIMINATED!**

*all*  
**OF THE BETTER MONEY MAKING FEATURES OF EVERY POPULAR BOWLER plus SMART OPERATING INNOVATIONS!**

**THE ONLY BOWLER COMBINING SUCH FEATURES!**  
**Keeney's HIGH SCORE LEAGUE BOWLER**

★ Match Score or Mystery Score at option of operator to suit changing location requirements!  
 ★ Can pick up any combination of pins including 6-10 and 4-7 split!  
 ★ Plastic EVER-STICK Silent Playfield  
 ★ 20-30 Automatic Scoring  
 ★ Up to 4 Players Each Game

**2 SIZES:**  
 9 FT. LONG  
 2 FT. WIDE  
 6 FT. LONG  
 2 FT. WIDE

**SEE IT!  
 PLAY IT!  
 INSTALL IT!  
 TODAY**

**Remember HIGH-SCORE MATCH AND MYSTERY SCORE TAKE IN MORE!**

Order FROM YOUR KEENEY DISTRIBUTOR

**J. H. Keeney & Co. Inc.**  
 3200 W. FIFTEETH STREET, CHICAGO 21, ILLINOIS

**SUMMER SPECIAL**

**ONE BALL**

Special Entry	\$ 23.50
Jockey Special	27.50
Gold Cup	29.50
Citation	34.50
Photo Finish	47.50
Winner	89.50
Turf King	129.50
Future	Write

**ARCADE**

United Hockey	\$ 74.50
Quicker	79.50
Quintina	79.50
Seeburg Bear Gun	269.50

**BINGO**

Bright Lights	5349.50
Bright Spots	439.50
Caney Island	449.50
Spot Lights	495.00

**5 BALL**

Exhibit Star Lite	\$ 29.50
Wm. Tennessee	34.50
Ed. Swanee	39.50
Carr. Humpty Dumpty	39.50
Bally Carnival	44.50
Conco Big Top	49.50
Conco Tri-Scene	74.50
Conco Springtime	189.50

**MUSIC**

Seeburg 5c Wall Box DS20-1Z	5 5.00
Seeburg 5c Wall Box WI-156	11.50
Seeburg 5-10-25 Wall Box WI-458	34.50
Packard Pla-Mor Boxes	12.50
Alvon Fiesta Phone	59.50
Aircon Corner Phone	64.50

Clean and Operating Condition.  
 Half Cash, Balance Sight Draft.

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**EXPORT BUYERS!**  
 Write for Special Prices on All Types Equipment!

**SPECIAL: "POP" CORN SEZ 10c VENDORS RECONDITIONED LIKE NEW! WRITE**

**SPECIAL-PANORAMS Guaranteed Reconditioned WRITE**

**RECONDITIONED EQUIPMENT**

Bright Spot	\$435	Spot Lite	\$500
Coney Island	445	Holiday	385
Leader	395	Bright Spot	345
Keeney 4-Way Match Bowler		Keeney 2-Way Bowling Game	
United 4-8 and 4 Players		United 4-Player Deluxe	
Keeney Deluxe Bowler		Bally Double Header	
Williams Double Header			

**NEW WRITE**

C.C. 4-Player Derby	Exhibit Big Branch
Un. 6-Player Super	Keeney Super Deluxe
Gettlieb Crossroads	League Bowler
Bally Atlantic City	Wm. Malarates
C.C. White Kid	

**CLAYT NEMEROFF • CHARLEY PIERI**

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 2257-59 N. Lincoln Ave., Chicago 14, Ill.  
 Phone: Lincoln 9-3996-7-8

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- ★ Our large staff of factory-trained mechanics assures you of receiving equipment that is mechanically and electrically perfect. All equipment is carefully checked before shipping.
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- ★ Thousands of parts are available at a minute's notice from Trimount's Parts Department—the largest of its kind in New England.
- ★ Our Export Shipping Department specifies packs and crates all equipment to insure delivery in perfect condition.
- ★ Direct water shipments from Boston eliminates inland freight charges.
- ★ Trimount offers immediate, friendly service.
- ★ Special lists are prepared for importers and mailed monthly.

