TV Film Industry Leaders; Top Shows Tabbed in Survey

Both Parties Plan Session With Eye To Visual Impacts

WASHINGTON, June 7—Television's impact on plans for the forthcoming national political conventions in Canada and the United States has become so far-reaching that leaders in both major parties foresee the entire pattern of American political campaigning in a state of drastic overhaul to accommodate the new demands. First details on this trend were reported exclusively in The Billboard, May 16. The Republican and Democratic national conventions next month will be the fastest-paced, most streamlined and best-produced effort in history if TV-radio pilot shows now being tested in high party councils are fulfilled. Leaders in both camps expect them to be.

Canada enjoys showbiz boom

MONTREAL, June 7—Even in the comparatively small and sparsely populated country of Canada, television is making its presence felt. According to a report by The Billboard (Continued on page 12) it is reported that television is making its presence felt in a number of Canadian cities. The report states that television is expected to become a major force in the entertainment industry in Canada. The report also notes that the Canadian government is investing heavily in the television industry, with the goal of developing a strong domestic television production sector.

Musicians put band question high on convention's agenda

SANTA BARBARA, Calif., June 7—A tremendous amount of band activity is being experienced here in Santa Barbara. The city is known as a music-friendly destination, and the activity is expected to continue over the weekend. The report also notes that the city has a strong music scene, with a number of local music venues and bands. The report states that the activity is expected to continue over the weekend.

Agency brass goes to bat for Latin band

HOLLYWOOD, June 7—Bing Crosby is reported here to be making a well-received delayed TV debut in the form of a new all-night television program called "Petticoat Jax." The program is expected to attract a large audience, and it is projected to be a hit. The report also notes that the show is being produced by Bing Crosby's own production company, and it is expected to be a breakthrough for the company. The report states that the show is expected to be a hit.
WASHINGTON Once-Over

BY BEN ATLAS

WASHINGTON, June 7—Commissioner George Sterling, of the Federal Communications Commission, was placed in the spotlight when a new report was released this week. The report states that there are 2,500 TV stations in the United States and that the FCC should regulate them. The FCC should also regulate the content of the shows, the report states.

The report was released by the Citizens' Committee for a Fairer Television Program, which was formed by a group of citizens who are concerned about the quality of television programming.

The committee states that the FCC has been too lenient in its regulation of TV stations and that the FCC should require that all TV stations must show a certain amount of educational and cultural programming.

The committee also states that the FCC should require that all TV stations must have a certain amount of programming that is not sponsored by commercial interests.

The committee has called for a public hearing on the report and has asked the FCC to take action.

Picture Business

BY LEE ZIEGEL

HOLLYWOOD, June 6—A group of producers and directors have announced that they will form a new organization called the Picture Business League. The league will be dedicated to the protection of the interests of the film industry.

The league will be composed of producers, directors, writers, and other film industry professionals. The league will work to ensure that the rights of film workers are protected and that the film industry is not exploited.

The league will also work to ensure that the film industry is not subjected to the pressures of the marketplace and that the film industry is not subjected to the influence of political power.

The league will also work to ensure that the film industry is not subjected to the influence of corporate interests and that the film industry is not subjected to the influence of the entertainment industry.

The league will also work to ensure that the film industry is not subjected to the influence of the advertising industry and that the film industry is not subjected to the influence of the media.

The league will also work to ensure that the film industry is not subjected to the influence of the political establishment and that the film industry is not subjected to the influence of the government.

The league will also work to ensure that the film industry is not subjected to the influence of the judicial system and that the film industry is not subjected to the influence of the courts.

The league will also work to ensure that the film industry is not subjected to the influence of the educational system and that the film industry is not subjected to the influence of the schools.

The league will also work to ensure that the film industry is not subjected to the influence of the religious system and that the film industry is not subjected to the influence of the churches.

The league will also work to ensure that the film industry is not subjected to the influence of the cultural system and that the film industry is not subjected to the influence of the arts.

The league will also work to ensure that the film industry is not subjected to the influence of the environmental system and that the film industry is not subjected to the influence of the nature.

The league will also work to ensure that the film industry is not subjected to the influence of the economic system and that the film industry is not subjected to the influence of the finance.

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The league will also work to ensure that the film industry is not subjected to the influence of the judicial system and that the film industry is not subjected to the influence of the courts.
NEW YORK, June 7.-The past season has not been its worst, but it was a season of questionable quality, both locally and nationally. The season began on April 1, 1952, and ended on April 30, 1952 (The Billboard's span of coverage). 60 Magicians take in SAM's Boston Conclave

BOSTON, June 7.—Leslie P. Greco, of Sumter, S.C., was elected president of the Society of American Magicians at the organization's annual convention held at Hotel Statler here last week. He succeeds H. S. N. S. B. 60 magicians, their wives and friends attended the three-day conclave which was held at the Statler and in the city itself. The convention included a show in the hotel ballroom Sunday night.

Cleveland's bid for the 1953 convention was accepted, and it was announced that the convention will be held here next fall. The decision was made at the closing session of the convention.

Other officers elected were: William Greenough, first vice-president; Charles A. Rosen, second vice-president; Herbert C. Mathews, secretary; William Smith, treasurer; and George A. Keller, assistant treasurer. The convention adjourned after a dinner in honor of the new officers.

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Highlight Reviews

TELEVISION

Shriner Rates "E" for Effort With 'Comedy' Bow, But Show Falls Flat

By JOE MARTIN

Herb Shriner is a delightful comedy talent, Liza Pons is still a fine coloratura, and the Harmonia Rascal, thanks to Johnny Potts, were among the basic ingredients in the Shriner's Colgate Hour this season. However, the format was not as imaginative as it was in the past, but it was still entertaining. There were some splendid speeches, but the show didn't quite reach its full potential.

The show was well produced, with a good set, and the performers were well rehearsed. The only problem was the timing of some of the jokes.

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VOTE CHASERS

Ike's Easy and Unassumingly Video Personality Seen as Big Asset

By PAUL ACKERMAN

General of the Army Dwight D. Eisenhower, in response to a question asked by a reporter at a recent press conference, stated that the President had made the announcement in the interest of national unity. He added that the President had been told that the Army was preparing to take action. The President has not yet made a public statement on the situation.

Set Berke for Outdoor Dixie

CHICAGO, June 7.—Billie Berke will make his debut in outdoor dinner theatre at Shaughnessy's Drive-In Theatre, 11424 South Cicero Avenue, on July 1.

Mr. Berke will present a musical revue with a dance band. The show will be held at the drive-in theatre and will feature a variety of entertainment, including music, dancing, and comedy.

Sinatra to WM. Morris?

NEW YORK, June 7.—Frank Sinatra may sign with the William Morris Agency in all fields, if the present talks hold. Also, Variety reports that the singer has already had a number of converts. However, no comment was made at the agency on this development. The agency has been asked to confirm the story.

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SALES FILM

CBS Premieres Superlative Short Documentation Impact of Web Radio

By LEON MORSE

NEW YORK, June 7.—Radio—CBS's new short documentary on radio was presented in a delightfully imaginative and entertaining manner on the CBS network on Sunday, June 5. The program, "Radio: The Sound of Life," was produced by the Columbia Broadcasting System.

The program, which was hosted by Robert Stack, featured interviews with radio personalities, news reporters, and other participants. The program was well-received by the audience, and it received high praise from reviewers.

The program was a success, and it was well-produced. The cast and crew worked hard to make the program as realistic as possible, and the result was a thoroughly enjoyable and informative program.
CBS Nighttime Sales Already Equal 98% of Last Year's Figures Are Excellent

NEW YORK, June 7—Pessimists prophesied to the contrary, the Columbia Broadcasting System has already equalled 80 per cent of last year's nighttime sales by June 1. Daytime sales are even better, 95 per cent of last year's total. Whether the fall is that the web will probably top its 1951 business in both nighttime and daytime time periods.

A prime sale prospect at CBS is beginning its second week, with three of the major radio networks already buying time. "Off color," Judy, is scheduled for the early evening period. However, there were notable problems in selling this show, with a number of stations expressing interest in the show, but being hesitant to commit to a sale.

Kukla & Molly Get Sponsors For 1/2 Hours

NEW YORK, June 7—"Kukla, Fran and Ollie," the long-running children's show on NBC, has been picked up for a half-hour slot. The show will air on Saturday mornings at 9:00 a.m., following the cartoon show, "The Little Lulu Show." The show has been running for over 20 years and has become a favorite among children.

ABC Peddles TV, Radio Segs

NEW YORK, June 7—American Broadcasting Company is peddling its new television and radio segments. The company's "Date With Judy" show has been picked up by ABC for a half-hour slot on Saturday mornings. The show, featuring the married couple, has been popular for many years and is expected to bring new audiences to ABC.

CBS Inks 2 New Sponsors, Renewes One

NEW YORK, June 7—CBS, the network that has been struggling to find sponsors for its new shows, has inked two new deals. The network has signed a deal with "The Whistler," a mystery show, and has renewed its sponsorship agreement with "The Big Valley," a western series. However, the network is still looking for additional sponsors to fill its schedule.

ABC Skeds Center Preem

COLUMBUS, O., June 7—Video station ABC in New York will broadcast a special preemption for a new television series, "Reach for the Stars," which will be shown on Tuesday, June 11. The network is expected to air the series on Tuesday nights at 9:30 p.m.

Lucy's Back On "DANGER"

NEW YORK, June 7—Lucy, the popular character from "I Love Lucy," is scheduled to return to the series on Tuesday, June 11. The character has been on hiatus for the past month and is expected to pick up where she left off. The show will air on Tuesday nights at 8:30 p.m.

EDITORIAL

Are Cuts Inevitable?

The network radio industry has recently been under attack from all angles. Attention of all segments of the public has been turned to network radio as a major source of entertainment. However, some of the cuts being made by the networks are not necessarily beneficial to the industry as a whole.

We have heard of several stations that are cutting back on their programming in order to save money. It is not uncommon to hear of stations cutting back on their advertising budgets in order to save money. However, these cuts can have a negative impact on the network radio industry as a whole.

On the other hand, we have heard of several stations that are increasing their programming costs in order to improve the quality of their programming. These cuts can have a positive impact on the network radio industry as a whole.

In conclusion, we believe that cuts in the network radio industry are not necessarily beneficial to the industry as a whole. We believe that the industry should be working together to come up with solutions that will benefit all segments of the public, and that are beneficial to the industry as a whole.
**Political Campaigning Set For Drastic Overhaul by TV**

Both Parties Acknowledge TV-Mindedness in Programs

*Continued from page 1*

The Department of Justice takes the view that both parties should be allowed to compete on television in a fair and open manner, with the efficient use of the medium for political purposes.

### TV-Advertising

The TV stations' ratings are used for political advertising purposes. The FCC has issued guidelines for the use of these ratings in political advertising, and it is expected that these guidelines will be followed.

### TV-News

The TV stations' news departments are expected to continue their coverage of political events, and the FCC has issued guidelines for the use of these news departments in political advertising.

### TV-Promotions

The TV stations' promotions departments are expected to continue their use of TV for political promotions, and the FCC has issued guidelines for the use of these promotions in political advertising.

### TV-Television

The TV stations' television departments are expected to continue their use of TV for political television, and the FCC has issued guidelines for the use of these television departments in political advertising.

### TV-Public Service

The TV stations' public service departments are expected to continue their use of TV for public service purposes, and the FCC has issued guidelines for the use of these public service departments in political advertising.

### TV-Research

The TV stations' research departments are expected to continue their use of TV for research purposes, and the FCC has issued guidelines for the use of these research departments in political advertising.

### TV-Advertising

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### TV-Medical

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### TV-Technical

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### TV-Engineering

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### TV-Marketing

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### TV-Maintenance

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### TV-Training

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### TV-Production

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"All-Star Revue" Is Renewed by Kellogg

NEW YORK, June 7—Kellogg this week signed a firm renewal on "All-Star Revue," embracing the summer period as well as the regular season. According to Kellogg, the summer is of considerable importance, and the station is extending its season to include the regular season for the summer. The station has signed a contract with the Mutual Network to carry the show throughout the summer period. The show will be presented on a weekly basis, and will be broadcast over a large number of stations throughout the country. The station will also be carrying a special series of programs during the summer months, featuring prominent guest artists. The station has also arranged for a series of special events and promotions to coincide with the summer season. The station has also arranged for a series of special events and promotions to coincide with the summer season.

O'NEIL NAMES LINE-UP OF WOR-MUTUAL TEAM

NEW YORK, June 7—In a move to all WOR and Mutual Broadcasting System personnel in the early hours of the morning, Tom O'Neil, vice president of sales and programming for Mutual, announced the resignation of a number of key people. The resignations include George A. Smillie, who has been with Mutual for over 25 years, as well as a number of other key people in the sales and programming departments. The resignations are the result of a lack of cooperation and coordination between the two networks. O'Neil said that the resignations are necessary for the continued success of the network. O'Neil said that the resignations are necessary for the continued success of the network.

TV MONITOR

Chi Italians Check Radio And Telecast

CHICAGO, June 7—An organization formed to monitor radio and TV for derogatory remarks about the Italian-American race will soon be called The Italian-American National Association. The group was formed after numerous incidents of racial slurs were reported in the Chicago area. The group is comprised of 10 Chicago families, with the name Robert E. Kitzinger, and the status of the group is not yet determined. The group has not yet decided whether to file a complaint with the FCC or to take any other action. The group has not yet decided whether to file a complaint with the FCC or to take any other action.

CBS-TV Ups W'kly Discount Rates by 5%

NEW YORK, June 7—The CBS network has increased its weekly discount rates by 5%. The discount rate for a single week is currently 50% of the regular rate, and the discount rate for a series of weeks is currently 55% of the regular rate. The increase in discount rates will be effective for orders placed before the end of the current week, and will be applied to all orders placed after that time. The discount rates will be increased to 55% of the regular rate for orders placed after the end of the current week. The discount rates will be increased to 55% of the regular rate for orders placed after the end of the current week.

LITTLE LEAGUE

WCBS Has Show for Ball Fans

NEW YORK, June 7—WCBS, the home of the Little League World Series, has started a 15-minute special on the series. The special will feature highlights from the World Series, and will be broadcast on WCBS-TV, WINS, and WOR. The show will be hosted by John Hinds and will feature interviews with players and coaches. The show will be broadcast every Friday throughout the series.

Space Cadet to Switch Wells

NEW YORK, June 7—Kellogg this week was on the verge of switching to "Space Cadet," a new TV series. The show, produced by the American Broadcasting Company, will be broadcast on the Mutual Network. The show will feature a group of astronauts who travel through space and encounter a variety of challenges. The show will be produced by the American Broadcasting Company, and will be broadcast on the Mutual Network.

Colleges Get FCC Pampleths

WASHINGTON, June 7—The Federal Communications Commission has announced that it will issue a series of pamphlets to college students about the regulations governing the use of telecommunications equipment on campus. The pamphlets will cover topics such as the rules governing the use of telephones, the rules governing the use of televisions, and the rules governing the use of computers. The pamphlets will be distributed to college students through the campus' computing center. The pamphlets will be distributed to college students through the campus' computing center.

Trade Sees Favorable NARTB Biz Report

WASHINGTON, June 7—The National Association of Retail Televisions Broadcasters has released a report that indicates a favorable business climate for the industry. The report indicates that the industry is experiencing a recovery from a period of decline, and that the industry is expected to continue to grow in the future. The report indicates that the industry is experiencing a recovery from a period of decline, and that the industry is expected to continue to grow in the future.

Van Tine Named to U. S. Chamber Post

WASHINGTON, July 7—Lot Van Tine, who has been active in the United States Chamber of Commerce, was named to a key position at the Chamber this week. Van Tine, who has been active in the United States Chamber of Commerce, was named to a key position at the Chamber this week. Van Tine, who has been active in the United States Chamber of Commerce, was named to a key position at the Chamber this week.

Your Top TV Sales Opportunity

DELL

Wilmington, Delaware

In the Market Which Has Highest Income Per Family in the Country

Sponsored by ROBERT MEKKER ASSOCIATES

New York, San Francisco, Chicago, Los Angeles

"Lights Out" Temporarily

DETROIT, June 7—"Lights Out" was dropped from its regular evening network schedule on Monday by Mutual. The show has been canceled due to a lack of ratings. The show has been canceled due to a lack of ratings.

McFarland Bill Set for House Floor Debate

WASHINGTON, June 7—The McFarland Bill to overhaul the Federal Communications Commission is scheduled for House floor debate Thursday. The bill, which was introduced by Rep. James V. Chittick of New York, would give the FCC more power to regulate the cable and satellite industries. The bill, which was introduced by Rep. James V. Chittick of New York, would give the FCC more power to regulate the cable and satellite industries.
**ABC-Paramount Merger Hearing Hits Doldrums**

WASHINGTON, June 7—The American Broadcasting Company-Paramount Broadcasting Corporation hearing at the Federal Communications Commission has generated little interest. FCC Chairman Earle H. Doldrums was scheduled to take time off to go through the papers of the commission. The audience at the hearing consisted of FCC staff members, and the commission received little interest.

**ACLU BLASTS FCC TV CODE**

WASHINGTON, June 1—The TV code was labeled "an extreme form of censorship" this week in an American Civil Liberties Union request for Federal Communications Commission hearings on the matter. The ACLU said the code would also violate the anti-trust laws, in which case a member station would be ineligible for operating licenses. Even such "highly practiced" theatrical productions as "Death of a Salesman," "Streetcar Named Desire," and possibly T. S. Eliot's "Cocktail Party" might be banned under the self-imposed code, the ACLU said.

**TV'S KNOCKOUTS Two Toronto Events Nixed On Fight Night**

TORONTO, June 7—There were still snags in the TV picture, the Walcott-Charity championship fight that was scheduled for the United States and packed up here in Vi-EU TV, Buffalo, to prevent the cancellation of two sporting events in this city. A wrestling match scheduled at the Maple Leaf Gardens for the night of the heavyweight bout was specifically canceled because of the poor weather. The Toronto Maple Leaf Gardens has also canceled the fight because of poor weather conditions.

Frank Tunnay, promoter of the wrestling match, admitted that the weather was the reason for canceling the match at which Jack Dempsey was set as referee. The Maple Leafs refuse to change the video for their opening, but losses are certain that the city's $2,000 to $3,000,000 in annual television income will be lost.

**Congressional Probe of TV, Radio to Be Resumed June 25**

WASHINGTON, June 7—The TV-radio broadcast industry will get its hearing June 25 when the House Interstate and Foreign Commerce Committee investigating TV-radio programs resumes hearings. The National Association of Radio and Television Broadcasters will make a three-fold presentation to the subcommittee. (1) The TV Code, which has been under discussion throughout the House Radio and Television Subcommittee, was scheduled to be presented at a closed-door conference on June 11. (2) Further improvement in TV-radio programming is a desirability within the industry itself. (3) Consider self-regulation by the industry is a vital necessity from both the FCC's standpoint as a check on its enforcement of the TV Code, and from the viewpoint of the advertisers who, in the case of advertisements, would like to see the TV Code changed, the industry itself, and (3) consider self-regulation by the industry is a vital necessity from both the FCC's standpoint as a check on its enforcement of the TV Code, and from the viewpoint of the advertisers who, in the case of advertisements, would like to see the TV Code changed.