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 If not, write today—we'll send you our Special Export Folder that tells you more about Trimount and place your name on our mailing list to receive monthly bulletins.

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THEY'RE ALL PROFIT MAKERS!

MUSIC	ARCADE
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Rock-Ola 1948 Magic Glow . . . \$295	Atomic Bomber (New) . . . 200
Seeburg 100, 78 RPM . . . Write or Call	Midget Movies . . . 150
Chicago Coin HIT PARADE . . . 100	Midget Movie (New) . . . Write or Call
Williams MUSIC MITE . . . 100	Auto Studio, 4 pictures . . . Write or Call

**SPECIALS**

Chicago Coin DERBY . . . Write	Pokerino Jr. . . . 45
United ACROSS THE BOARD . . . Write	Revelator . . . . . 195

**WRITE FOR OUR COMPLETE INVENTORY LIST**

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 298 LINCOLN STREET  
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 In Mass., R. I., N. H., Vt. and Me.

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1) MACHINES IN GUARANTEED OPERATING CONDITION!

- Completely checked and reconditioned by our staff of expert mechanics—refinished to look brand new!
- Changes for operation on any type electrical current can be made at nominal charge.
- Coin Chutes adapted to fit almost any coin.

2) MACHINES CAREFULLY CRATED!

- Durable crates used on all shipments.
- Steel-banded for extra safety.
- Lined with water-proof paper.

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Complete Stock of All Types of Coin Operated Equipment: Amusement Games, Phonographs, Shuffle Games.

**NATIONAL COIN MACHINE EXCHANGE**  
 1411-13 DIVERSELY BLVD (Phone: Buckingham 1-6466) CHICAGO 12

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This sensational proven Penny Athletic Scale has made a hit throughout the country. Our new model is completely redesigned and is now being offered at a new low price, finished in a variety of colors. Write us for distributors' prices and all other information. Place orders now for early delivery.

Write, wire or phone.

**GREAT LAKES SYSTEM**  
 Phone: Grand Blanc 275  
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**WILL SACRIFICE**  
 At Low Prices or Trade

2 New Conco Glider  
 2 New Universal Winners  
 1 New Universal Tournament Conversion  
 1 New Chi Coin King Pin  
 1 New United Hockey  
 1 New Williams Flying Discs  
 2 New Chi Coin Hit Parades  
 1 Like New Jet Gun

No reasonable offer refused.

**9 PLAYER CHI DERBYS—WRITE**

**CENTRAL OHIO COIN MACHINE EXCHANGE**  
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**GOTTLIEB'S  
CROSSROADS**

**5 BALL-TRAP HOLES**  
in the CROSSROADS CIRCLE—  
Center hole scores 1 million—  
4 outer holes score 1/2 million.  
All holes light corresponding Roll-Over Buttons for Super High Score.

FILL the outer Ball-Traps for 1 REPLAY.  
FILL ALL 5 BALL-TRAPS for 3 REPLAYS.  
Make 1 to 7 SEQUENCE—light bottom Replay Roll-Over.

REPLAYS FOR  
"CROSS COUNTRY"  
POINT SCORING

2 MYSTERY HIGH SCORING  
"POP" BUMPERS  
2 POINT SCORING CYCLOWI  
BICKERS  
2 SUPER POWER FLIPPED

REPLAYS on HIGH SCORE  
up to 3 MILLION

**DELIVERY NOW  
FROM YOUR  
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ORDER  
TODAY!**

**D. Gottlieb & Co.**  
1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS  
*"There is no substitute for Quality!"*

**GENUINE SCIENTIFIC  
Q-BALL TABLES**

**LATEST MODEL**

**Brand New  
In Original Cases!**

**Rebuilds with New  
Factory Guarantee!**

**UNBELIEVABLE SAVINGS  
WHILE THEY LAST!**

**SHOOTING GALLERY FOR SALE**

**GALLERY—Made by THE leading manufacturer of shooting galleries.  
Overall Width, 22 ft. Height, 15 ft. Depth (front to back) 40 to 50 ft.**