**Court to Test FCC TV Plan**

WASHINGTON, June 7—The Federal Communications Commission, which will be held in Pittsburgh Wednesday (Continued on page 14.)

**Nets Vie for DuPont Sag**

NEW YORK, June 7—The Columbia Broadcasting System and the National Broadcasting Company this week were vying for the DuPont TV business. The advertiser will program a video version of "Gavyn-Dever of America" this summer and fall.

This July is a month to be marked in history. When the curtain goes up on the national political conventions, people from coast to coast can watch the nomination of presidential candidates.

In seven short years the Bell System has expanded the intensity television network so that it is now possible for 99% of the television audience to watch the same program simultaneously. Behind this expansion is a story of achievement. Radio relay and coaxial cable routes were planned and built. Special equipment was designed, tested and perfected. And men of special talents were trained in radio, television, radio.

The present value of the network, furnished by the Long Lines Department of the American Telephone and Telegraph Company and the Bell Telephone Companies, is about $1,000,000. The cost of service of the telephone companies' total network charges average about 10 cents a mile for a half hour of program time.
FAIRBANKS HEADS OWN SALES DEPT.
III Health Forces Ralph Cathcl Out Of Post; "Rabbit" Deal Is Under Way

HOLLYWOOD, June 7 —...
**THE BILLBOARD**

Radio-TV Show Charts

- **Top 10 TV Shows Each Day of the Week in CHARLOTTE, N. C.**
  (125,000 TV sets) Panel Size 250

- **Share of Total Audience Radio vs. TV in BIRMINGHAM**
  (7 TV Sets)

- **Top 5 Radio Shows Each Day of the Week in BIRMINGHAM**
  (137,700 families)

For Reviews and Ratings of Stations and Records See The Billboard Magazine, Past Issues (Music Section).

**DOWNS TO SUNSET**

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**NEXT WEEK Top 10 TV Shows Each Day in CLEVELAND**

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<td>3. FRED MURPHY-IN SESSION</td>
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<td>5. DAVE GUEVARA-IN SESSION</td>
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<td>7. TONY SANDERS</td>
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<td>8. DON JONES</td>
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<td>9. LOU WELLS</td>
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**Share of Total Audience Radio vs. TV in NEW YORK**

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
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**BCE Acquires Harte’s Story**

HOLLYWOOD, June 17—Bing Crosby Enterprises this week acquired rights to Bret Harte’s ‘Old West’ Partner’ story which will be filmed for Packard’s “Roads of America” TV show.

Jack Patrick is completing the screen play, which was given a roll Thursday (13). Barney Giordano will produce-direct.

**The Rest of Your Industry Every Week in The Billboard**

**SUBSCRIBE TODAY**
Telephone — Radio Reviews

CAPSULE COMMENT

The Story Without End

Radio — Reviewed Saturday (Dee.) by Mr. Howard Halpert. Service sustained via NBC, New York. Tel. 11:00-11:30 p.m. EDT, 8:00-8:30 p.m. CST, 7:00-7:30 p.m. MDT, 6:00-6:30 p.m. PDT. Starting on NBC’s “Little League Baseball” half-hour program, the show presents a dramatic monologue by a character played by a professional narrator, with music and sound effects to enhance the mood and atmosphere. The show is broadcast live from a studio or recorded in advance.

Johnny Dugan Show

Radio — Reviewed Monday (April 8). Sponsored by the National Broadcasting Company, New York. Tel. 8:00-8:30 p.m. EDT, 7:00-7:30 p.m. CST, 6:00-6:30 p.m. MDT, 5:00-5:30 p.m. PDT. The show features a variety of musical and entertainment segments, with guest performers and segments hosted by Johnny Dugan. The show is broadcast live from a studio or recorded in advance.

“Within the Line”

Radio — Reviewed Monday (April 8). Sponsored by the National Broadcasting Company, New York. Tel. 8:00-8:30 p.m. EDT, 7:00-7:30 p.m. CST, 6:00-6:30 p.m. MDT, 5:00-5:30 p.m. PDT. The show features a variety of musical and entertainment segments, with guest performers and segments hosted by “Within the Line.” The show is broadcast live from a studio or recorded in advance.

Little League Baseball News

Radio — Reviewed Saturday (Dee.) by Mr. Howard Halpert. Service sustained via NBC, New York. Tel. 11:00-11:30 p.m. EDT, 8:00-8:30 p.m. CST, 7:00-7:30 p.m. MDT, 6:00-6:30 p.m. PDT. The show presents a dramatic monologue by a character played by a professional narrator, with music and sound effects to enhance the mood and atmosphere. The show is broadcast live from a studio or recorded in advance.
A New Every-3-Months Special Section of The Billboard

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Ratings of Theatrical Film Distributors
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Ratings of Religious TV-Film
Ratings of Networks TV-Programs
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Ratings of Educational TV-Film
TV-Film Stations
Money Isn't Everything (Tales Graded)
TV-Film Directory
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March of Time (Phil Williams)
Station Identification Specifications
TV-Film Commercials
And Many Other Features

ANYONE engaged in the television film industry will agree that the field is among the most complex, unstable, and in many ways, disorganized phases of show business. This stems largely, of course, from the relative newness of the industry, and from the basic difference in background and experience of the leading practitioners in the field. Radio men, for example, have their own notions about how best to operate in video pictures, and old time theatrical film men, in turn, have their own firm convictions.

It is doubtful that any phase of show business is quite as needful of an authoritative exchange of experience, information and ideas as is the TV film field. Hence the need of what will be a regular series of special sections devoted to the industry, to be published each quarter year by The Billboard.

We are proud of this section. We believe any person who takes the time to read and study it will agree that it represents the greatest single collection of facts, opinion and factual data about television films ever assembled in a single publication. We are proud not only of the content of the section, but especially of the manner in which raw materials for the content was secured. For even a casual perusal will make it clear that much of the editorial material in these pages is nothing more than a single, logical compilation and collection of material assembled by The Billboard of several thousand items of information gathered on to us by teleeners, advertising agencies, film producers and distributors.

The response of these groups to our requests for detailed, often confidential, and sometimes secret information is given us a glow because it indicates that these people have faith in the idea that The Billboard wishes, and tends to strive with every facility at its command, to publish anything useful material, which will be truly helpful to the present and future number of people in the industry. Without that kind of cooperation on the part of the people in the industry, there is little that can be done by any trade service.

Conversely, with the kind of cooperation on the part of industry leaders, a cooperative and honest trade newspaper may make its service and material of great help to all industry problems, improving the industry through the help of all participants to operate more profitably.

The table of contents on this page may do no more than indicate the type of material which we have put the material together, and the importance of the information we are attempting to assemble. There is a real need here, and we are grateful to all the stations, agencies, producers and distributors who made it possible for us to prepare and serve it up.

To TV Stations, Agencies, Film Producers and Distributors

--Our Thanks
Ziv, United, Snader, Unity, MPTV, Hollywood TV Service Among Leaders

The stations also voted Tele- 
vision Broadcasting Company, Syndicated Films Distributors, and United Press the best in the field of special services, in that order, with the Tele- 
vision Broadcasting Company securing the first place for its special service operation a stand-out number.

In addition to naming distri-
ubutors, anonymous names have been given to television stations the best all-around service of the stations were cited as having supplied the best video films. In many categories, "best" was either a job of the film, or the evening's re-
sults of advertisements, mail or phone response to stations and advertisements.

Ziv's Strength

Ziv's strength is the showing a strong national relationship between organization leadership in the industry and producers. For TV, the station placed three films in the top four, in the "Films Produced for Syndication," group.

These were: "The Weather," which was a producer's "first" picture, and the "Un-
expected," which came in as number two. An unusual number three position was won by "Foreign Intrigue," while "Secrets," which Walter Thompson agency in television, was the only station to receive a "Best" award. "Davy's 'I Love Lucy'" was placed fourth in the "Best" nation wide TV network category.

Ziv Television Programs was voted television's top distributor of TV film series especially pro-
duced for television, as an almost alone in the field. The Bil- 
board's first quarterly survey of TV stations was conducted by the verdict of the nation's television stations who voted United Television Pro-
ducers, Inc. as the best distributor in this category with a strong 20 percent of all stations. The survey resulted in just four points of tallying United Television for place, scoring 15 points. Tied for fourth place were the syndicated film distrib-
utors of the region's network affiliations, along with independent producer-distributor Jerry Fairbanks, who, additionally, is, as an executive, was associated with National Broadcasting Company.

The results of this category strongly reflects the production distributed by each of the leading firms. For example, Ziv no doubt won its top position as a result of several factors, but most importantly, it was the first to market a successful film series.

In the case of "The Cisco Kid," the "best" and "best" were both produced by Ziv, but the other two, "The Cisco Kid," and "The Cisco Kid," performed well.

These three shows placed one, two, and three respectively on the list of best non-network film series. The key factor in the success of these shows was the fact that they were all produced with the intention of being series films, an unusual approach at the time. The series format allowed for longer storytelling, more character development, and a more engaging audience.

In conclusion, the survey reflects the strong showing of Ziv and United in the distribution of TV film series, with Ziv emerging as the clear leader in this category. The results underscore the importance of a strong national relationship between organization leadership in the industry and producers, and the value of producing and distributing quality film series. Continued on page 3.

How Billboard's 1st Quarterly TV Survey was Conducted

And Results Processed

Seventy-eight of the 199 television stations presently in the field were mailed to The Billboard by the stations.

Questionnaires were mailed to 38 advertising agencies who had purchased time for television during the past season. Therefore, included all the major agencies, among them, the syndicated and national TV stations. The questionnaires were returned to The Billboard. These included virtually all of the major agencies.

One hundred and fifty-five questionnaires were mailed to TV film distributors. Of these, 43 questionnaires were returned.

Questions included in the survey were, "Which programs would you rate the best?", "Which programs would you rate the worst?", and "Which programs would you rate the most effective?".

In these cases, dealing with "best," "worst," and "most effective," stations were asked to list three "best," three "worst," three "most effective," and three "least effective." In this way, the stations were asked to rank their impressions of the programming.

Advertising agencies were also asked in the survey to list the programs on which they spent most of their TV advertising dollars.

The survey revealed that Ziv's "12 Alms," produced by the Snader Television Company, was the most advertised program, followed by "Alm's," produced by the United Television Company. These programs were followed by "The Andy Griffith Show," produced by the Walt Disney Company, and "The Munsters," produced by the CBS Television Network.

In conclusion, the survey results reflect the strong showing of Ziv and United in the distribution of TV film series, with Ziv emerging as the clear leader in this category. The results underscore the importance of a strong national relationship between organization leadership in the industry and producers, and the value of producing and distributing quality film series. Continued on page 3.
Oh for Halcyon Days, Film Work Belongs to Strong

In radio, where I spent 14 years, the work was more closely with others and more closely with things. Here we are in front of an audience—there we were keying up to the intensity of the audience, not to the intensity of the board. We had no feedback. Any fluffs or misses could be put back on the air immediately. In film, we had to plan everything in advance. And we had to plan the entire program on the air. The only feedback we got was from the audience. In film, we had to plan everything in detail. And we had to plan the entire program on the air. The only feedback we got was from the audience. In film, we had to plan everything in advance. And we had to plan the entire program on the air. The only feedback we got was from the audience.

Station, Distributors, Spell Our Key Problems

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BYRON

... THE BEST EQUIPPED 16MM.
STUDIO AND LABORATORY IN THE EAST

THEATREALCS
POLITICAL SHOWS
WASHINGTON NEWS
COMMERCIALS
FEATURE PRODUCTIONS

FOR TV

VISIT OUR PLANT ... AN ENTIRE BUILDING DEVOTED TO EVERY PHASE OF MOTION PICTURE PRODUCTION ...

Ask For Our Brochure ...

BYRON
STUDIOS AND LABORATORY
1226 WISCONSIN AVENUE
WASHINGTON 7, D. C.
DUPONT 1800

Ziv Sweeps Non-Network TV Film Show Division with 3 Out of 4 Toppers

<table>
<thead>
<tr>
<th>HOW STATIONS RATE NON NETWORK TV FILM SHOWS</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>1...Chen Kid</td>
<td>43</td>
</tr>
<tr>
<td>2...The Forgotten</td>
<td>40</td>
</tr>
<tr>
<td>3...Foreign Intrigue</td>
<td>40</td>
</tr>
<tr>
<td>4...Homel Blackie</td>
<td>40</td>
</tr>
<tr>
<td>5...Dangerous Assignment</td>
<td>36</td>
</tr>
<tr>
<td>6...Craven Theatre</td>
<td>24</td>
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<tr>
<td>7...Jane Ranger</td>
<td>22</td>
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<tr>
<td>8...Munch of Time</td>
<td>17</td>
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<tr>
<td>9...Rebette</td>
<td>17</td>
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<tr>
<td>10...Big Bill Hitchett</td>
<td>17</td>
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</tbody>
</table>

Following Non-Network TV Film Show Won Station Mention, But Received Less Than 10 Points Each:

Studie Telephones: Telephones
Topline With Father: The Women in Space
Goman Theatre: Indiana House
Story Theatre: Billy Mays
Time for Beauty: Bill May
Electric Theatre: Fabulous
Dale Turvy: Hollywood Television
John King Goodwrench: Hollywood
Abercorn Butt Down: Hollywood
Heart Harvest: Hollywood
Hollis Lord: Hollywood
Sisters: Hollywood
Tennille: Hollywood
Dennis: Hollywood
Doris: Hollywood
Maitland Hollywood Pictures: Hollywood
Little Pictures: Hollywood
Key Pictures: Hollywood

Unity, MPTV, Hollywood, Sterling, Snader, Peerless Are Top Theatrical Distributors

NEW YORK, June 7—Thirty-eight distributors got at least one vote from each of the television stations voting in The Billboard's first quarterly television survey, in the section to determine the most co-operative distributor of theatrical film, full length features or shorts. Unity Theatrical Productions won top position with 96 points, as against 83 points for second place winner Motion Pictures for Television, and 47 points for Hollywood Television Service which placed a strong third.

Coming in close order, right behind the top three theatrical film distributors were Sterling (49 points), Warner (49 points), Peerless (28 points) and International (28 points) with 28 points.

There is little doubt that these, as in the balloting on films actually produced for TV, the product had a great deal to do with the success of the winning distributors. All leading distributors in this category have produced and distributed the success stories of the season, and most important of all, audience.

Spread of the voting, which stands out very strongly, looks up the wide range of films active in this phase of the industry, and the lack of concentration of top films in any one station in the hands of any but a few members of the theatrical film distributing fraternity.

If the theatrical product is released for the TV market, it is possible that the pan-American phase of the industry will undergo substantial changes in the months and years to come. One company charting for full details in voting for all distributors.

<table>
<thead>
<tr>
<th>HOW STATIONS RATE THEATRICAL FILM DISTRIBUTORS</th>
<th>Points</th>
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<tbody>
<tr>
<td>1...Daily Television Corp.</td>
<td>90</td>
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<tr>
<td>2...Motion Pictures for Television</td>
<td>83</td>
</tr>
<tr>
<td>3...Hollywood Television Service</td>
<td>47</td>
</tr>
<tr>
<td>4...Sterling Television Corp.</td>
<td>40</td>
</tr>
<tr>
<td>5...Warner Pictures</td>
<td>39</td>
</tr>
<tr>
<td>6...Peerless Film Co.</td>
<td>35</td>
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<tr>
<td>7...International</td>
<td>28</td>
</tr>
<tr>
<td>8...M &amp; A Productions, Inc.</td>
<td>14</td>
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<tr>
<td>9...Consolidated Television Sales</td>
<td>10</td>
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</tbody>
</table>

The Following Distributors Won Station Mention, But Received Less Than 10 Points Each:

National Productions: Negative
Kammerer's Ares Productions, Ltd.  Ink Films, Inc.
John August: Ed Smith
Cameo Enterprises: M.T. Television Productions
Film Makers: Ink Films, Inc.
Atlantic Television Corp.: Ink Films, Inc.
James Warner: M.T. Television Productions
Standard Television Corp.: Ink Films, Inc.
Miihle Film: Ink Films, Inc.
Tele-Film, Inc.: Ink Films, Inc.
Corporations in Film & Television: Ink Films, Inc.
Lahm Telephone: Ink Films, Inc.
Greene Film and Television Productions, Inc.
You ought to be in pictures

You ought to park your customers in. And if you'll let us put you (and your sales message) into one of the CBS Television Film Sales pictures at the right, you will.

Because all of these pictures—created especially for television with top-quality programming and production—assure you of a huge audience... at a cost even your accountant will applaud.

And if you are looking for the one picture that will best reach your paying public, CBS Television Film Sales offers you a wide variety as you will find anywhere.

But see for yourself. Just ask the CBS Television Film Sales representative nearest you for a private showing. Since each series is subject to prior sale in each market, we suggest you ask soon.

CBS TELEVISION FILM SALES

Office in New York, Chicago, Los Angeles, Minneapolis, San Francisco

\[ STRANGE ADVENTURE: fifty-and different fifteen-minute dramas adaptable also to twenty-six half-hour programs. A mystery and western package to keep viewers on the edge of their seats. \]

\[ HOLLYWOOD ON THE LINE: seventy- nine quarter-hour musical telephone interviews using the big boxoffice appeal of twenty-six big Hollywood stars to attract audiences for your sales messages. \]

\[ THE RANGE RIDER: fifty-two half-hour films of the early American frontier starring movie cowpokes Jack Mahoney and Dick Jones... easy and effective to show the goods for your product. \]

\[ VIENNA PHILHARMONIC ORCHESTRA: thirteen concert programs of symphonic and solo classical music played by the world-famous Vienna Orchestra, filmed in Vienna and Salzburg. \]

\[ THE GENE AUTRY SHOW: eighty-two half-hour series dramas starring the beloved Western hero of them all... observed by critics as "one of the hottest film packages in TV" and "wonderful news for TV fans." \]

\[ WORLD'S IMMORTAL OPERAS: seven popular operas, carefully edited for half-hour programming, with internationally famous soloists and programs with commentary by Otto Dums. \]

\[ FILMS OF JEFFREY JONES: thirty-nine new half-hour mysteries, packed with action and featuring Jim Haggerty as Jeff Jones, sports-minded detective, with Gloria Henry, Victor Barnett, and Tom Drake. \]

\[ HOLIDAY IN PARIS: thirteen half-hour musical variety programs produced in Paris especially for television, with musical and Broadway musical-comedy stars. \]

\[ CASSET OF EDGAR PEARCE: twenty half-hour mystery programs with Dick Haggerty. "Contour of Danger," "Canadian Peril", for tough audiences. \]

\[ RICHARD SEAN: The interesting detective looking for a producer. \]
## TELEVISION STATION FILM BUYER DIRECTORY

**As of June 1, 1952**

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<tr>
<th>STATE</th>
<th>CITY</th>
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<td><strong>ALABAMA</strong></td>
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<td></td>
<td>Birmingham</td>
<td>WHAS-TV Ralph Hansen, Film Buyer</td>
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<td>LAFAYETTE Ralph Brown, Film Buyer</td>
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Drama, Comedy Shows Most In Demand

According to the executives in television stations, advertising agencies and film producing or distributing companies, dramatic and comedy shows are the most needed types of TV films. There is general agreement, on all levels of the industry as to the need. Third place was taken by films which fall into the broad category of "public service" or "educational." Among the types of films specifically listed in the "public service" category were educational, children’s, documentary, musicals, and news shows. The "public service" films which industry leaders say are needed received more votes than did adventure, musicals, mystery or sports shows. Agency executives called for more homemaker films including fashion, food, beauty, and sewing. They also listed American historical, travel and science shows as being sought after. Film distributors called for adventure and outdoor educational films. Producers listed religious, musical, and documentary shows. Film producers also voted for more public service films than for dramatic and comedy shows combined.

There is a separate and constant demand for sports shows on film. The major sports types being made are baseball, football, basketball, horse racing, boxing, wrestling, etc. Events are obviously necessary for TV’s needs. Yet the long list of children’s programs plus live and on film, currently being telecast, does not reflect the thinking of industry folks on the need for more path programs.

If the video industry follows through on the thinking evident in The Billboard survey results, it is fairly certain there will be many more "public service" shows on TV screens in coming years. At the very least that the video screens were replying to the survey, Broadcast Music, Inc., was opening its doors to these broadcasting chances throughout the nation. At each of those clinics much thought was devoted to programming, public service shows profitably.

Top need listed by both agencies and film distributors were dramatic shows, while comedy shows were asked for by TV stations and film producers. The "public service" films, in third place, were followed by adventure and musical shows.

As a more definite breakdown showed that the top agency, those with the heavier bookings, were obviously interested in the dramatic and musical comedy shows which would, were necessary, some at high prices. The ability to buy such films for big spending sponsors appeared to be a large factor in the agency’s choices. The smaller agencies, of course, selected the less expensive types of film shows. Taking an average of the desired time and frequency of showing to all levels of the industry it appeared that half-hour weekly film series take first place on the "needful" list. Again, the big agencies and the big producers voted for half-hour TV films, while the smaller outlets were interested in selling 15-minute strip shows. Broken down to the exact figures, the need was for films running between 15 and 20 minutes. In all instances, the quarter hour shows were right behind the half-hour films.

Expressions of need were obviously for dramatic films, and for the much talked about live and some of the high artistic compensation. And while there can be little doubt that dramatic and variety and comedy shows will be very much in evidence on TV screens for some time to come, the industry seems headed for an era of greater educational entertainment.

"Power to Fly" Gets Quick Station Acceptance

NEW YORK, June 7, 1957—Kometanil K. Katz, President of Katz Television Company, has set a record for widespread and rapid TV station calls for his development of new industrial documentary TV-film recently completed. The colorful film, which tells the story of the development of U.S. rocket engines and attempts to eliminate war, is scheduled to be shown about United Aircraft against United Airlines, and later United Fruit. The film used a number of them several times. Audience reports were reported excellent.
RKO-PATHE, Inc.
Veteran Showmen!

From the dawn of the motion picture industry, the name PATHE has stood for top quality—in features, in newsreels, in shorts, product, in commercial and educational films.

Always, and in tune with the times, RKO-PATHE has also, since 1926, adapted its superb resources of studios and equipment, creative talent, technicians and showmanship to the field of industrial and television film production.

With its proud tradition of success through the years as a foundation, it is obviously no accident that RKO-PATHE product is always outstanding in its field. For web RKO-PATHE... "Quality Comes First!"

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ATTENTION!
STATIONS, ADVERTISERS, AGENCIES
FILMS NOW AVAILABLE FOR SYNDICATION

TV DISK JOCKEY TOONS:
A brand new library of film shorts made in cooperation with major record companies to compensate...

MUSIC TO REMEMBER:
A world's finest made to 15 symphony films the best known works of the world.

HOLLYWOOD NEWSREEL:
Behind the scenes in the film colony. Plus 15
weeks programs featuring top screen persons.

SCREEN GEMS, INC.
729 7th Ave. NEW YORK
1405 W. BOWER W., HOLLYWOOD, CALIF.

---

Stations Vote Snader's Theatrical Films Tops; Five Others Next Best

More stations consider the Snader theatrical feature length and short film packages the best such packages in the field by more than a two to one margin. Filled tightly packed in the running up position are Masterpiece, Unity, Hollywood Television Service, Motion Pictures for Television, and the Edward Small pictures. These show 31, 27, 26, 21, 19 and 18 points respectively against Snader's total of 79 points.

Snader's strong position is further attested to by the heavy votes for individual Snader feature length film packages (as in the above) in The Billboard's "TV Film Director" Pick feature (see issue). In addition to the areas current leaders in the field, mentioned above, however, the stations mentioned some 23 other TV feature film packages or individual films in the balloting in this phase of The Billboard's last quarter survey of the TV film field.

See accompanying chart for full details on point scores on individual, and all other films mentioned.

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137 Ad Agencies Pick United TV Programs Best Distributor; Ziv, No. 2

The 137 advertising agencies who replied to The Billboard's last quarterly TV film survey do not agree with television stations as to the "best" TV film distributors. Up in the world where the stations voted Ziv Television Programs as the highest and distributors' vote (United Television Programs) by a point score of 108 to 90, the agencies reverse the order, and give the nod to UTVP. In the case of the agencies judging, however, the race is much closer. Ziv received a sound 104 points for second place with the agencies voting United's 123 points, a non-particularly wide margin.

Another, no small, ever so drastic difference between station and agency voting on film distribution operated, however, in that involving the two major network syndicated film divisions ran neck and neck, counting 36 points each. As far as the agencies are concerned the CBS operation matched the NBC effort by a good 8 to 1. CBS received points with the advertising men, while NBC comes in with a weak 15 points.

Jerry Farbanek, who tied for fourth on the stations list, scored a strong third with the agencies, getting a 49 point total.

Thus, a considerable number of distributors, however, are making a dent with some agencies, it is disconcerted by the fact that in addition to the 12 leaders in the field, the advertising men maintained giving "best all-around service" 81 other distributors.

The full list and scoring is in the accompanying chart.

---

How TV Stations Rate TV Film Distributors

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RKO-PATHE, INC.
RKO-PATHE, INC., 446 Madison Ave., New York 22, N. Y.
Printed Press 9-3250

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This Man Can Sell Beer in Baltimore

YOU CAN STILL BUY "DANGEROUS ASSIGNMENT" EXCLUSIVELY IN THESE CITIES IF YOU ACT FAST—

Baltimore
Ames-Des Moines
Grand Rapids
Springfield
Lancaster
Schenectady
Syracuse
Utica
Wilmington
Providence
Jacksonville
Richmond
Ft. Worth
Cleveland
Indianapolis
San Diego

This Man Can Sell Beer in Baltimore

(automobiles in ames-des moines or groceries in grand rapids)

Right today, he is successfully selling beer in Buffalo, Boston and Birmingham...he's finding customers for cars in Charlotte and Miami...

he's moving groceries in Bloomington and Toledo.

He's doing a great job for 38 different sponsors in 47 television markets.

He is Brian Donlevy of radio, screen and television—star of "Dangerous Assignment"—NBC's exciting TV film program produced for exclusive local showing and local sponsorship...at local cost.

"Dangerous Assignment" is red-blooded adventure with pay-off ratings. For instance: 15.2 in New York (ARB); 20.5 in Detroit (Pulse); 22.0 in Columbus (Pulse); 23.5 in San Francisco (Pulse) and 27.5 in Atlanta ( Videodex).

"Dangerous Assignment" has mass appeal combined with sales power. And because it sells for sponsors—it has been sold to sponsors in 47 markets.

For list of sponsors, prices and special audition film...phone, write or wire

NBC-TV Film Syndicate Sales
30 Rockefeller Plaza, New York 20, New York
Disagreement Rampant
Re-Prices, Re-Runs, Etc.

An analysis of 1952 weekly gross expenditures for film used for local TV showings points up a marked decline in outlay as against 1951 by the stations themselves, and a corresponding increase in spending by sponsors and/or agencies. Despite this, stations still are spending outstanding sponsors and agencies by a 6 to 1 ratio. In 1951, the ratio was about 10 to 1.

A breakdown of stations for films shows that whereas 10 stations are spending an aggregate of $89,500 weekly in 1952, 48 stations put out a weekly total of $249,625 a year. This averages to $4,161 weekly per station this year as against $5,761 weekly per outlet in 1951. These same stations indicated that agencies and sponsors are putting out a total of $18,182 per week for films used or 26 outlets this year, which compares with $29,281 weekly 18 stations last year. Average sponsor-agency weekly tab thus is $1,166 per station now, as against $1,346 per station last year.

On other aspects of film costs, TV station and advertising agency execs lined up pretty well on one side of the fence, as expected, with film producers and distributors taking an opposite tack. This applied to attitude on whether TV film pricing practices are fair, on what constitutes the best price, in terms of first runs and on second or third runs (see accompanying box with breakdown). Stations also had quite different ideas on price reductions as second and third runs from these expressed by producers and distributors.

Thus, producers and station execs generally feel that prevailing film prices are unfair, while producers and distributors believe that they are and that many are equitable. There seems to be a general feeling by each group that the others misunderstand its problems. Thus, a typical station comment was that "the distributor is rapidly pricing himself out of the local market because he will not take advice from the local buyer." Another (Continued on next page)

UP
means:
business for you!

You must have TV films that sell...that have pleased the test of the market...and only UNITED TELEVISION PROGRAMS, Inc., can give you this brilliant selection of proven quality TV film series...with "rating appeal"..."sales appeal."..."art appeal."

26 hard-hitting half-hours. Per first run in some markets, second in others.

ROYAL PLAYHOUSE

the same 26 half hours that topped the national ratings on "Producers Theorem."

REBOUND

BIG TOWN

26 half-hours turning on "Rebounding Basebal's Royalty Family" in 26 quarter-hours...with outstanding sweep personalities.

Hollywood Off-Beat

26 half-hours turning on "Starring Melyn Douglas' TV's outstanding Private Detective series"

MOVIE QUICK QUIZ

"Pie-plate Play with Durocher and Day"

OLD AMERICAN BARN DANCE

26 half-hours turning on "Tavern-Town" sensational "Tell-a-Tale"

Plays

SILENT, LOT IN A COUNTRY WORLDS OF ADVENTURE and other highlighted,

United Television

The Largest Distributor of Quality TV Films

programs, Inc.

PRICING AND
RE-RUN PROBLEMS
IN A NUTSHELL

The following chart breaks down the estimates of TV film producers, distributors, advertising agencies and station executives on various aspects of TV film costs, exclusively, for The Billboard's TV Film Quarterly. Where actual number of votes is not shown, the figure represents an average of all responses within each category.

Most Active Theatrical
TV Film Distributors

As selected by the TV Station
Film Directors in The Billboard
First Quarterly TV Film Survey

Arma Telecasting
1374 Vine St.

American Film Co.
1700 Vine St.
Los Angeles 28, Calif.

Associated Artists Productions, Inc.
650 Madison Ave.
New York, N. Y.

Atlantic Television Corp.
136 W. 49th St.
New York, N. Y.

Commonwealth Film & Television, Inc.
726 5th Ave.
New York, N. Y.

Consolidated Television Sales
44 W. 5th St.
New York, N. Y.

Ecko-Continental Enterprises, Inc.
933 W. Washington Blvd.
Culver City, Calif.

Film Productions of Chicago
135 S. 1st Ave. St.
Chicago, Ill.

Filmvision Corp.
1501 Broadway
New York, N. Y.

Hollywood Television Service
Republic Studios
North Hollywood, Calif.

Ideal Pictures
62 E. 55th St.
Chicago, Ill.

M & A Alexander Productions, Inc.
5860 Sunset Blvd.
Hollywood, Calif.

Masterson Productions, Inc.
45 W. 49th St.
New York, N. Y.

Mead & Talking Pictures
45 Sunset Blvd.
Hollywood, Calif.

Metro-Film Co.
112 W. 48th St.
New York, N. Y.

Monogram Pictures
4174 Sunset Blvd.
Hollywood, Calif.

National Pictures for Television
455 Madison Ave.
New York, N. Y.

National Television Productions
351 5th Ave.
New York, N. Y.

National Broadcasting Co.
38 Rockefeller Plaza
New York, N. Y.

Paramount Television Productions, Inc.
1500 Broadway
New York, N. Y.

Peele Film Co.
150 W. 4th St.
New York, N. Y.

Pictorial Films, Inc.
1290 Broadway
New York, N. Y.

Pomil Pictures Corp.
115 W. 45th St.
New York, N. Y.

Producers Productions
221 W. 57th St.
New York, N. Y.

Simonsen-Mossey
281 S. Beverly Drive
Beverly Hills, Calif.

Edward Small Productions
276 S. Beverly Ave.
New York, N. Y.

Sandor Telepictures Sales
230 W. 51st St.
New York, N. Y.

Standard Television Corp.
1501 Broadway
New York, N. Y.

Sterling Television Co.
316 W. 57th St.
New York, N. Y.

Stuart Reynolds Productions
323 S. Beverly Drive
Beverly Hills, Calif.

Telecast Films, Inc.
112 W. 48th St.
New York, N. Y.

Tele-Pictures, Inc.
3756 Sunset Blvd.
Hollywood, Calif.

Tweedle Century-Fox
Television Productions
444 W. 49th St.
New York, N. Y.

Unity Television Corp.
1601 Broadway
New York, N. Y.

Louis Weiss & Co.
555 N. Fairview Ave.
Los Angeles 21, Calif.

Zach Saville Films
132 W. 37th St.
New York, N. Y.

Ziv Television
428 Madison Ave.
New York, N. Y.
Now, more than ever before, television has turned to film programming... and SNADER PRODUCTIONS leads the field with an impressive 1952 release program of more than 277 hours of top-quality tele-films!

SNADER TELE-EPISTEMES—a complete TV music library of 800 Telecriptions featuring world famous artists. Now programmed in 56 TV markets!

DICK TRACY—half-hour dramatic episodes based on the famous comic strip.

ALEXANDER Korda Textures—16 brand new feature length productions representing the finest in British films.

WASHINGTON SPOTLIGHT—direct from the nation's capital... weekly 1/4 hour on-the-spot interviews with government leaders.

THIS IS THE STORY—famous tales, masterfully recreated by America's greatest story teller, Ed Premo. Twice weekly 1/4 hour series.

KID MAGIC—a magical mixture of science, fantasy and adventure, created for kids under 90. New weekly 1/4 hour story series.

DR. FIXUM—weekly 1/4 hour "Household Hospital Show", designed to make home-making easier. Highly entertaining, informative—it's a "must"!

SNADER PRODUCTIONS
LOUIS D. SNADER, President

SALES OFFICES
328 S. Beverly Drive
Beverly Hills, Calif.

PRODUCTION OFFICES
177 S. Beverly Drive
Beverly Hills, Calif.

NEW YORK · CHICAGO · CLEVELAND · ATLANTA

Distributors for Canada — S.W. CALDWELL, LTD.
the largest buyer* of
television time in the
United States
comes to Dynamic for
all his film productions

* and scores of small ones, too

The largest buyer of television time in the United States comes to Dynamic for all his film productions.

Complete Production and Recording Facilities Under One Roof.

We will be glad to discuss your film problems with you.

**dynamic films, inc.**

112 West 89th St. New York City

TR 3-6321

THE BUSTER CRABBE SHOW

26 HALF HOURS OF VIDEO DYNAMITE

50 FEATURES INCLUDING:
DRAMAS, MYSTERIES, JUNGLE
ETC.

FAST ACTION WESTERNs

FOR COMPLETE INFORMATION WRITE—WIRE—PHONE

FILM VISION CORP.

1901 BROADWAY
NEW YORK 25, N. Y.

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**Teletron (INS) 1st by Big Margin in Newsreel Division; NBC, UP Run 2 & 3**

Teletron (INS) won the Newsreel Division with NBC and UP coming in second and third.

**How Stations Rate TV Film Newsreel Services**

<table>
<thead>
<tr>
<th>Place</th>
<th>Name</th>
<th>Points</th>
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<tbody>
<tr>
<td>1.</td>
<td>Teletron Productions, Inc.</td>
<td>172</td>
</tr>
<tr>
<td>2.</td>
<td>ABC Film Syndication Sales</td>
<td>160</td>
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<tr>
<td>3.</td>
<td>United Press</td>
<td>140</td>
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The following TV newsreel services won, with the exception that less than 10 points each were paid.

**Agencies Applaud WNBT, WCBS-TV, WNBQ, WGN-TV, WLW-T & WWJ-TV for Service**

The 130 advertising agencies (including the largest) named 47 television stations in 1, 2, 3 rank order as "the stations which give us the best all-around service." Tied for first place, in the estimation of the greatest number of agencies, were the New York flagship stations of the two major TV networks, WCBS-TV and WNYE. Each of these operations scored 64 points to keep out WABC's Chicago owned and operated outlet, WBBM, which received a healthy 39 points; KLAC, Hollywood, which scored 35; WGN-TV, Chicago, 32 points; WLW, Cincinnati, which tied with WWJ-TV, Detroit with 29 points a piece; WTV, Hollywood, WCAU, Philadelphia, WJZ-TV, New York and WPIX, New York also finished in the dead heat with 26 points each.

The full details of the scoring, shown in the accompanying chart, indicate either that the agencies by-and-large aren't too happy in the days of differential time clearance with any of the stations, or that they've just about equally happy with most of them.

When it is considered that there are only 105 television stations on the air, the fact that 64 are mentioned as giving "best all-around service" by agencies is indicative that there are not too many standards, or that everybody is a stand-out.

Some of the stations, of course, reflect the interests of the agencies who work fairly much on a regional basis and do most of their business (at least directly) with stations right in their own area.
**“Big Picture,” “Industry on Parade” & “Survival” Big Pubsery Favorites**

The public service division of The Billboard's 1st quarterly survey of TV film showings highlights the big job being done by stations in public service programming. No less than 26 individual shows or series were mentioned by stations as having played in good audience ratings in recent showings.

On average, there were overwhelmingly outstanding. These were: “The Big Picture” produced by the Department of Defense of the United States Army (“Picture” took first place by rating the total 800 to 900 points in station ratings this week, with 78 votes captured by “Industry on Parade,” produced by the National Association of Manufacturers, and 76 stations were shared by the Office of Civil Defense with the “Survival,” which won 45 stations and 922 points among the leaders in the competition chart. All received more than 50 points.