Sectional steel sidewalls, floor, and ceiling with 3 rows of lights (10 outlets per row) protected by steel sections. Extra steel sections on hand to increase length of gallery. Gallery targets include gas candles, moving ducks, moving ships, moving animals, one rotating candle, 15 bull's-eyes equipped with gongs, revolving silver balls, revolving moons with stars attached, parachutes, airplanes and others. All moving parts driven by a one h.p. motor. All parts of steel.

**GUNS and Accessories:**

- 15 Remington Automatic Rifles, Model 241
- 15 Winchester Pump Rifles, Model 62A
- 2250 Loading Tubes to Accommodate 22 Cal. Shells
- 2 Winchester Automatic Gun Loaders (Western Label)
- Repair Tools and Extra Parts, Firing Pins, etc.

**GUN COUNTER:**

Overall length, 22 in.; width, 32 inches height, 42 inches. Equipped to handle ten rifles, but can accommodate fourteen if necessary. Recessed space on top of counter for cash register. Rear of counter has 18 drawers. Top of counter covered with 1/4" double layer inlaid, trimmed with stainless steel.

**DISPLAY:**

20 FT. EXACT REPRODUCTION OF WINCHESTER BOLT ACTION RIFLE WITH NEON TRIMMINGS

**LESS  
THAN  
6 MONTHS  
OLD**

**A  
REAL BUY  
AT THIS  
SPECIAL  
PRICE  
\$9,995.00  
F.O.B. NEW YORK**

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*Write,  
Wire  
or  
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DON'T BUY SUBSTITUTE ALUMINUM DISCS  
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MAKE SURE YOUR

**METAL TYPER MACHINES**

EARN TOP MONEY  
Original Parts and Supplies  
WRITE FOR PRICE

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LEADER	5375.00
1-A-5	300.00
A-B-C	250.00
5 Ring	225.00
Marbarn	250.00
Jet Gun (Used)	Write
FUTURITY	Write
Dale Gun	69.50

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Coin Machine Exchange  
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Ride **THE CHAMPION**  
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FOR BIGGEST COIN-HORSE PROFITS

**REALISTIC  
WESTERN PONY**

**SPEED-CONTROL  
LOW SPEED START**  
PULL REINS FOR DESIRED GAIT, MEDIUM  
OR FAST TROT—LIVELY GALLOP

**STRONG AS STEEL**  
REINFORCED PLASTIC HORSE  
BEAUTIFUL,  
DURABLE FINISH

Equipped With  
**NATIONAL  
SLUG REJECTOR**

**LIFE-  
LIKE  
ACTION**

FLOOR SPACE  
ONLY  
22 IN. BY 49 IN.

**REAL SADDLE**  
RICHLY ORNAMENTED  
BOX-TYPE STIRRUP WITH  
EXTRA LEATHER LOOP  
FOR SHORT RIDERS



**SIMPLE,  
STURDY  
MECHANISM**  
EASILY ACCESSIBLE  
FROM ALL 4 SIDES

**Bally**  
*atlantic city*

**NEWEST 3-CARD 5-BALL REPLAY HIT**

Operators everywhere are earning fat profits with ATLANTIC CITY. Order from your Bally distributor today.