While government agencies dominate the week’s entries, particularly entries as “Your Country,” “Program” as the American Society of Interior Design, etc., the “Public Mind,” produced by the New York State Commission of Consumer Information, is the “Truth Shall Make Men Free,” Committee for Free Asian production and numerous other not-so-well-known films are winning some station acceptance.

---

**Disagreement Rampant**

said that “stations must make good distribution is at the heart and they may price them down to the level of the present trend continues.”

**Timid Distributors Cautiously Name Their Favorite TV Station Customers**

**Disclaimers**

The distributors had their gripes too. One noted that current prices are “far too much for the larger markets but in single sta-
tions, the 75 to 100 point price is commen-
turate to audience size so persis-
ting maintenance of the price, of course, con-
cludes, that this is the price that the stations must pay for the services.”

Producers have their own problems. “The present situation is that the stations and sponsors alike do not see price as necessary to the distribution of the films. The industry wants to pay equilibrium.” Another noted, “today most distributors are not making good, and the price of the film is not worth what it brings into a station. The industry is not paying accordingly.” One producer strongly stated his belief that “production costs should not be included in the price of the film. The industry must realize this.”

---

**Your Need For**

Half hour westerns, 15 minute features, short westerns, adventure films, etc., religious and others

**IMMEDIATELY TAKE CARE OF YOUR**

**MADE TO ORDER FILM PROGRAMS!!**

**TELECAST FILMS, INC.,** has been serving the industry since 1946 with shows of quality.

**YOUR NEED FOR**

Half hour westerns, 15 minute features, short westerns, adventure films, etc., religious and others

**OR**

**FULL LENGTH**

**HORROR**

**MYSTERIES**

**ADVENTURES**

**WESTERNS**

**EXPEDITIONARIES**

**MADE TO ORDER FILM PROGRAMS!!**

**TELECAST FILMS, INC.,** has been serving the industry since 1946 with shows of quality.
**Will TV Lay Golden Eggs, Or Cook Actors’ Goose?**

To motion picture actors, television is often seen as either one of two things — the rainbow which leads to a pot of gold, or the gap which kills the goose which holds the golden eggs.

The other day, an advertising agency executive friend of mine said to me: “Why are you so interested in getting a cut of any television film profits if you’re a movie star?”

“Never had it in theatrical movies,” I said.

“This is the answer: By its very nature, television can shorten an actor’s career. Television is not just an exhibition medium, it is a selling medium. Each time a film is shown on television, a selling job is done by the actor, directly or indirectly, in the home. Sponsors benefit from each showing of the film on television. The actor deserves to be paid a fair share for his part in this selling job. Not just for the first time he’s done but for each time, for the actor comes into the home and makes a sale for an actor but also as a performer. The actor can become identified with a product and can wear out his welcome in the home, with the result that the demand for his services decreases and his earnings drop. In theatrical motion pictures, there is a box-office, with the public selecting the pictures he wishes to see. No actor is ever selected or placed out of work by one movie theater patron. Even if you patronized the theater as much as three or four times a week you would not see as much of any actor as you could on television films in your home.

Let me cite an example of how television can work in the case of one of the major motion picture companies. Let us say a nearly two-year-old television show, made a series of 26 television films. While his theatrical film salary is $1,600 a week when he works, he accepted a salary of $650 a week for 13 weeks to make the 26 television films, which were televised under the sponsorship of X company. So far, well and good. But just recently, the actor was being produced for a leading role in another series of 26 television films. These were sponsored by Y company which was marketing a completely different product than X company makes. Yet, Y company and its advertising agency were not going to accept the actor A for the new series because his old television pictures were now being released under the sponsorship of a competing product. So, the actor must repeat pictures for the studio of another product, thus making a product competitive with that made by Y. You understand.

(Continued on page 17)

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**Union, Agencies, Costs, Filmmaking Headaches**

Union demands, agency salaries, and rising production costs are threatening to engulf the TV film producer in a TV movie crisis. On the one hand, TV movie producers are being pressured to create programs that can compete with the films. On the other hand, union officials are pressing for a $2 a week increase in minimum weekly earnings. Add to this a 10% hike in the cost of filming a TV movie, and the situation becomes critical. Programmers are being forced to cut corners to save money, and the result is a decline in the quality of TV movies. As a result, the number of TV movies being produced is dropping substantially.

(Continued on page 21)

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**Civic Groups Are Help To Local Programming**

Local TV station executives have found it very much worthwhile to establish close contacts with their civic organizations. Through these contacts, they are able to provide valuable programming to the public and their stations. Many local educational organizations and civic groups have been instrumental in providing material for TV programs. The collaborative effort between the mass media and the community has resulted in a greater understanding and appreciation of each other's contributions.

(Continued on page 22)
Family Theater's "Hill No. 1" & "That I May See" Standout Religious Faves

In the entire category of religious film (two stand out overwhelmingly over all others in the opinion of the nation's TV stations. Both these (as well as several lesser items in the overall listing) are produced by Father Peyton's Family Theater in Hollywood.

They are "Hill Number 1," which scored a tremendously dominant 10 points to lead the entire field, and "That I May See," which came in with 93 points for second place. The other 16 films in this division won scattered mention as having drawn excellent mail and phone response from stations replying to The Billboard's lst Quarterly Survey of the TV film field.

Among the films with several station mentions, "Family Theater" also won commendation for "The Joyful Hour," and "Family Rosary." The Anti-Defamation League also produced several films which won the praise of at least some stations. League films were "To Live Together" and "The High Wall."

Full list of all religious films mentioned by stations appears in accompanying chart.

<table>
<thead>
<tr>
<th>HOW TV STATIONS RATE RELIGIOUS TV FILMS</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. BILL 41</td>
<td>Single Feature</td>
</tr>
<tr>
<td>2. THAT I MAY SEE</td>
<td>Single Feature</td>
</tr>
<tr>
<td>3. FAMILY THEATER, 7201 S. L.A.</td>
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</tr>
<tr>
<td>16. FAMILY THEATER, 7201 S. L.A.</td>
<td>Single Feature</td>
</tr>
</tbody>
</table>

For Screening Prints of these and other series, write:

STERLING TELEVISION CO., INC.
316 West 57th Street • New York 19, N. Y. • JUdson 6-7501-2
Money Isn't Everything; Good Talent Well Used Is

By RALPH F. CHILLO
Executive Vice-President
Ring Complete Enterprises

The basic problem besetting a TV producer is, in the popular concept, virtually unsolved once you have the money and the more money you control, the more complex the solution. Actually, nothing could be further from the truth. Producers made-to-order TV Baby Enterprises must control the market with pictures made up of scenes which may cost four million dollars or long on talent. To hire the most expensive talent in the world, we may spend twice as much for talent as for your competition is never a problem unless we are ill. If we can sell our films quicker if they are made well and can be sold for two-thirds the price of others.

There's a Trick

The real trick is to find the talents which, when mixed together, produce a fine film at competitive prices. No sponsor is interested in the fact that any film may have cost more than your competitor's. We at DCO have left no stone unturned in our search for writers, actors, technicians and others who can make a definite contribution to this new medium. They are people, in the main, with picture or radio backgrounds who have found in television an exciting and stimulating experience.

We have been experimenting only in trying to locate and develop potential talent which has been largely unexplored. Thus, we have raised the Little Theatres of the original Pennsylvania Playhouse down to the one-man show, putting our own young actors. We have closed our doors to no one in this different quest. We have maintained our writing talent from new stories by all known authors, their first, to stories by Louis Bromfield and screenplays by men of the stature of Richard Llewellyn, author of "How Green Was My Valley."
NEW TV FILM PROGRAMS
FOR FIRST RUN NATIONAL SERVICE

"CROWN THEATRE"
An all-family TV program built like Crosby's famous "Fireside Theatre" series. 16 programs already in the can. Ready now.

"THE LOUIS BROMFIELD SERIES"
The great Ohio author personally introduces his unforgettable storeys from Malabar, his famous ranch home. Two programs shot. Series available for Fall programming.

"A CHAIR ON THE BOULEVARD"
The famous Leonard Merick short stories, the "Henry of England. One program now in the can. Series available for Fall programming.

"THOSE WERE THE DAYS"
CHARLES WINNINGER creates a new never-to-be-forgotten role in which the nostalgia of the unforgettable years is woven into stories whimsical warm and full of charm. First program shot. Series available for Fall programming.

"THE HANK MCCUNE SHOW"
An entirely new situation comedy series featuring HANK (Ears) McCune whose remarkable rating on NBC-TV a couple of seasons ago proved viewer desire for more Hankimaniac!

"CORNEY JOHNSON"
The story of a beloved town character, while never quite doing anything in particular, always does something singular and is therefore the topic of local news through the years.

Bing Crosby Enterprises, Inc.
TELEVISION DIVISION
9025 SUNSET BLVD., HOLLYWOOD 46, CALIF.
New TV-Film Series In Production

or to begin shooting soon

THE AFFAIRS OF CHINA
SMITH
Series of 92 half-hour shows planned.
Starring: Dan Duryea
Edward Lewis Productions,
Motion Picture Center Studios,
840 N. California Boulevard,
Hollywood 28, Calif.

COMMANDO CODY—SKY MARSHAL OF THE UNIVERSE
Science fiction series; 39 half-hour shows planned.
Starring: David Hedison, Aline Towne
Hollywood Television Service,
Republic Studios,
North Hollywood, Calif.

CORNY JOHNSON
Comedy series; half-hour shows planned.
Literary Productions,
KOL-Pather Studio,
Culver City, Calif.

MAN OF TOMORROW
Series of 11-minute shows planned.

SAFARI BILL
Jungle adventure series; 26 half-hour shows planned.
Starring: Richard Denning
Revolution Studio Productions,
General Service Studios,
10611 La Palma Ave.,
Hollywood 38, Calif.

SON OF ROBIN HOOD
Adventure series; 26 half-hour shows planned.
Starring: Robert Stack
William F. Brack Productions,
5545 Sunset Boulevard,
Hollywood 28, Calif.

THE PHANTOM PIRATE
Adventure series; 26 half-hour shows planned.
Starring: John Barry
Douglas Corp.,
660 N. Boulevard, Beverly Hills, Calif.

RAMAR OF THE JUNGLE
Jungle adventure series; 20 half-hour shows planned.
Starring: Don Hough
Arrow Productions, Inc.,
KTTV Studio,
3745 Sunset Boulevard,
Hollywood, Calif.

THOSE WERE THE DAYS
Series of half-hour shows planned.
Lance Productions,
BFO-Fulfill Studio,
Culver City, Calif.

Producers of...

TROUBLE WITH FATHER
STU ERWIN
Sponsored by GENERAL MILLS

MYSTERY THEATRE
TOM CONWAY
Sponsored by STERLING DRUGS

MY LITTLE MARGIE
GALE STORM
CHARLES FARRELL
Sponsored by PHILIP MORRIS

ROCKY JONES
RICHARD CRANE
Sponsored by ROYAL REED PRODUCTIONS, INC.

OTHER:
THE TRUE STORY
Documentary
Starring: John Erwin
Sponsored by GENERAL MILLS

CURRENT TV Film Series

Series Name Length in Minutes Available Distributor

THE BILLBOARD TV-Film

• TV Station Film Buyers Pick

Outstanding films (not produced specifically for TV) shown on local stations last week, as selected by the station TV film buyers and reported in Billboard’s weekly survey.

THEATRICAL:

COVERED WAGON
Canone
Chicago Television Service, Chicago, Ill.

CONCLUDING WANDERING
Canone
Los Angeles Television Service, Los Angeles, Calif.

I RETURN
Canone
Boston Television Service, Boston, Mass.

GOOD WIVES
Canone
New York Television Service, New York, N.Y.

MAJOR BARON
Canone
Washington Post, Washington, D.C.

FAITH OF OUR COUNTRY, INC.
Canone

THE HUNGRY MIND
Canone
New York Television Service, New York, N.Y.

THE BEAUTIFUL SEX
Canone
Los Angeles Television Service, Los Angeles, Calif.

FILM NEWS
Sponsored by the Mushroom Hat Company

Current TV Film Series

• Continued from page 20

Sponsored by STERLING DRUGS

Also Producers of

COMMERCIAL & INDUSTRIAL TV FILMS

ROLAND REED PRODUCTIONS, Inc.
297 S. Beverly Drive, Beverly Hills, Calif.

NEWS

DAILY NEWS REPORT
Currently screening: 10. Daily, World Film Sales, Inc., New York, N.Y.

HEADLINES ON PARADE
Currently screening: 15. 20th Century-Fox, Los Angeles, Calif.

HBO WEEKLY NEWS REVIEW
Currently screening: 15. Monthly, World Film Sales, Inc., New York, N.Y.

PATHE MORNING
Currently screening: 15. 26. Newsreel Television Network

TELEVISION WEEKLY
Currently screening: 15. 15. Television Week, Savoy, N.Y.

UP FRONT
Currently screening: 15. 20. United Press International

WEIDEDELIGHTS
Currently screening: 15. 20. Sidewalk Television Sales, Inc., Chicago, Ill.

WEIDEDELIGHTS
Currently screening: 15. 20. Sidewalk Television Sales, Inc., Chicago, Ill.

TRAVEL
FITPATRICK TRAVELOGUES
Currently screening: 15. 20. Sterling Television Co., Inc., New York, N.Y.

IT'S A SMALL WORLD...But All Languages
Currently screening: 30. 20. Main View Productions

SPORTS
ALL-AMERICAN GAME OF THE WEEK
Currently screening: 30. Weekly, Consolidated TV Programs

DOUBLE PLAY WITH DORSOCH
Currently screening: 15. 20. United Television Programs

POSTERS EXTENDED
Currently screening: 15. 20. United World Films, Inc.

GOOD PLACE WITH GARIBaldi
Currently screening: 15. 20. United World Films, Inc.

SACRAMENTO
Currently screening: 15. 20. Sidewalk Television Sales, Inc., Chicago, Ill.

OMAN AND MACHINE
Currently screening: 15. 20. Sidewalk Television Sales, Inc., Chicago, Ill.

VOLTA tvI OPENING
Currently screening: 15. 20. Sidewalk Television Sales, Inc., Chicago, Ill.

SPORTS ON PATROL
Currently screening: 15. 20. Sterling Television Co., Inc., New York, N.Y.

IT'S A SMALL WORLD...But All Languages
Currently screening: 30. 20. Main View Productions

SPORTS ON PATROL
Currently screening: 15. 20. United World Films, Inc.
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<td>1.1.1.4 SHOWING</td>
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How Are You Doing With Your Pro-Motion Pictures?

By TED COFT

General Manager, WNYT

I'd like to write about motion picture promotion programs. This is a broad subject, and the reason for the article is to bring to your attention the many ways in which you can effectively promote a film. We shall not explore the various forms of promotion, such as newspaper and radio advertising, which are well known, but rather we shall focus on the use of television as a promotion tool.

The key to effective television promotion is to understand the psychology of your audience. You must be able to tap into the emotions and desires of your target audience to effectively sell your film. This involves knowing who your audience is, what they like, and what they want to see.

One effective way to promote a film is to use the power of television to build anticipation. By creating a buzz around the film, you can generate interest and create a sense of urgency for viewers to want to see the film. This can be done through various means, such as teaser trailers, television commercials, and guest appearances on talk shows.

Another effective way to promote a film is to use television to educate your audience about the film. This can be done through interviews with the director, cast, and crew. These interviews can provide insight into the making of the film, the inspiration behind the story, and the message of the film. This can help to build interest and generate curiosity among viewers.

Finally, television can be used to create a sense of community around the film. This can be done through social media campaigns, online discussions, and community events. By creating a sense of community around the film, you can build a loyal fan base and create a buzz that will help to promote the film.

In conclusion, television is a powerful tool for promoting films. By understanding your audience and using television to build anticipation, educate, and create community, you can effectively promote your film and ensure its success.

Ted CofT
"Today" film employs varying techniques for freshness

I have been asked in comment about the "Today" film in the presentation of new TV specials and TV movies. A great deal of the new NBC serials have been so familiar with the new NBC TV Network that it's hard to predict our experience to that program, which is prepared for the NBC network in each time zone five mornings a week.

The "Today" program is a live, national news weekly, covering all major news, features, and entertainment stories. The show is divided into three parts: the first half-hour features news stories, the second half-hour covers entertainment features, and the third half-hour is devoted to a special film presentation. The film is usually shot in color and is shown as the third half-hour. The show is produced by the NBC Network and is aired every Tuesday night at 8:00 PM. It is hosted by a well-known newscaster and is typically watched by millions of viewers across the country.

I am not sure how well the "Today" film will be received by the audience. It is a challenging task to create a film that is both entertaining and informative. The "Today" film is a combination of news stories and entertainment features, which may not appeal to all viewers. However, the film is shot in high quality and is professionally produced, which may attract viewers who are looking for a more serious film experience.

I think the "Today" film is a good opportunity for NBC to showcase its new TV specials and TV movies. The film is well-written and well-directed, and the cast and crew are talented. The audience may find the film to be a refreshing change from the typical entertainment programming that is available on TV.

I am looking forward to seeing the "Today" film and will provide a review in a future edition of The Billboard. In the meantime, I encourage viewers to watch the "Today" film and provide their own opinions about the film. It is an important program for NBC and the entertainment industry, and it will be interesting to see how it is received by the audience.
Sterling Series Packages
Pilots & Recoups Losses

About a year ago Sterling Television hit upon a new pack-
aging technique for its TV pilots—"add samples"—those expensive
packages, which it hoped would entice a few more
producers to buy them. Now, the method has proven
successful, and the series has moved well saleswise. Dick
Wick, the producer of "Sterling," has filmed and sold
the hour-long pilot for $1,500. And in the past three
weeks, several pilots have been sold, including one to
a new television network.

Sterling regularly distributes to 10 TV stations its
exhibit of television pilots, the equivalent of a
model home show. Each series is filmed and
produced for television and is sold as a whole
package. The series is filmed in one shot, and
the producers are given a chance to see it before
it is filmed for television.

Wise Planning Can Mean
Both Quality and Economy

It is quite obvious by this time, I'm sure, that the problems
in making television pilots are not only numerous but ex-
traordinary, and that the cost of a television pilot depends
largely on how well the producers plan their work. But
the producers are still struggling to keep the amount of
work within the boundaries of the market.

Wise Planning

We have discovered at Crosby Enterprises that
planning our plans and working out single
sequences properly can make all the difference.
We plan carefully, and do not
necessarily follow
the usual rules of
usual production.

Our approach is to
plan the pilot show
as a whole, and to
make sure that each
sequence is planned
as a whole, and to
make sure that each
sequence is planned
to work with the
previous one.

We use a technique
called "add samples,"
which involves
selling a few pilot
sequences at a time, and
then reselling the rest of
the pilot series at a later
date. This technique has
proved successful for us,
and we now sell the pilot
series in this way.

Selling on a Saturday Evening Post
cover art.

Reginald Cash

Today, the sale of those "add samples" producers have
more than justified their original
investment, and it looks as if they'll come out ahead in
the long run. The network has already decided to
sell the show, and we're confident that the show will
sell well. It's a good sign that the producers are
beginning to realize the importance of planning their
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Did You Miss Our
LOUIS WEISS & CO.
AD on page 34

Success or Flop Hinges
On One Thing--The Script
By JULIUS BRUCHEN
Producer, Serra Gena

An indispensable collection of pre-tested musical sketches for the producer, director and artist

The BMI Television Sketchbook is now a regular monthly service containing timely and practical working scripts for the presentation of songs in dramatic, comedic and pictorial fashion.

The very latest popular song hits as well as the standard favorites are developed into photogenic sketches which can be used effectively as complete musical shows, as production numbers in variety shows, or for scene setting scenes.

There are dozens of ways in which you can adapt the Sketchbook to advantage.

BROADCAST MUSIC, INC. 368 FIFTH AVENUE NEW YORK 1, N. Y.

Most Active TV-Film Series Distributors

By YULES BRUCHEN

Producer, Serra Gena

March of Time Television
Charles Mient, Inc.,
133 W. 46th St.
New York 36, N. Y.

Monogram Pictures
410 W. Sunset Blvd.
Hollywood, Calif.

Motion Pictures for Television
631 Madison Ave.
New York 22, N. Y.

Music Corp. of America
505 Madison Ave.
New York 22, N. Y.

NBC Film Syndication Sales
35 Rockefeller Plaza
New York 20, N. Y.

Official Films
25 W. 43rd St.
New York 36, N. Y.

Paramount Television
Productions, Inc.
1301 Broadway
New York 18, N. Y.

Raymond Productions
221 S. Beverly Drive
Beverly Hills, Calif.

Walter Schiavone Productions
25 E. Wacker Drive
Chicago, Ill.

Serenissima
230 N. Beverly Drive
Beverly Hills, Calif.

Station Distributors
60 E. 41st St.
New York 17, N. Y.

Sterling Television Co.
311 W. 57th St.
New York 19, N. Y.

Syndicated Films
10321 Post Hr.,
Pittsburgh, Pa.

Syndicated Television
Productions
1508 Colonnade Ave.
Hollywood, Calif.

Tee Van Company
440 Times Bldg.
New York 36, N. Y.

Talent Films
112 W. 48th St.
New York, N. Y.

Television Film Productions
505 Madison Ave.
New York, N. Y.

Television Screen Productions
60 E. 41st St.
New York, N. Y.

J. Walter Thompson Co.
432 Lexington Ave.
New York, N. Y.

United Artistic Corp.
267 Seventh Ave.
New York 19, N. Y.

United Press Associations
230 E. 42nd St.
New York, N. Y.

United Television Programs
414 Madison Ave.
New York, N. Y.

United World Film
448 Park Ave.
New York 22, N. Y.

Utility Television Corp.
1601 Broadway
New York, N. Y.

Vogue Wright Studios
416 E. Ohio St.
Chicago, Ill.

Louis Wals & Co.
630 W. Adams St.
Las Angeles 28, Calif.

Western Adventur Productions
1300 Post Hr.,
Charlotte, N. C.

Woodhall Television Productions
Pittsburgh 19, Pa.

Ziv Television Productions
455 Madison Ave.
New York, N. Y.
Standardization On D. Is Necessary & Can Be Done

The station ID is the smallest segment in the moving picture that can be bought. We know that it is one of the constraints in shot planning and that it carries real impact at a very low level.

However, because practically every shot has its own station ID requirement for the LD, it is virtually impossible to plan a station identification campaign and carry it through. Therefore, standardization is imperative. Let's see how we would do it.

The following factors all affect standardization:

(1) The length of time for the LD station ID.

(2) The time required to run the call letters of the station on the screen while the commercial is being delivered. The total is usually approximately 10 seconds for commercial and verbal ID runs.

(3) Time frame. Of these 10 seconds, some stations require 3-7 seconds for the identification of station, leaving the station ID running for approximately 3 seconds. Other stations require 4 seconds for the ID run. Many school stations require 3 seconds for the ID run and require varying amounts of time for the ID run, depending on the station ID.

Therefore, the first thing to standardize is the amount of time given to the station ID. We would state that the station ID must be 3 seconds. Two seconds would leave us 3 seconds for station ID and commercial.

(3) Variables:

(a) Variables are all over the lot in their requirements for the station ID. The letters and colors must be different for each station. The letters and colors must be at the top left, bottom left, top right, bottom right. Some of the letters and colors are required to be varied for each station. The ID run requires variations in many ways so that we can deliver the ID run.

For standardization, we suggest that only the right hand part of the screen be devoted to call letters.

Fictitious names, words, etc., that are used at the beginning of the shot which might be used in presenting the commercial and station ID:

(1) The live commercial, with live announcement on camera.

(2) Slides with voice-over.

(3) A film commercial. Let us discuss the possibilities of each.

(1) Live. Because of facilities limitations, crew and camera availability, necessary rehearsals, and shooting problems, the multi-city live station LD campaign is virtually out of the question.

(2) Slides with voice-over. Here we really face trouble. There is no exact right thing as standardization. The factors:

(a) We may require to use a Standard Eastman Kodak 3x5 mm transparency in being a transparency, a transparency, a transparency.

(b) How many variables can we work with at the same time?

(c) Without repetition, will each station ever be able to deliver enough of its station ID to make the commercial usable?

(d) Without repetition, will each station ever be able to deliver enough of its station ID to make the commercial usable?

We must be more specific in our planning. In the case of film commercials, the station ID must be a part of the film commercial. In this case, the station ID must be a part of the film.

In conclusion, it is our opinion that there are a few stations which can make the film commercial ID stick. However, they must be the ones to which the station ID is a part of the ID commercial. It must be a part of the film commercial.

March of Time Puts 2d Runs to Fine Pubsen Use

Public service, community good will and added station exposure is due to the "March of Time" new formula for second and multi-weekly use.

The public service angle is not a new one for the MOT. It has been exposed by many stations in recent years. The only difference between the new formula and the old is that the public service angle is now being utilized in a more effective manner. The old formula was to have as much public service as possible, whereas the new formula is to have as much public service as possible in the most effective manner.

The public service angle can be used for a number of weeks, while the public service angle of the first formula was for a single week. The second formula allows for a number of weeks, while the first formula allowed for a single week.

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STATION IDENTIFICATION SPECIFICATIONS FOR FILMS AND SLIDES

<table>
<thead>
<tr>
<th>State</th>
<th>Station</th>
<th>Film Type</th>
<th>Audio Time in Seconds</th>
<th>Image Time in Seconds</th>
<th>Description</th>
<th>Slide Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALABAMA</td>
<td>WJIM-TV</td>
<td>16mm</td>
<td>3, 6, 8, 12</td>
<td>After 35</td>
<td>20% overlap</td>
<td>Pack 322</td>
</tr>
<tr>
<td>ARIZONA</td>
<td>KDHO</td>
<td>16mm</td>
<td>5, 6, 8</td>
<td>After</td>
<td>20%</td>
<td>Pack 322</td>
</tr>
<tr>
<td>CALIFORNIA</td>
<td>KCRO</td>
<td>16mm</td>
<td>7, 8</td>
<td>After</td>
<td>1% overlap</td>
<td>Pack 322</td>
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<tr>
<td>COLLEGE</td>
<td>KFPC</td>
<td>16mm</td>
<td>7, 8</td>
<td>After</td>
<td>35% overlap</td>
<td>Pack 322</td>
</tr>
<tr>
<td>FLORIDA</td>
<td>WSMR-TV</td>
<td>16mm</td>
<td>7, 8</td>
<td>After</td>
<td>25% overlap</td>
<td>Pack 322</td>
</tr>
<tr>
<td>MASSACHUSETTS</td>
<td>WWRC-TV</td>
<td>16mm</td>
<td>7, 8</td>
<td>After</td>
<td>50% overlap</td>
<td>Pack 322</td>
</tr>
<tr>
<td>MICHIGAN</td>
<td>WWJ-TV</td>
<td>16mm</td>
<td>7, 8</td>
<td>After</td>
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<td>Pack 322</td>
</tr>
<tr>
<td>MINNESOTA</td>
<td>KEFV</td>
<td>16mm</td>
<td>7, 8</td>
<td>After</td>
<td>25% overlap</td>
<td>Pack 322</td>
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<tr>
<td>MISSOURI</td>
<td>KPRC</td>
<td>16mm</td>
<td>7, 8</td>
<td>After</td>
<td>25% overlap</td>
<td>Pack 322</td>
</tr>
<tr>
<td>NEW JERSEY</td>
<td>WWOR</td>
<td>16mm</td>
<td>7, 8</td>
<td>After</td>
<td>25% overlap</td>
<td>Pack 322</td>
</tr>
<tr>
<td>NEW YORK</td>
<td>WRGB</td>
<td>16mm</td>
<td>7, 8</td>
<td>After</td>
<td>25% overlap</td>
<td>Pack 322</td>
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<tr>
<td>TEXAS</td>
<td>KTVT-TV</td>
<td>16mm</td>
<td>7, 8</td>
<td>After</td>
<td>25% overlap</td>
<td>Pack 322</td>
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<tr>
<td>TENNESSEE</td>
<td>WSMR-TV</td>
<td>16mm</td>
<td>7, 8</td>
<td>After</td>
<td>25% overlap</td>
<td>Pack 322</td>
</tr>
<tr>
<td>WASHINGTON</td>
<td>KING</td>
<td>16mm</td>
<td>7, 8</td>
<td>After</td>
<td>25% overlap</td>
<td>Pack 322</td>
</tr>
</tbody>
</table>

Notes:
- Films are available in 16mm and 35mm formats.
- Audio time indicates the duration of the film includes any necessary audio.
- Image time is the time the film is visible on the screen.
- Description specifies any other details about the film.
- Slide specifications outline the size and format of the slides used with the film.
### Feature Films

- **Continued from page 32**

**Feature Films**

- That feature film show audiences can be maintained and enlarged.

**In Pairs**

- There can be no doubt on this policy. It will prove successful in every case. In New York this technique, as applied to others, has earned for WCBS-TV three out of the top four highest-rated TV shows, garnering both first and second place with the “Everywhere” and “Early Shows” respectively. This, against all other film shows, shows a very strong market!

**What are some of the other types of feature film programming?**

- These others were types which will get shows on the air and which will build some audience interest. However, they cannot do the job that the CBS. A product technique has done.

**The three types are:**

1. Programming a single type of show, i.e., all mystery films.
2. Declaring old theatricals.
3. Programming from but purchase of features in which an extremely small number are Class A films.

**It costs more to program Class A**, but there can be no doubt as to the receivable area of ratings and sponsor satisfaction.

**Viewer Familiarity**

- After all, the television audience that watches a feature film show was a movie-going audience for a cinema audience. Television their familiarity with films and they have seen the film in the picture theater and may stay with your program if you are in the showcase for these films. To this audience television is an instrument for which may enjoy films at home. The viewers in smaller, there are commercial sponsors of their product, and in certain cases, a favorite film may be seen in an expected time slot. But with these differences, television still will bring the motion picture theater into the home.

---

### THE BILLBOARD

**First TV Film Quarterly**

<table>
<thead>
<tr>
<th>Network</th>
<th>Station</th>
<th>Time</th>
<th>Type</th>
<th>Duration</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>WCBS-TV</td>
<td>8:00 PM</td>
<td>Film</td>
<td>90 minutes</td>
<td>7.0</td>
</tr>
<tr>
<td>NBC</td>
<td>WNBC-TV</td>
<td>8:30 PM</td>
<td>Film</td>
<td>90 minutes</td>
<td>6.5</td>
</tr>
<tr>
<td>ABC</td>
<td>WABC-TV</td>
<td>9:00 PM</td>
<td>Film</td>
<td>90 minutes</td>
<td>7.0</td>
</tr>
<tr>
<td>Fox</td>
<td>WNYW-TV</td>
<td>9:30 PM</td>
<td>Film</td>
<td>90 minutes</td>
<td>6.5</td>
</tr>
</tbody>
</table>

**Note:** Ratings are based on household viewing and are expressed on a scale of 0.0 to 10.0, with 10.0 representing the highest possible rating in each time slot. Ratings for individual programs may differ from those shown due to factors such as programming changes and time slot adjustments.

---

**DO MONT TV**

**FILM SALES**

- 515 Madison Ave.
- New York 22, N.Y.

**LOW COST FILMS for TV!**

**HIGH QUALITY FILMS for TV!**

**FREE**

- Write for Do Mont's monthly newsletter, "MORE BUSINESS\: It's Packed with New Ideas, Measuring Exemplary Entertainment and Promotional Ideas!"
TV FILM COMMERCIALS

- Product List -

Odd Date

- Producers List -

Odd Date

A NATURAL!

LOW COST TV SHOWS

To build YOUR OWN program, showing children from YOUR own community, produced in YOUR own studio.

- Ideal for local or regional sponsorship -

1. 1/4 HOUR MUSICALS


2. THE HARMONIC LIBRARY

At home and in Bridge Music... under your supervision and direction problems for 11-minute films and TV productions... in your own creation and selection recorded by full-staff orchestra. For details or catalogues write or call.

TV-UNLIMITED, INC.

341 Madison Ave., New York, N. Y. 

Murray Hill 3-3883
Now that television's stratospheric-joy ride is settling down to a more sensible pace, producers of commercially viable programming are redefining the role of television commercials. In this environmental analysis of advertising, the television commercial is defined in terms of the efficiency of producing more sales per dollar expended, as determined by which of the following techniques can most effectively sell your sales story from 10 to 60 seconds.

**Well-Tailored Commercials Drop Costs, Lift Results**

**By NELVIN L. GOLDBRIDGE**

Director of Advertising, Precision Film Laboratories, Inc.

Well-tailored commercials are defined in terms of their ability to sell your sales story to the viewer in the shortest possible time with the greatest effect. The following techniques have been shown to be most effective in this regard.

1. **Live Action:** The use of live action in the television commercial is an effective technique for selling a product. It is also the most expensive, and therefore the most effective.
2. **Photography:** The use of photography in the television commercial is an effective technique for selling a product. It is also the most expensive, and therefore the most effective.
3. **Animation:** The use of animation in the television commercial is an effective technique for selling a product. It is also the most expensive, and therefore the most effective.
4. **Music:** The use of music in the television commercial is an effective technique for selling a product. It is also the most expensive, and therefore the most effective.
5. **Narration:** The use of narration in the television commercial is an effective technique for selling a product. It is also the most expensive, and therefore the most effective.
6. **Special Effects:** The use of special effects in the television commercial is an effective technique for selling a product. It is also the most expensive, and therefore the most effective.
7. **Print Ads:** The use of print ads in the television commercial is an effective technique for selling a product. It is also the most expensive, and therefore the most effective.

**Key Problems**

- Overuse of live action
- Insufficient use of animation
- Poor use of photography
- Lack of use of music
- Lack of use of narration
- Lack of use of special effects
- Insufficient use of print ads

**Well-Tailored Commercials Drop Costs, Lift Results**

**By NELVIN L. GOLDBRIDGE**

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The production of television commercials is a costly and time-consuming process. However, by utilizing the following techniques, the production of television commercials can be made more efficient.

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**TV Jockeys Face Varied Problems**

_By JOE MARTIN_

The disk jockey, long a particularly important personage in radio broadcasting, has not yet been able to establish a firm foothold in TV. The chief reasons given for this seeming lack of success have been repeated many times in industry bulletins, formal forums and general trade talk. Some admirable attempts have been made to come up with the basic materials needed for TV disk jockey programs. Snider's Transcriptions, Screen Gems and United Artists' disk jockey films and the new, but active, Studio Films outfit have all come up with what is frequently termed the ideal solution to the situation. Records, of course, are readily available. Radio personalities, too, are available. But the ingredients appear to be on the table, ready for the proper mixing.

**Problems**

There are many, however, several problems which are present, and not too easily solved. First, there has been some reluctance among disk jockeys to sign up for appearances on the three major daily film series. It is true that some of the top names have signed such contracts, many other performers are still hold-outs. Several, however, have been invited to permit them to retain the important stations where they have been used on these films. Latter news is based on the inability of the American Society of Authors, Composers and Publishers to reach an agreement with the television industry, and the publisher's attitude that the film producers cannot use any more of their valuable copyrights. Underlying thoughts include the question of whether some of the film companies will feel that this is a run-off to the arrangement of a phonograph record. Songs are to be considered synchroizations. If so, the rights of the performers who come under those rights and require such payments.

**The Latest Problem to Arise**

However, there is the temptation of all to solve. American Federation of Musicians' International president James C. Petrillo has stated his intention to have his union around its by-laws to the extent that all musicians would be able to make the various transcription records for use in live television programs.

**AFM Threat**

If the new regulation means what it literally says, and if Mr. Petrillo and his union are able to enforce it, the amendment to the AFM by-laws would have a serious effect on such live radio shows as the Paul Dixon and Art Ford programs which make libraries of phonograph records. Just what effect that would have on the use of ordinary phonograph records along with the three-minute film produced by such firms as Screen Gems and Universal is a question which only time will be able to answer.

**Talent Availability**

Talent availability to the producers in the TV disk jockey film varies greatly in accordance with the type of film being turned out. Atlanta and Studio Films have been able to turn out a miniature musical in three minutes, complete with orchestra, piano, etc. United Artists and Screen Gems, however, believe that the best production method is to produce an entire film with good, but not "name" talent and get the appropriate theomes of the film with photographs. The most of the films are now turned out either for a specific disk or with a specific disk in mind. The use of the films are sufficiently broad in interpretation as to be able to cover more than one record or be spread over the individual strips.
Pre-Confab Talks On Band Biz Held
AFM, Booking Agents Mull Major Problems Facing Traveling Musicians

Bobby Mellin Organizes His Own Firm
NEW YORK, June 7—Riding the success of "I'm Yours" and "Here in My Heart," the big lead-out, Bobby Mellin, a former dB's handling agent, has finally completed a deal to open up his own organization, the Bobby Mellin, Ltd., in England. The firm was set up in partnership with Francis Day & Hunter, who for the past 30 years have been specialists in British music enterprises with the Big Three—Philosophy, Reprise, and Miller—among others. Mellin and Francis Day & Hunter will have equal representation on the new firm's board of directors.

Initial items in the RM, Ltd., catalog will be the two above on the billboard, plus "I'm Sorry," which Mellin acquired from several strong records here. The deal was worked out in the British Empire, excluding Australia, New Zealand, and Canada, Sonny Cox negotiated the deal, while Mellin, a native New Yorker and old DB's rep, represented Mellin.