**NEW DOUBLE-SCORE**  
FEATURE GETS BIG, FAST EXTRA PLAY

NEW STYLE "SPOTTEM" APPEAL ATTRACTS EXTRA COINS EVERY GAME POSSIBLE TO SPOT SIX NUMBERS

POPULAR "CORNERS" IDEA PROMOTES PLENTY EXTRA-COIN PLAY CORNER NUMBERS SCORE 200

**EXTRA BALLS FEATURE**  
WITH ADVANCING ARROW SUSPENSE GETS EXTRA PLAY

POPULAR "IN-LINE" SKILL-SCORES 3-IN-LINE, 4-IN-LINE, 5-IN-LINE

**Bally** MANUFACTURING COMPANY  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

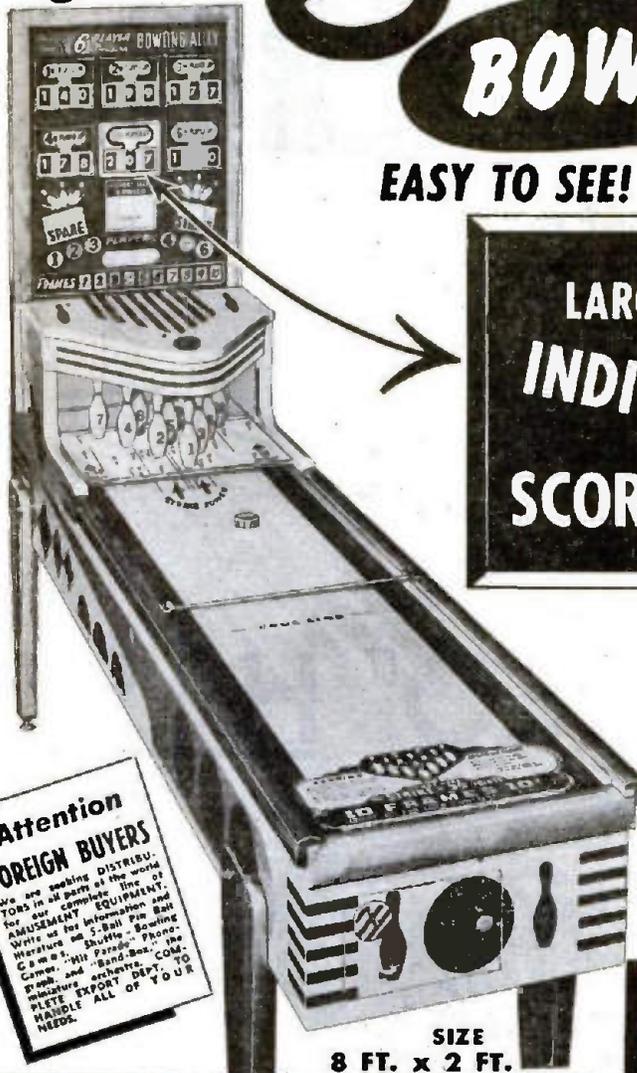
Chicago Coin's

# 6 PLAYER DELUXE BOWLING ALLEY

EASY TO SEE! EASY TO READ!

LARGE-LITED  
INDIVIDUAL  
SCORE DIALS

there is  
no doubt..  
WHICH PLAYER  
IS SHOOTING  
there is  
no doubt..  
AS TO INDIVIDUAL  
PLAYER'S SCORE



**Attention FOREIGN BUYERS**  
We are seeking DISTRIBUTORS in all parts of the world for our complete line of AMUSEMENT EQUIPMENT. Write us for information and literature on Shuffle Bowling Game, "Hit Parade" Game, "Bill Parag" Game, "Cameo" Game, "Band Box" Game, and "Bingo" Game. CHICAGO COIN MANUFACTURING CO. COIN MACHINERY EXPORT DEPT. TO HANDLE ALL OF YOUR NEEDS.

- 1 FORMICA PLAYFIELD
- 2 JUMBO "FLY-AWAY" PINS
- 3 HIGH SCORE OF THE WEEK  
PLAYER WRITES NAME ON SCORE GLASS
- 4 REBOUND ACTION 20-30 SCORING
- 5 STRIKE & SPARE "FLICKER LITES"
- 6 7-10 SPLIT PICK-UP

1-2-3-4-5 or 6 CAN PLAY—10c per player

**CHICAGO COIN MACHINE COMPANY**

1725 DIVERSEY BOULEVARD CHICAGO 14, ILLINOIS

SIZE  
8 FT. x 2 FT.