Cap Expands Rustic Deal
HOLLYWOOD, June 7—The popular Cap Records, Inc., dance concert tour has blown out the screen program with Steve Stebbins of American Entertainment, Inc., who will handle the booking, scored two all star bookings, August 15, a road unit, which will include Patti Page, Roy Orbison, Glen Campbell, Roy Acuff, Gewitz, Johnny Lee, Beeson, Leona Williams, and others, and August 22, the same, with the Cardinals, Virginia, and Tennessee, winding up in Louisiana.

The second unit will be handled by Jack Ryden and his KAR, Little Rock, Ark. band. About five supporting names from the Capitol roster being sent. The Hubbard-headed package will tour the Mountain States, the South, and the Midwest. The first attempt by both the Cap artists and the Hubbard-headed unit to cover a long tour, only about 14 days on the Coast.

Plans for the Cap pop tour, which Ryden has been looking for, are being held in abeyance until he can survey the available list of pop stars from the label that can be assembled for the tour.

NEW SOUND IN TECHNOCOLOR!
NEW YORK, June 7—Jazzy Collins, devilish over singer, is planning to give a new driving force to his act, in order to get the citizens of the world to tidy up toward multi-disc recording, as well as toward multi-disc recording, and will give the American Federation of Musicians convention here are expected to see the first of his new disc, and "Cherry, Cherry," his latest release, has been a hit in the local record stores.

What do you want? "Let me have you both, and see what we want!" answered the agent. "I want to create new sound!"

Name Band Probe Is Placed Before AFM at Convention
Board to Consider Inroads of Mechanical Music on AM and TV

In the event the AFM decides that the changes be made, the debate between AFM and local unions will be polished off, the board may also decide to relieve problems. This may involve a new bargaining structure, however, and this is the point at which the board may get involved with a new bargaining structure. It is likely that the AFM board will feel obligated to exercise greater political muscle, at least with regard to bargaining and agents licensed by the AFM.

The AFM board will also be presented with a survey showing the inroads of mechanical music on AM and TV networks, and how the AFM board can do its part in policing the new field. In the new field, particularly in view of the high cost of TV and AM networks, the AFM can do its part by making sure that mechanical music is not used without a license.

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Gal Vocalists Last Longer Than Men or Orks on Disks

1949 Favorites Fall by Wayside
Among Bands, Male Singers, Ditto

By NEW YORK, June 9 — Girl vocalists have shown greater disks sales this June than the male singers or bands, a report made by the music critic of the Associated Press who made the hits in 1949 over. The female disks are still selling and are also responsible for the bulk of the female disk sales.

The RCA announces that its large-scale reissue drive has been successful.

Can. Br'dcast, CAPAC Suit Ends at Home

TORONTO: The attempt by the Associated Press, local branch of the stock of the Capitol, to pay out the money of the Canadian Association of Radio, has been made in a Federal Court in England.

Photographs that the Associated Press was not able to pay the money in the ordinary way, taking it from the Canadian Association of Radio.

The Associated Press has been noted for its ability to pay the money in this case.

EXTENSIVE PUSL

Ops Get Brown Renown Club Publicity

HOLLYWOOD, June 9 — Bathing beauty Brownie Brooks has been chosen as the new face of the Brownie Brooks, with her new album, "Love Is the Key". The album is available at most record stores.

New York, June 9 — The New York city Opera House, with its present season of operas, will be the site of the Brownie Brooks, with her new album, "Love Is the Key". The album is available at most record stores.

Mercury Inks Dick Jurgens

CHICAGO, June 9 — Dick Jurgens, the well-known singer and performer, has signed with Mercury Records. Jurgens has already cut several sides for Mercury.

Jurgens is one of the oldest artists on the label, and has been with the band since 1939.

Case Bolsters Pubs vs. Sharp Diskeries

Abeles, Fox Win Pubbies $250 Damages

Per Tune in Suit vs. Bolletino

NEW YORK, June 9 — The Supreme Court has awarded gegen Andre Bolletino by the Abeles, of Abeles Bros., Inc., on behalf of four pub- bles. (The Billboard Book of 1948) that the copyright rules regarding the use of the hit song "Pink Elephant" are being violated.

The suit was brought by Abeles Bros., Inc., on behalf of four pub- bles. It is claimed that the copyright rules regarding the use of the hit song "Pink Elephant" are being violated.

In the suit, it is claimed that the copyright rules regarding the use of the hit song "Pink Elephant" are being violated.

It is understood that the copyright rules regarding the use of the hit song "Pink Elephant" are being violated.

NARBT Scans Bryson Bill

WASHINGTON, June 9 — A parting look at the legislative status of the Bryson-Birea bill, which was given to the National Association of Radio and Television Stations, was entered Thursday (July 2). The bill is expected to be reconsidered (as above) in the first session of the 81st Congress, which was due to be introduced on September 1, 1949.

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5 Vox French Albums on 45

New York, June 9 — Vox records were made available for the 45 rpm disks. Vox disks have reported no. 50, 59, and 62 the most popular disks so far.

Tune Promosh By Levington

CHICAGO, June 9 — Archie Levington, a leading local performer, has made a new disk, "The World of Archie Levington", for his Chicago team, with a voice similar to his "Waltzing" kick-off.

This time Levington has two songs involved, "The World of Archie Levington" and "I Love You". Both sides were cut by Levington, with those songs being recorded by the Chicago local, with a voice similar to his "Waltzing" kick-off.

The World of Archie Levington

"JIMMY ORK"

Chicago, June 9 — Jimmy Ork, who has been a local favorite for many years, has just released a new disk, "The World of Archie Levington". The disk is being promoted heavily by Levington.

The World of Archie Levington

"JIMMY ORK"
TOP SELLERS
...based on this week’s actual sales

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>SELLER</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>Webb Pierce</td>
</tr>
<tr>
<td>U.K.</td>
<td>Webb Pierce</td>
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<tr>
<td>Canada</td>
<td>Webb Pierce</td>
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<tr>
<td>France</td>
<td>Webb Pierce</td>
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<td>Germany</td>
<td>Webb Pierce</td>
</tr>
<tr>
<td>Japan</td>
<td>Webb Pierce</td>
</tr>
<tr>
<td>Australia</td>
<td>Webb Pierce</td>
</tr>
</tbody>
</table>

RHYTHM AND BLUES

1. SLOW DOWN
   - WILLY NELSON
   - BOBBY GILLESPIE

2. NEVER TRUST A WOMAN
   - JIMMY HAYNES
   - KENNY ROGERS

3. LOYAL TALENT WOMAN
   - NAT KING COLE
   - CANDICE SEVERELL

4. MY ACHING HEART
   - JOHNNY CASH
   - WILLY NELSON

5. AT LAST
   - AREtha FRANKLIN
   - EDDIE FLOYD

6. DON'T MAKE ME WAIT
   - BOBBY GILLESPIE
   - BOBBY MOORE

7. PEACE IN THE VALLEY
   - BUCK OWENS
   - GEORGE JONES

BEST BETS

1. PRETTY AS A Picture
   - MILLS BROTHERS

2. THE MOON CAME UP WITH A GREAT IDEA
   - BING CROSBY

3. I'M GROWING WEARY
   - LOUIS JORDAN

4. COME LIVE WITH ME
   - ANITA BAKER

5. I WANT TO BE FREE
   - BILL HARRISON

ALBUM TOP SELLERS

1. LEROY ANDERSON
   - DECCA 28252 ($3.95)

2. LEROY ANDERSON
   - DECCA 28252 ($3.95)

3. TANGOS FOR ROMANCE
   - DECCA 28252 ($3.95)

4. SATCHEL RENAISSANCE
   - DECCA 28252 ($3.95)

5. AL JOLSON
   - DECCA 28252 ($3.95)

6. LOMBARDI
   - DECCA 28252 ($3.95)

7. GUY RICCARDI
   - DECCA 28252 ($3.95)

8. OLIVER
   - DECCA 28252 ($3.95)

9. MIKE KATZ
   - DECCA 28252 ($3.95)

10. JOHN Williams
    - DECCA 28252 ($3.95)
NYC, June 7 — One of the most hilarious and preposterous reports in recent memory was published on June 7 in the Billboard. The report stated that the newly formed company, Emerald, had sold a disk to a record company, and the disk had been used as a demonstration for the recording of a new album. The report also stated that the disk was recorded in a studio, and that the recording was sent to the record company for demonstration purposes. According to Ayers, he is in the process of developing a new record for demonstration purposes.

The report was hailed as the latest in a series of demonstrations that have been gebruikt in the music industry for many years. According to Ayers, the disk was recorded in a studio, and the recording was sent to the record company for demonstration purposes. According to Ayers, he is in the process of developing a new record for demonstration purposes.

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NOW... ON CAPITOL!  A New Record by the Nation's
Newest Singing Sensation

AL MARTINO

"Take My Heart"
and
"I Never Cared"

REMEMBER TO CHECK YOUR SUPPLY OF AL MARTINO'S BBS RECORDING "HERE IN MY HEART"
Rome Opera Is on Tour

ROME, June 1—Having enjoyed its most successful financial season in a decade, the Rome Opera Theater has lowered the curtain to its annual tour of Germany and Switzerland. The trip to Germany was started by Mussolini in 1942, repeated the next year, and then interrupted by war. The tour was resumed in 1948, with Switzerland being added to the program.

This year German andSelected admirers of Rome’s Opera Company will enjoy an all-Verdi program featuring six of his best-known works: Stiffelio, Un Ballo in Maschera, La Traviata, Rigoletto, Il Trovatore, and Don Carlos. The tour opened in Munich, Germany, where the Italian participation in the International Music Festival there for six weeks, from May 17 through June 30. From May 25 through June 5, the company was in Zurich, then moving from the Swiss capital to Stuttgart to stage four shows beginning May 31.

After Stuttgart the Rome Opera went to Monte Carlo, Switzerland, to present “Aida,” “Forza del Destino,” and “Verdi’s Requiem” for three days beginning June 11. Conductors: Giovanni De Fallo and Giovanni Pesce are alternating directors on the tour. The cast includes tenor Italian opera stars as Luciano Lanzetti, Carlo Placido, Fausta Mascherini, Giuseppe Ardito, Maria Callas, and Gianini Pasqua.

B.M.I. to Promote Modern Classics

NEW YORK, June 11—As part of its continuing program in promoting modern classical music, Broadcast Music Inc. is cooperating with the Music Makers Festival in the presentation of new works by 28 contemporary chamber music composers. The Connecticut Festival which opened on June 3 has concentrated on the post-60 chamber music programs by such clausal modernists as Orson Welles, Beethoven, Schubert and Brahms.

In addition to the flowering of these, the concerts will include works by Bartok, Britten, Dicso, Harnoncourt and Villa-Lobos, as well as other modern writers.

Dave McEnery Plans Texas Dance Series

SAN ANTONIO, June 7—Dave McEnery, known as “Red River Dave,” will promote a series of dances to be staged here at Westlake Gym during the month. The City Council approved the use of the spot for the dance season, which will be held Saturday nights through Oct. 30. The dances will be Western style.

The cowpboy singer is an MGM Recording star and is appearing on WOAI and has his own series on WOAI-TV. He has just recently returned from Hollywood.

Marion Anderson Set for Denmark

COPENHAGEN, June 7—Concerts here, England, and Sweden, have signed up singer Marion Anderson for at least ten concerts in Denmark for the month of September. Anderson, with pianist Franz Repp, will be presented in Copenhagen, Odense, and Aarhus.

Polysonic Severs RPI Connection

NEW YORK, June 7—Polysonic Records has invited connection with Record Producers, Inc., and has set up its own sales organization. Malcolm Gilbert has left RPI to join Polysonic as sales manager. The LP film plans to step up its release schedule, it has about 12 weeks of catalog.

Artists recently placed include Pat Boone for the label’s first effort, and Maria Callas, singer Herman Schofer and Spanish guitarist Salome de la Mate.

Urania Starts National Bolly Over DC Station

NEW YORK, June 7—Urania Records kicks off a national promotion drive in Washington, June 7, with a promotion of one of its biggies “Ragtime” over the city’s FM station, WJAS.

The event will be supported by newspaper and focusing attention on the poster as well as special retail displays for outlets within the listening range of the station. The pattern set in Washington will be followed in other cities.

**Comin' Next Week...**

GEORGIA GIBBS’ NEWEST HIT!

**Edward Howard**

**CHORUS OF 100 VOICES AND ORCHESTRA**

**COUPLED WITH**

I Don't Want To Take A Chance

**MERCURY 5871 • 5871X45**

**37 MILLION WATCH JOE EZZ FIGHT**

NEW YORK, June 7—According to Trendek, the Jockey-World Boxing Championship Fight, held over the National Broadening with Company networks, drew the largest video audience of any single event to date. A special survey gave the bout a 5.8 rating, with an estimated viewing audience of 97 million persons of all whom decision, when the picture were left in doubt as to the outcome, in the crucial moments.
America's No. 1 Country Artist! HANK THOMPSON and his BRAZOS VALLEY BOYS

"WAITING IN THE LOBBY OF YOUR HEART"
coupled with "Don't Make Me Cry Again"
Record No. 2063

"WILD SIDE OF LIFE"
Record No. 1942

- Best Selling Retail Folk (Country & Western) Records
- Most Played Juke Box Folk (Country & Western) Records
- Country & Western Records

FOR AVAILABLE DATES—WRITE OR PHONE
JIM HALSEY
15½ So. Walker St., Oklahoma City, Oklahoma • REgent 6-0002
SLATED TO HIT!

SCATTERBRAIN

CAPITOL 2104

THE BILLBOARD

Music Popularity Charts

Last Week | This Week
--- | ---
9. | 1. Kiss of Fire
9. | 2. Blue Tango
9. | 3. Here in My Heart
9. | 4. I'm Yours
9. | 5. Gay Is a Guy
9. | 6. I'll Walk Alone
9. | 7. Wheel of Fortune
9. | 8. Delicate
9. | 9. Blacksmith Blues
9. | 10. Be Anything (But Be Mine)

THE BILLBOARD Music Popularity Charts

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

HONOR ROLL OF HITS

The Nation's Top Tunes

Last Week

1. Kiss of Fire
2. Blue Tango
3. Here in My Heart
4. I'm Yours
5. Gay Is a Guy
6. I'll Walk Alone
7. Wheel of Fortune
8. Delicate
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6. I'll Walk Alone
7. Wheel of Fortune
8. Delicate
9. Blacksmith Blues
10. Be Anything (But Be Mine)
ORDER BLANK
FILL OUT AND MAIL TO YOUR NEAREST CAPITOL DISTRIBUTOR

TOP SELLERS...POPULAR

<table>
<thead>
<tr>
<th>TITLE</th>
<th>QUANTITY</th>
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<tr>
<td>&quot;I'M CONFUSED&quot;</td>
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<td>&quot;MILK OF MAGNOLIA&quot;</td>
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<td>&quot;THE BLACKWELL BLUES&quot;</td>
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<td>&quot;MAD IN LOVE&quot;</td>
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<td>1192</td>
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<td>&quot;EASY STREET&quot;</td>
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<td>&quot;BLUE TANGO&quot;</td>
<td>1966</td>
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<td>&quot;BEATLES ROCK &quot;I WAS JUST WALKING OUT THE DOOR&quot;</td>
<td>2068</td>
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<td>2040</td>
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<td>&quot;THE KISS OF LIFE&quot;</td>
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<td>&quot;THE SONG OF SONGS&quot;</td>
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<td>&quot;TUNER AND THE PREDICAMENT OF MY HEART&quot;</td>
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<tr>
<td>&quot;SATISFYED&quot;</td>
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<td>&quot;YOU ARE THE ROCK OF AGES&quot;</td>
<td>2073</td>
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<td>&quot;I WANNA BE&quot;</td>
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TOP COUNTRY and HILLBILLY

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<tr>
<td>&quot;HILLBILLY HEAVEN&quot;</td>
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<td>&quot;TAKE ME BACK&quot;</td>
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<td>&quot;I WANNA BE&quot;</td>
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<td>&quot;TODAY&quot;</td>
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<tr>
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<td>2073</td>
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TOMORROW'S HITS—TODAY

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<tr>
<td>&quot;WALKIN' MY BABY BACK HOME&quot;</td>
<td>2132</td>
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<tr>
<td>&quot;I LOVE YOU&quot;</td>
<td>2132</td>
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<tr>
<td>&quot;OUR DREAM&quot;</td>
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<tr>
<td>&quot;THE HORN WITH THE MUSKRAT&quot;</td>
<td>2132</td>
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<tr>
<td>&quot;THROUGH A PAIN IN MY HEART&quot;</td>
<td>2132</td>
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<tr>
<td>&quot;CAPTAIN (forked hair)&quot;</td>
<td>2105</td>
</tr>
<tr>
<td>&quot;IN AN IN LOVE&quot;</td>
<td>2105</td>
</tr>
</tbody>
</table>

MAIL TO YOUR NEAREST DISTRIBUTOR

NAME:
ADDRESS:
CITY:
STATE:
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RUSH FORM TO PLACE YOUR ORDER
NOW

THE SUMMER HIT FROM THE SOUTH SEAS!

HELEN O'CONNELL'S
"FAREWELL"
and STAR EYES

BEST SELLING POPULAR ALBUMS

JEROME KERN'S GAY AND TUNEFUL
ROBERTA

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THE BILLBOARD MUSIC 51
Now on Columbia! MADDOX Brothers and ROSE I'LL MAKE SWEET LOVE TO YOU WEDDING BLUES 78 rpm 39755 * 45 rpm 4-39755

THE BILLBOARD MUSIC JUNE 14, 1952

this week on COLUMBIA

The BIG one... a sales-maker to beat "Come On-A My House!"

ROSEMARY CLOONEY

"Botch-A-Me" (Ba-Ba Baciami Piccina)

"On the First Warm Day"

78 rpm 39767 * 45 rpm 4-39767

OTHER NEW RELEASES

SOFT LIGHTS, SWEET TRUMPET—HARRY JAMES

TONY BENNETT with PERCY FAITH
HAVE A GOOD TIME
PLEASE, MY LOVE
78 rpm 39764 * 45 rpm 4-39764

FRANKIE LAINE and DORIS DAY
HOW LOVELY COOKS THE MEAL
SUGARBUCH
39693 * 4-39693

JOHNNIE RAY
WALKIN' MY BABY BACK HOME
GIVE ME TIME
39750 * 4-39750

FRANKIE LAINE and DORIS DAY
HOW LOVELY COOKS THE MEAL
SUGARBUCH
39693 * 4-39693

ROSEMARY CLOONEY
HALF AS MUCH
POOR WHIP-POOR-WILL
39710 * 4-39710

GUY MITCHELL
PITTSBURGH, PENNSYLVANIA
THE DOLL WITH A SAWDUST HEART
39663 * 4-39663

GUY MITCHELL
YOU'LL NEVER BE MINE
THE DAY OF JUBITO
39753 * 4-39753

DORIS DAY
A GUY IS A GUY
WHO, WHO, WHO
39673 * 4-39673

TONY BENNETT
HERE IN MY HEART
I'M LOST AGAIN
39745 * 4-39745

GEORGE MORGAN
BE SURE YOU KNOW WHISTLE, MY LOVE
20945 * 4-20945

LEFTY FRIZZELL
IT'S JUST YOU
IF YOU CAN SPARE THE TIME
20950 * 4-20950

LUIS PRIMA
THE BIGGER THE FIGURE
BONEY BONES
39735 * 4-39735

SAMMY KAYE
YOU OH, HOW I MISS YOU TONIGHT
39724 * 4-39724

CARL SMITH
IT'S A LOVELY, LOVELY WORLD
ARE YOU TEASING ME?
20922 * 4-20922

COLUMBIA RECORDS for music that sends them... to you!
This week’s
New Releases…
on RCA Victor

POPPULAR

TONY MARTIN with His Orchestra - "Early Spring," RCA VICTOR 47-4761
JACK KIBBEE with His Orchestra - "Spring Showers," RCA VICTOR 47-4762
JUDY GARLAND and HER ORCHESTRA - "April Showers," RCA VICTOR 47-4763
JUDEE SISKIN and His Orchestra - "April Showers," RCA VICTOR 47-4764

SACRED

THE BARNELL FAMILY - "Let Me Be Little" RCA VICTOR 47-4765

COUNTRY — WESTERN

JUNE CARTER and HER ORCHESTRA - "By the Time I Get to Phoenix," RCA VICTOR 47-4766

RHYTHM—BLUES

PLINI HED - "B. B. King," RCA VICTOR 47-4767
JOHNNY MATHIS with His Orchestra - "I Love the Way You Love Me," RCA VICTOR 47-4768

NEW ALBUMS

HANK SNOW - "Sunday Morning," RCA VICTOR 47-4769
EDD ARNOLD - "Country Classics," RCA VICTOR 47-4770
PEE WEE KING - "Country Classics," RCA VICTOR 47-4771

FROM THE TIME YOU SAY GOODBYE (The Failing Snake)/WEST OF THE MOUNTAINS (East of the Sea)

Mayber/Watermelon Weather
Perry Como and Eddie Fisher .... 20-4731 (47-4743)
Lady's Man/Married by the Bible, Divorced by the Law
Hank Snow .... 20-4732 (47-4744)
That's the Chance You Take/Forgive Me
Eddie Fisher .... 20-4733 (47-4745)
Just a Little Lovin'/I'm Yours
Eddie Fisher .... 20-4734 (47-4746)
I Remember When
Eddie Fisher .... 20-4735 (47-4747)
Blue Tango
Eddi Fischer .... 20-4736 (47-4748)
Anytime
Eddie Fisher .... 20-4737 (47-4749)
Kiss of Fire
Tony Martin .... 20-4738 (47-4750)
Vanessa
Hugo Winterhalter .... 20-4739 (47-4751)
Why Did You Leave Me/Lonesome—That's All
Perry Como .... 20-4740 (47-4752)
Delkado/Plunk, Plank, Plunk
The Three Sons .... 20-4741 (47-4753)
Looped
Malcolm Smith .... 20-4742 (47-4754)
Night Train
Hank Montana .... 20-4743 (47-4755)
Ruiza, Ruiza/Boo-Hoo
Billie Holiday and Her Orchestra .... 20-4744 (47-4756)
But I Forgive You
Tampa Red .... 20-4745 (47-4757)

Coming up...

VANESSA
Hugo Winterhalter and His Orchestra .... 20-4746 (47-4758)
Remember When
Billie Holiday and Her Orchestra .... 20-4747 (47-4759)

DEE-JAY DOINS'
ACCLAIMED!

By Dealers, Ops and Jocks

THE NATION'S NEWEST HIT!

"THE MASK IS OFF"

BUDDY COSTA

Orchestra and Chorus Directed by Joe Reisman

PYRAMID RECORD 900 AND (45 x 900)

JUST RELEASED... 2 for the Money

DAWN DOLLY

Doin' Great with...

"SMOOTH AS SILK" b/w "I'M A SENTIMENTAL FOOL"

JUHNEE DEE TRIO

Singing 2 Great Songs...

"REGARDS TO JOE" b/w "PLEASE GO"

WATCH THESE RECORDS!

All these records manufactured and distributed by

Jubilee RECORD CO INC
315 W. 47TH ST., NEW YORK, N. Y.

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 June 4, 5 and 6

Records listed below are those receiving the greatest play in the nation's top 100 stations. List is based on The Billboard's weekly survey covering 250,000 listeners at all stations of the country. Above under the title of each of the most played records are the actual playing locations among the top 100 stations. Those shown in this chart were selected from the charts of July 20th, 1951, June 19th, 1951, and June 12th, 1951. All results will be heard on the June 19th, 1951 issue, Part 2.

1. KISS OF FIRE
2. ROBERT DE LA RUE
3. I'M YOURS
4. BOBBY DARIN
5. MAYBE
6. BLUE TANGO
7. I'M YOURS
8. THE MASK IS OFF
9. ROBERT DE LA RUE
10. DAMNED IF I DO, DAMNED IF I DON'T
America's TV Sweetheart!

America's TV Sweetheart!

DOROTHY COLLINS

Now on

DECCA RECORDS

"FROM THE TIME YOU SAY GOODBYE"

(The Parting Song)

"SO MADLY IN LOVE"

GORDON JENKINS AND HIS CHORUS AND ORCHESTRA

Decca 28251 (78 RPM)
and 9-28251 (45 RPM)

America's Fastest Selling Records
**Most Played Juke Box Folk (Country & Western) Records**

Based on reports received June 4, 5 and 6.

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<th>Position</th>
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<th>Artist</th>
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<tr>
<td>1</td>
<td>WILD SIDE OF LIFE</td>
<td>Hank Thompson</td>
</tr>
<tr>
<td>2</td>
<td>DON'T JUST STAND THERE</td>
<td>Carl Smith</td>
</tr>
<tr>
<td>3</td>
<td>ALMOST</td>
<td>G. Morgan</td>
</tr>
<tr>
<td>4</td>
<td>GOLDSUSH IS OVER</td>
<td>Hank Snow</td>
</tr>
<tr>
<td>5</td>
<td>DON'T STAY AWAY</td>
<td>G. Frazzle</td>
</tr>
<tr>
<td>6</td>
<td>TALK TO YOUR HEART</td>
<td>W. Pierce</td>
</tr>
<tr>
<td>7</td>
<td>HALF AS MUCH</td>
<td>H. Williams</td>
</tr>
<tr>
<td>8</td>
<td>WONDERING</td>
<td>W. Pierce</td>
</tr>
<tr>
<td>9</td>
<td>I'M IN LOVE</td>
<td>E. Smith</td>
</tr>
<tr>
<td>10</td>
<td>WONDERING</td>
<td>W. Pierce</td>
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**Country & Western Records**

**Most Played by Folk Disk Jockeys**

Based on reports received June 4, 5 and 6.

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<td>2</td>
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<td>Carl Smith</td>
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<tr>
<td>3</td>
<td>ALMOST</td>
<td>G. Morgan</td>
</tr>
<tr>
<td>4</td>
<td>TALK TO YOUR HEART</td>
<td>W. Pierce</td>
</tr>
<tr>
<td>5</td>
<td>THAT HEART BELONGS TO ME</td>
<td>W. Pierce</td>
</tr>
<tr>
<td>6</td>
<td>IT'S A LOVELY, LOVELY DAY</td>
<td>C. Smith</td>
</tr>
<tr>
<td>7</td>
<td>ARE YOU TEASING ME?</td>
<td>C. Smith</td>
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<td>8</td>
<td>HALF AS MUCH</td>
<td>H. Williams</td>
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<td>9</td>
<td>DON'T STAY AWAY</td>
<td>G. Frazzle</td>
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<tr>
<td>10</td>
<td>WONDERING</td>
<td>W. Pierce</td>
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**Best Selling Retail Folk (Country & Western) Records**

Based on reports received June 4, 5 and 6.

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<td>2</td>
<td>ALMOST</td>
<td>G. Morgan</td>
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<td>3</td>
<td>EASY ON THE EYES</td>
<td>E. Arnold</td>
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<tr>
<td>4</td>
<td>HALF AS MUCH</td>
<td>H. Williams</td>
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<tr>
<td>5</td>
<td>WONDERING</td>
<td>W. Pierce</td>
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<td>G. Frazzle</td>
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<tr>
<td>10</td>
<td>I'M IN LOVE</td>
<td>E. Smith</td>
</tr>
</tbody>
</table>
RICHARD HAYES
BELTS A WINNER!

"The Mask Is Off"

COUPLED WITH

"Never Leave Me"

MERCURY 5872 • 5872X45

COMING NEXT WEEK... GEORGIA GIBBS NEWEST, HIT!

SLIM WHITMAN
featured STAR of "The Louisiana Hayride"

8156 INDIAN LOVE CALL

CHINA DOLL

A SURE FIRE HIT . . . Picked in all the CHARTS to be the NO. 1 Folk Record of the YEAR

CHARLIE WALKER

8155 FLAMING JEWELS

TWO RED LIPS

IMPERIAL RECORD CO., INC.

6425 HOLLYWOOD BLVD.
HOLLYWOOD 38, CALIF.
THE BILLBOARD Music Popularity Charts

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

RHYTHM AND BLUES NOTES

By Bob Holzter

 Irving Feld of Washington, D.C., booked a strong lineup of R&B talent for Saturday night riverboat cruises on the Chicago River near August 31. The boats will run two rides nightly, and the first Saturday night show on July 26 will feature Sarah Vaughan and Vel (Combination) Blingher, on August 2 the stars will be Charles Brown and the Clovers. August 9, Amos Milburn and Rush Brothers, and August 16, Lysa Hope and the Orioles.

The Gladie Brothers and the Five Keys follow on August 23, and the August 30 show will feature Paul Williams and Danny Cannon, battling of music with Joe Morris, Ray Charles and the Vandellas, on the show.

RECORDS

Closing out distributors' stock

25,000 New Records

6c each

F.D. & W.

Manufacturers of phonograph talking records of over 35 different companies.

VEDIX COMPANY

428 50th Ave, New York 1, N. Y. 1-45-4445

JUNE 14, 1952

THE BILLBOARD

ALWAYS on THE JOB!

Dependable PERMO POINT Performers

It pays to standardize on PERMO POINTS

BUY CHESS AND YOU

Buy the BEST

EDDIE JOHNSON'S

LATEST AND HIS GREATEST

"THIS LOVE OF MINE"

b/w "BACK UP"

This is Chess #1512

ANOTHER No. 1 Money-Maker

BUY CHESS AND YOU

the COMPLETE

Coin NEEDLE Line!

750 E. 49th Street
Chicago 33, Ill.

PERMO, Inc.

4515 Havenwood Ave.
Chicago 24, Ill.

ALWAYS on THE JOB!
RELEASED by POPULAR DEMAND
and... PickTo HIT

NAT "King" COLE

BILLY MAY and his orchestra

"THE MOST EXCITING BAND OF THE YEAR"

together...

'WALKIN' MY BABY BACK HOME'

* The Billboard Picks

WASHINGTON D.C. 2130

WALKIN' MY BABY BACK HOME

Waltz with Billy May and his Orchestra

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Records and TV Shows, See The Billboard Radio-Television Shows (Radio)

• Advance Record Releases

POPULAR

Whistle My Love—George Margo (the Sam) Gilmore RCA 10-7673

You—Fred Waring (the adorable) Der 7682

Bingo—Bing Crosby (the album) RCA 10-7676

Hippity Hoppity—The New Faces Der 7680

CLASSICAL ALBUMS

Walter Link—Ravel's Piano Concerto RCA V-1792

Ode to Joy—Beethoven's Symphony No. 9 RCA 10-7674

My Room—The Lullaby Album RCA 10-7676

INTERNATIONAL

Al Hirt—Arizona Rhythm & Blues RCA 10-7678

Clyde McPhatter—Reach Out I'll Be There RCA 10-7680

Lucille Ball—Lucy's Show of Shows RCA V-1794

SACRED

Danny Gaugh—Sing Us a Song EMI 10-7682

SPIRITUAL

Billboard RHYTHM & BLUES

Waltz with Billy May and his Orchestra

SALE

60,000

ACTIVE BUYERS
**Record Reviews**

**JESSE CHAMBERS**

*The Voice of Fire*... 78:15-4-77

CBS E137...Miserable breath, a voice and a passion, it's a suffering song on the same answer. 14:90-19-77

LADY WILSON

*Our Lady of the Sky*... 70:31-4-77

Cora E301...it's a matter of the heart, it's a love and a passion, it's a pain and a suffering. 14:110-19-77

LADY GAINES

*Talk to Me*... 71:25-4-77

Cora E301...it's a matter of the heart, it's a love and a passion, it's a pain and a suffering. 14:110-19-77

**ART MINOR**

*You and Me*... 71:25-4-77

Cora E301...it's a matter of the heart, it's a love and a passion, it's a pain and a suffering. 14:110-19-77

**THE HARMONIES**

*Celestial Echoes*... 70:29-4-77

CBS F1178...it's a matter of the heart, it's a love and a passion, it's a pain and a suffering. 14:110-19-77

**THE FOUR LADS**

*Whispering*... 80:18-6-77

EMI 7094...it's a matter of the heart, it's a love and a passion, it's a pain and a suffering. 14:110-19-77

**LILA KINGSLEY**

*Makin' Love*... 71:25-4-77

Cora E301...it's a matter of the heart, it's a love and a passion, it's a pain and a suffering. 14:110-19-77

Continue on page 44...
From the pens of...

LARRY SHAY
WRITER OF
"WHEN YOU'RE SMILING"
"HIGHWAYS ARE HAPPY WAYS"

AND

HAVEN GILLESPIE
WRITER OF
"THAT LUCKY OLD SUN"
"SANTA CLAUS IS COMIN' TO TOWN"

Now It's...

"LOVE ME SWEET"
(A ND LO V E ME L ON G)

Recorded by
The Dinning Sisters
CAPITOL RECORD 12028

SNYDER MUSIC CORP.
(ASCAP)
4527 SUNSET BLVD., HOLLYWOOD 27, CALIF.

THE BILLBOARD
Music
Popularity Charts

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
60-69 SATISFACTORY
50-49 FAIR

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

• Record Reviews

POPULAR Record Reviews

LILLY MARYLAND 75-1-1
PILAR ANA RITA ROBERTSON 75-1-2
RICHARD LEE 75-0-0
ROBERT KENDRICKS 75-1-3

POPULAR Record Reviews

Arthur Godfrey
Can You Wind Me
77-3-3-3
COLUMBIA

Ella Fitzgerald
Here's A Letter From You
77-3-3-3
RCA

Tony Martin
In The Meantime
77-3-3-3
CAPITOL

Tony Martin
I'll Remember April
77-3-3-3
CAPITOL

Donna Reed
Looking For A Boy
77-3-3-3
VAN LINTON

Phil Harris
Waltzing Matilda
77-3-3-3
VAN LINTON

Under The Lamp Post
74-3-9-3
\n\nA Cool, Cool, Cool

Pat Benatar
Wildfire
74-3-9-3
PARASOL

Your Record Problems Disappear

when you team up with

RCA VICTOR'S custom record service!

• RECORDING your custom records
• PRODUCING your custom records
• PRESSING your custom records
• SHIPPING & HANDLING your custom records

A COMPLETE SERVICE AT COMPETITIVE PRICES FOR ALL INDEPENDENT LABELS

RCA VICTOR custom record sales
RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION
NEW YORK
MADISON 1-2300

MUSIC
THE BILLBOARD
JUNE 14, 1952
VERA LYNN

and a chorus of 70 soldiers and airmen singing....

"AUF WIEDERSEH‘N SWEETHEART"

backed by

"FROM THE TIME YOU SAY GOODBYE"

No. 1227 & 45-1227

LONDON RECORDS

with ffrr sound--of course!
TOP TALENT on CORAL RECORDS

SPECIAL RELEASE!
The AMES BROTHERS
Auf Wiederseh'n Sweetheart and
Break the Bands That Bind Me

• The Billboard Picks

Auf Wiederseh'n, Sweetheart
The Ames Brothers

Coral 60773 (78 RPM) and 9-60772 (45 RPM)

GOING STRONG!
"STAR DUST" and "GOOZY CAUSE I LOVE YOU"
Coral 60751 (78 RPM) and 9-60751 (45 RPM)
"AND SO I WAITED AROUND" and "THE SPIRIT OF ARABY"
Coral 60690 (78 RPM) and 9-60690 (45 RPM)

MIT ALBUMS!
• FAVORITE SPIRITUALS
Coral 60919 • • • Coral 56033
• SWEET LEGENDS—A Collection of Hawaiian Favorites
Coral 60804 • Coral 56043
• HITS OF 1951—A Collection of Novelty Songs
Coral 60737 • Coral 56032
• SENTIMENTAL ME—A Collection of Sentimental Songs
Coral 60148 • Coral 56034
• IN THE EVENING BY THE MOONLIGHT
Barbershop Ballads
Coral 60077 • Coral 56037

DON CORNELL
This Is the Beginning of the End
and
(I've Cried Until)
I Can't Cry Anymore

• Going Strong!
MY MOTHER’S PEARLS
and
I'M YOURS
Coral 60490 (78 RPM) and 9-60490 (45 RPM)

I’LL WALK ALONE
and
THAT’S THE CHANCE YOU TAKE
Coral 60659 (78 RPM) and 9-60659 (45 RPM)

Coral Records
America’s Fastest Growing Record Company

IN CANADA: Rogers Majestic Radio Corp. Ltd., Toronto—Montreal—Winnipeg
**THE BILLBOARD Music Popularity Charts**

For Retailers and Users of Radio and TV Shows: The Billboard Radio Weekly Music Charts

### The Billboard Picks

**High Noon**
- Frankie Laine
- "Tjoda"
- "They Talk About Us"
- "Mama"

**So Madly in Love**
- Georgia Gibbs

**Take My Heart**
- Al Martino

**This Is the Beginning of the End**
- Don Cornell

**You'll Never Be Mine**
- Guy Mitchell

**The Disk Jockeys Pick**

1. Laver
3. Travers & Co.

**The Retailers Pick**

1. Laver
3. Travers & Co.

**The Operators Pick**

1. Laver
3. Travers & Co.

**The Country and Western Disk Jockeys Pick**

1. Laver
3. Travers & Co.

**Lovely to Look At**

Kathryn Grayson - Red Skelton - Howard Keel

**M-G-M Records**

201 Seventh Ave. New York 26 N.Y.

**ALAN DEAN**

You'll Never Be Mine

**BILLY ECKSTINE**

Kiss of Fire

**BILL FARRELL**

Never Like This

**BLUE BARRON**

A Girl, A Fella, A Beach Umbrella

**CINDY LORD**

So Deep My Love

**DAVID ROSE**

Harlem Nocturne

**FRAN WARREN**

Leave Them Alone

**BUDDY DeFRANCO**

Get Happy

**JOHNNY KING**

Way Downtown at the Bottom of the Hill

**BILLY EVERETT**

If They Ask Me

**FRANCO ROSE**

A Mighty Pretty Waltz

**MARTIN**

I Concentrate On You

**SANDY SAVAGE**

Villa

**KATHRYN GRAVISON - RED SKELTON - HOWARD KEE**

"Lovely to Look At"

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Kathryn Grayson - Red Skelton - Howard Keel

**M-G-M Records**

201 Seventh Ave. New York 26 N.Y.
one year ago—
"COME ON A 
MY HOUSE"
now Rosie greets the
summer with two
skyrocketing NEW HITS!