**EVANS' PROFIT STIMULATING COUNTER GAMES**

- NOT COIN OPERATED!
- TAX FREE!
- NO LICENSE REQUIRED!

**CARLO MONTE**

Good for Clubs, Fraternal Organizations, Cigar Counters or wherever people congregate! Write for descriptive literature.

1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

SEE EVANS' JUBILEE AND CENTURY AD ON PAGE 83

**ATTENTION FOREIGN BUYERS**

We have available for immediate shipment the following payout equipment. Write for prices.

Bally Grandstand (New) One-Ball  
Bally Triple Draw Balls (New) Console  
Evans Winterbooks (Like New) Console  
USED CONSOLES OF ALL TYPES

**BARGAINS**

- Bally Turf Kings ..... \$199.50
- Bally Champions ..... 65.00
- Bally Citations ..... 45.00
- Bally Fidelity, New ..... Write
- Universal Winner ..... 95.00
- Universal Photo Finish ..... 65.00
- Bally Spot Lines ..... 550.00
- Bally Shuffle Line ..... 165.00
- Bally Baseball Bowlers ..... 65.00
- Come Stadium (New) ..... 75.00
- Phonomatics (Late Models) ..... 695.00

**NOTICE TO EXPORT BUYERS**

Let Us Fill Your Needs for Phonographs, Games and Other Coin Operated Equipment! Highest Quality—Special Low Export Prices—Prompt, Efficient Service! WRITE FOR PRICE LIST

**TAKE YOUR CHOICE!**

Ten Pins	\$24.50	Pin Boy	
Shuffle Alley	EA	Shuffle Bowler	
Rebound		Scoreline	
Shuffle Line		Two Shams	

**SHUFFLE GAMES**

Shuffle Bagroom			
Chicago Coin Bowling Alley	\$49.50		
Universal Twin Bowler			
Deluxe Bowler			
Issued Bowler			

**NEW LOW PRICES!**

Chicago	\$29.50	Shuffle	\$29.50
Black Gold	29.50	Shuffle	29.50
Saratoga	29.50	Shuffle	29.50
Wisconsin	29.50	Shuffle	29.50
Triple Action	29.50	Shuffle	29.50
Mary Winslow	29.50	Shuffle	29.50
Screw Ball	29.50	Shuffle	29.50
Trade Winds	29.50	Shuffle	29.50
Spin Ball	29.50	Shuffle	29.50
Cray Ball	29.50	Shuffle	29.50
Carolina	29.50	Shuffle	29.50
Drum	29.50	Shuffle	29.50
DeWitt-Ditty	29.50	Shuffle	29.50

**NEW LOW PRICES!**

Camel	\$29.50	Three Patrons	29.50
Flourishing Power	29.50	Champion	29.50
Jumbo	29.50	America	29.50
Swanee	29.50	Alta in Wonderland	29.50
Land	29.50	Lady Robin Hood	29.50
Humpty Dumpty	29.50	Tales of the	29.50
Big Bertha	29.50		

**TERMS:** 1/3 Deposit, Balance C.O.D.  
Exclusive Distributors SETBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan

**Brand New!**

**Buckley CRISS-CROSS JACKPOT BELLS**

5c-10c-25c-50c-\$1.00

Also made for many foreign coins

BUCKLEY WALL AND BAR MUSIC BOXES ..... 5c or 10c Play

Buckley Manufacturing Co.  
4755 W. Lake St. Chicago 24, Ill.

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- Wurlitzer 1015 ..... \$165.00
- Wurlitzer 1080 ..... 150.00
- Evans Constellation ..... 275.00
- AMI Model "A" ..... 275.00
- AMI Model "C" ..... 465.00

**AMI Distributors**  
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**S. L. Londen Music Co., Inc.**

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2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. PLEASANT 4453

**ATTENTION!**

- 8 Wurlitzer 2220 Walnut, E.A. .... \$29.50
- Wurlitzer 125 Wallboxes & Trunkcases, E.C. .... 10.00
- 1 Keeney Ten Pins Alley ..... 15.00
- 1 Genco Advance Ball ..... 15.00
- 1 Genco Older Alley ..... 15.00

Many other bargains. Send for list.  
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1108 Broadway Albany 4, N. Y.

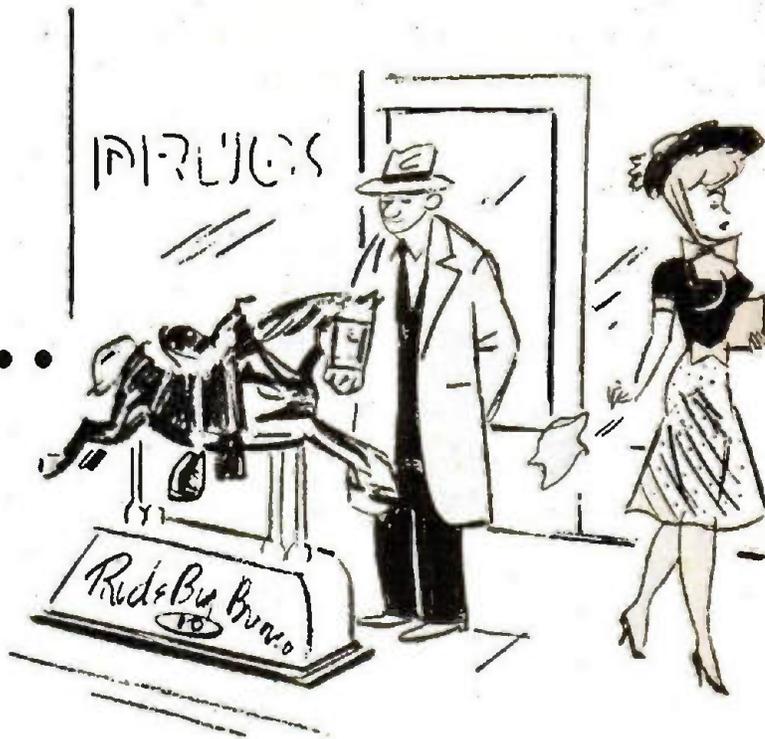
**FOR SALE—4th Anniversary**

Modern Brunswick-Balke-Comender Pool Tables with equipment; used less than year.

**J. M. FIALKO**  
104 S. Sterling St. Streamer, Ill.

GIVE TO DAMON RUNYON CANCER FUND

# More Appeal...



On any location, Big Bronco has more 'customer-appeal' . . . . earns more money . . . . gives less trouble

# "BIG BRONCO" HAS IT!

*The Only Mechanical Horse on the Market Today That Is Safety Approved by*

**UNDERWRITERS**



**LABORATORIES**



See It at Your Exhibit Distributor Today . . .

## **EXHIBIT SUPPLY**

UNITED'S

# OFFICIAL SHUFFLE-ALLEY

10¢  
PER GAME  
EACH  
PLAYER



## Sensational New SPOT FEATURE

MATCH SPOT SCORES WITH  
LAST 2 FIGURES OF  
PLAYERS SCORES

**BIG, BOLD  
ILLUMINATED  
EASY-TO-SEE  
SCORES**

**JUMBO  
DISAPPEARING PINS  
★  
FAST-REBOUND ACTION  
20-30 SCORING**

**★  
STRIKE OR SPARE  
FLASHER LIGHTS**

**★  
CAN PICK UP  
7-10 SPLIT**

**★  
FORMICA  
PLAYBOARD**

**★  
SEE YOUR DISTRIBUTOR**

**SIZES  
8 FT. BY 2 FT.  
9 FT. BY 2 FT.**

**UNITED MANUFACTURING COMPANY**

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



# 10

SELECTIONS AT THE PHONOGRAPH



# 10

SELECTIONS ANYWHERE IN THE LOCATION



# Select-O-matic

MUSIC SYSTEMS

50th ANNIVERSARY

**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902

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