ROSEMARY CLOONEY

with Stan Freeman, Harpsichord; Frank Carroll, Bass; Terry
Snyder, Drums; Mundell Lowe and Sal Salvador, Guitars.

"BOTCH-A-ME"

(BA-BA-BACIAMI
PICCINA)

78 rpm 39767 * 45 rpm 4-39767

"ON THE FIRST WARM DAY"

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

(c) Copyrights U. S. Pat. O.P. Marcos Registados.

"COME ON A MY HOUSE"

"ON THE FIRST WARM DAY"

"BOTCH-A-ME"

78 rpm 39767 * 45 rpm 4-39767
**CORAL EXECUTIVES VISIT NEROWAY COMPACT FIRM**

Coral executives were in Newark, N.J., Tuesday (1) to help forge the official opening of Jerry Goldberg's Compact office in that city. About 200 dealers, artists and jazz operators were on hand for the festivities.

**JACK CARRINGTON SIGNS NEW LINES**

Jacks Enemies of Time Distri- butors, which has taken the Latin lines of Concert Hall and Swing, has announced that it has signed Jack Canning to replace its present artist relations chief, who recently departed for the West Coast. Canning will be responsible for all Latin relations for Coral Zuckerkandl.

**DECCA'S EASTERN DIVISION MEETS**

Decca held a meeting yesterday (8) of its Eastern Division managers, at the Congress Hotel in New York. Among the topics discussed at the meeting was the possibility of Decca opening a new branch office in the city.

**“JOHNNY”**

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Bert Hinton, drummer for the Popular Boys, has signed a new contract with Decca Records. Hinton has been playing with the group since its formation last year and has been a member of the band's touring lineup.

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**HITOE B. MORGAN**

PERSONAL MANAGER

Hollywood, Calif.

**Music as Written**

**New York**

Okeh's new Bob Calhoun has signed a new five-year contract with National Records. Calhoun, who used to be with Lawrence Welk's band, has become well-known in the Western swing field and has been playing with the band for over a year. Calhoun is now with the band of Bob Welk, who has signed with Capitol Records for an extended period of time.

**Chicago**

Ray Anthony set for a three-week stand at Elgin Park, Elgin, Ill., beginning July 10. Anthony, who has been with the band for over a year, will be joined by his wife, Shirley, and the band's lead singer, Billie Holiday.

**Detroit**

The new Blue Music Publishing Company, located at 1520 Grand River Avenue, Detroit, has been formed by Arthur Blue, who has been in the music business for many years. The company will publish and distribute the music of the Blue brothers and other artists.

**Hollywood**

George Melies, who has been managing the Lake Shore Hotel, is now in charge of the hotel's new restaurant, which opened last week.

**Philadelphia**

Red Runyan's jitter band, holding forth at the Maid's Vaudeville, has been bought out by the owner of the Ohio State Fair, and the band is now playing in the fair's new pavilion.

**Use TODAY'S TOP TUNES**

for New HIGHS in RECORD SALES!

Here's The Billboard's weekly "Rollin' Royce" chart. The Top 10 spots are filled out by 500 tallies, including hits from the hit parade, rhythm and blues, country and western, and pop charts. The list is compiled each week by Billboard's research department and is updated weekly. The list is used by record companies to determine which records are selling best.

**Complete Record Manufacturing Plant For Sale**

5 Phonograph Record Presses, 5 Embossing machines, binding and compounding equipment. Can also be used for plastic. Will sell or lease building on 2 acre lot.

E. BARNARD

1926 WEST 9200 ST. 
SEATTLE 47, WASH.

Phone: PLYMOUTH 3-1811

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Pre-Concert Talks on BandBiz

Continued from page 43

-cost, due to the fact that major names have asked for smaller commissions. Most both men stated that band direc
tors preferred to hear from the higher salaries, greater phone
and personal services. In the end, Mr. Kremer pointed out that since
the band personnel were on the road, not only could they
be made available to the band with ease, but the band would be
able to attend the concert site in a more timely manner.

Both Stein and Kremer pointed to the need for increased legal representation as an additional factor. Stein maintained that the bandaides must be protected, and by providing increased legal representation, they would be better able to handle the various legal issues they may face. Kremer, on the other hand, argued that the bandaides must also be protected, and by providing increased legal representation, they would be better able to handle the various legal issues they may face.

Lanza-Victor Pact Stymied

NEW YORK, June 7—After ex
citing news for RCA Victor to sign tenor Mario Lanza and soprano Lillian Photographs. Two years after they signed the contract for a five-year term, the firm was unable to secure a definite agreement for the release of any recorded material from their new artist. In an interview with The Billboard, Victor stated that the negotiations had faltered due to differences in the terms of the contract.

General agreement of the meet
ing was that no work could be released without the prior consent of the artists and their management. Victor said that the artists had indicated their desire to work with other companies, and that the negotiations had broken down due to the inability to reach a mutually acceptable agreement.

The meeting was attended by Victor, Lanza, and his management, and by Warner, who had recently been appointed to the board of directors of RCA Victor. Victor expressed his regret at the failure of the negotiations, and said that he was confident that a mutually acceptable agreement could be reached in the future.

London Releases Swan Lake Ballet

NEW YORK, June 7—London Records, the first complete recording of Tchaikovsky's Swan Lake Ballet, was released today by London Records, as a 12-inch LP. The release of this record marks a significant milestone in the history of recorded music, as it is the first complete recording of this famous ballet.

The recording was made at the Royal Opera House, Covent Garden, under the direction of Tchaikovsky, for London Records. The performers included the Royal Ballet, under the direction of Mlle de Monte Carlo. Long a favorite of the public, Swan Lake Ballet has been available previously only in abbreviated form.

Sides in Current Release

Week ending June 7

The following complete programs have been released:

- Saturday Night Live (LP)
- The Tonight Show (LP)
- The Tonight Show (CD)
- The Tonight Show (DVD)
- The Tonight Show (Blu-ray)

The complete programs are now available in record, compact disc, and video formats.

Gal Vocalists Last Longer

The differences in the names between 1949 and 1952 are even more startling. Only two years after signing with RCA Victor to re-sign tenor Mario Lanza and soprano Lillian Photographs, the firm was unable to secure a definite agreement for the release of any recorded material from their new artist. In an interview with The Billboard, Victor stated that the negotiations had faltered due to differences in the terms of the contract.

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For more information, please contact:

RCA Victor
577 Madison Ave., New York, N.Y. 10022
Phone: (212) 395-3000
Fax: (212) 395-3001
WM Trims On Costs; Henry Asks to Retire

NEW YORK, June 7.—With the summerull around, another talent agency, the William Morris office, has decided to cut expenses by trimming its staff but so far the personal contact, which has touched only lightly, Dick Henry, who will reach 66 next September, has indicated his desire to retire, possibly to open his own office. Henry has been a talent agent for 49 years, more than 20 years. Harry Winter, the record department, will resign next week. Some other changes will affect the secretarial staff.

Music Corporation of America has also edited its staff, but in that case it claimed it was done to get new blood into the organization. MCA has already hired two last graduates of the Harvard Business School, and is hiring others.

NEW LOOK FOR SOPHIE KILTS

GLASGOW, June 7.—Sophie Kiltz, who introduced her two-week vaudeville stunt here by her Scottish newspaperman for tournament, has adopted a new look this fall. She has ordered a Kit, as the boys call it, and hopes to have it in some performance adopted by the late Sir Harry Lauder.

Phillie Cafe Ops Adopt Niterly Policing Plan

PHILADELPHIA, June 7.—Hit hard by the raising of flat fees for of the American Guild of Variety Artists, this city's largest poling organization has adopted a new plan of policing its own clubs by adhering to a reorganization of its officers. This plan, which calls for the police of any meeting at a club to be taken care of by a blanket policy and for the police to be served only to any person under the age of 21.

Gleason Show To Go On Tour

NEW YORK, June 7.—J. C. Gleason and his Columbus Broadcasting System television show, which is the only such show on the air in the United States, will open its season at the Olympic Theatre on July 15. The show is billed as "Away We Go," and will carry Gleason, Art Carney, Bert Lahr, Rosemary Clooney, and the Five De Marco sisters. A letter from the laugh-atics department was added.

Gale Skeds 18 Wks. Fall Jobs

NEW YORK, June 7.—Alan Gale's Celebrity Club, now shut down since July 1, will re-open Aug. 20 with a new policy that asks less money for its use. The club will charge its use at 50 a week.

Accident Kills Bobbie Davis

NEW YORK, June 7.—Bobbie Davis was killed in an automobile accident Wednesday night, July 15, while driving to a stage rehearsal. Bobbie, a leading lady of the Robert E. Bell company, was killed in the accident.

Adler Book Check Shows AGVA Ins.

Can Be Juicy Plum

Cut From Jan.-April Is $60,000, N. Y. State to Conduct Hearings

by BILL SMITH

NEW YORK, June 7.—How do you like a chance to get a big bookmaker's check within the AGVA Insurance pool? And how does $60,000iyour bet? And how does $60,000 in your pocket? If you're one of the New York State insurance commissioners, you'll like the idea of getting a $60,000 check for the American Guild of Variety Artists. The Guild recently adopted a new plan of policing its own clubs, and the results have been impressive. A check made by AGVA of $60,000 was presented to the state insurance commissioners in New York City. The commissioners have been particularly interested in the AGVA plan, and are evaluating its success. The AGVA plan has been adopted by other organizations as well, and has led to a number of successful settlements. The AGVA plan is designed to protect performers and other workers in the entertainment industry from the dangers of work-related injuries. The plan provides insurance coverage for injuries, and also helps to ensure that performers are paid fairly for their work. The AGVA plan is a significant step forward in the fight for worker's rights, and we hope to see it adopted by other organizations as well.
Night-Club Vaude

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


The current show started fast and built steadily. A flash open. It was a complete one-ahead trip. The audience seemed to get into it fast, and the show kept the audience enthralled. The audience was enthusiastic throughout, and the band played well. The band played well with the delivery. The actors were very good. The audience was particularly impressed with the acting.

Ciro's, Hollywood

Tuesday, May 7

Capacity, 450. Price policy, $2.95 except on dates patrons 10 and 12. Owner, Herman Haver, Pub- licist, Jerry Delaney. Estimated budget this show, $3,500.

Chez Paree, Chicago

Tuesday, June 5

Capacity 100. Price policy, $2.50 except on dates patrons 10 and 12. Owner, Charlie Morrison, Publicist, Charles LeFevre. Estimated budget this show, $1,000.

Starlight Roof, Waldorf-Astoria Hotel, New York, June 5


The show was a good one. The audience was enthusiastic throughout. The band played well with the delivery. The actors were very good. The audience was particularly impressed with the acting.

Night-Club Vaude

Previously reviewed in this department:...

Reviewed in this department:...

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SLATER, BB ANNOUNCE 9TH DONALDLAND JUNE 17

NEW YORK. June 7.—In the Ninth Annual DonaldaLand Pageant, slated for the 1552-June 15-20, Broadway legt season is now complete, with ballets steming from every branch of the theatrical trades, from opera to popular musical. Other achievements are now being issued, and the names of theater electricians' choices for the gold keys and awards, emblematic of the past season's highest honors in all 27 categories, were presented today at the Billboards.june 21).

Bill Slater (right), alter, will devote his entire radio program, "Luncheons at Saratoga," (WOR, 12:45-1:30 p.m.) to the DonaldaLand Awards. Tune in to hear many of the win-
ners review their accolades and be interviewed personally by Slater.

Shop Talk

"Of Thee I Sing" revival was announced today as "showing this week, but little indication magazine at the play, will appear in the next issue. Renowned for his reprieves in "Bally Rose," who canceled rent on the show for three weeks during the winter and the $4,900 rent for the play was paid by the S. Kaufman-Morte Rankin musical, which was last seen at the Criterion Theatre. The revival, however, will appear in the next issue of the magazine. The show was produced by Bill Slater (left), who has more than 10,000 subscribers for his radio program, "Luncheons at Saratoga," (WOR, 12:45-1:30 p.m.) to the DonaldaLand Awards. Tune in to hear many of the win-
ners review their accolades and be interviewed personally by Slater.

STANFORD SIGNS CARROLL AS ARTIST ON CAMPUS

Lee G. Carroll has signed an agreement with Stanford University to create a series of murals for the next three years. The agreement calls for Carroll to create two murals each year, one of which will be selected by the Stanford Art Committee, and the other by the Stanford Student Council. The murals will be displayed in various locations on the campus, including the main quad, the art building, and the student center.

The agreement also includes a provision for Carroll to receive a stipend for his time and labor. The stipend will be based on the size and complexity of the murals, and will be paid in installments over the course of the agreement.

Carroll has been a prominent muralist in the Bay Area for the past decade, and his work has been featured in numerous exhibitions and publications. He is currently working on a large-scale mural for the San Francisco Museum of Modern Art, which is scheduled to open in 2014.

The signing of Carroll as an artist on the Stanford campus is a significant development for the university, as it will provide students and faculty with a high-quality visual arts program. The agreement also reflects the university's commitment to supporting the arts and culture, and to providing students with opportunities to engage with the arts in a meaningful way.

In addition to his work as a muralist, Carroll is also a named artist in the field of public art, and has received numerous awards and distinctions for his contributions to the field. He is currently working on a number of projects, including a large-scale mural for the San Francisco Museum of Modern Art, which is scheduled to open in 2014.

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**New income source**

Amphitheater in Big Bargain Sale

**Chicago** June 7—Chicago Convention Hall & International Amphitheater, site of the forthcoming Republican and Democratic National Conventions, are engaged in a $100,000 merchandising stunt that will bring in $1,000 every week for the next six months.

Test in the form of a million dollar television show staged by Gold Medal Furniture Store of Chicago, will open the amphitheater for Friday and Saturday nights.

Quartets Plan All-Night Sing

**Spartanburg, S.C.** June 7—The Spartanburg Amateur Television Network will reach for a new attendance record Saturday night with its all-night sing, trimmed with an auto show, three entertainment acts, and five large prizes.

Details have been worked out by Van C, Conklin, general manager; Elmer Fagg, leader of the band; and Arthur Jerome, and co-founder of the network.

Singers and entertainment acts will be featured in the Amusement hall, with the downtown area being used for the general admission.
Hocus-Pocus

By BILL SACHS

Dr. Frederick Karn, veteran magician, will be seen for the first time seriously at his home, 350 W. 100 Ave., at 7:30 on June 1st. His audience, composed of a group of friendly critics, was divided into two parts for the performance of the day and the second half of the show. The audience was divided into two parts for the performance of the day and the second half of the show. The audience was divided into two parts for the performance of the day and the second half of the show.
Robinson Skatery Host To Tex. ARSA Contests

PORT FORT WORTH, June 7 — First Texas roller skating championship meet held under auspices of the United States Amateur Roller Skating Association at Robinson's of Fort Worth May 22-23, drew 190 contestants from Dallas, Fort Worth, Houston, San Angelo, Galveston, Terrell and Waco. The first award was given to Robert L. Farkas.

Thirty-two trophies were presented to the winners, who received gold, silver and bronze medals and awards were presented to winners of three places in all classes. Winners:

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Jap Showbiz Goes Western

The Final Curtain

London Dispatch

By ELIO VANCE

- Continued from page 2

数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天有数百万人在东京的舞蹈学校里，每天都
Midwest Funsots
Run Up Big Takes
For 3-Day Holiday

Most Decoration Day Grosses Exceed
Or Equal Comparable 1951 Period

CHICAGO, June 7—Midwestern
furnace generally
exploded, and
topped them by as much as 30
percent, according to the Divi-

cation Day holiday (May 31- June 2).

The two-day record, $1,000,000
which was reported in The Billboard,

Determined that this was

Weather, in many cases the

controlling factor, was led to the

considerable cool weather pres-

ent. Chicago, for example, was

reported to be $1,424,000, and

Stock Car Org

GETS 5-YEAR
CNE Contract

TORONTO, June 7— The

Canadian National Exhibition

(ENG) has been granted a

five-year contract to operate

the stock car race track in front of

the exhibition grounds for

the National Exhibition.

This contract, which was reje-

cted by the CNE board of directors

was accepted by the Ontario govern-

ment and it would allow the CNE to

continue running the stock car

track in the present location.

There was some effort by mem-

bers of the exhibition committee to

have the track moved to a better

location, but it was agreed that the

Hamilton area was the best area

head of the company, who had

altered the idea and he desired to

be granted the privilege.

The CNE executives have

been opposed to the idea of allowing

the stock car races to be run by the

stock car owners, but the council

seemed to think it would be an

average source of revenue.

Bar C Rodeo

GETS OKAY BOW

BRANSON, Mo., June 7—Bar

C Rodeo Inc., the operator

of the Branson Rodeo, was

given its 52nd debut here Decora-

tion Day after its best year to

date. The rodeo grossed $1,000,000

and showed in two days. The rodeo

was well attended and the
ture was successful.

The organization is known for

furnace performances, which

are the main attraction of the

show. The group is headed by

Richard Clark, who also

owns the Rodeo Club of

Canada and is a business

man. The performers include Bill

Clark, who is the
central figure, and

Tom. H. Watts, producer and

Manager. The show is

supported by the

Missouri Office of

Tourism and the

Missouri State

Tourism Council.

MIAMI World's
Fair Plan Gets
Governor's Nod

MIAMI, June 7—With formal
endorsement by Gov. Fuller
Warren of the plan that

Miami World's Fair of 1954-55
took

the Governor's name, the

second largest of the

nation's four World's Fairs.

The Governor's backing

will give the fair an

important boost, and the

Fair has been assured of

$200,000 in state

funds for planning.

This is the second

successive year for the

Fair, which is

considered a

big success.

FREE SCRIP UPS
PALISADES TAKE

Monday Biz Booms as Rosenthal's
Gift Patrons With $1.75 to Spend

NEW YORK, June 7—A

record $1.75 million in sales

was reported at the Palisades

shopping center in the first

long weekend since the

opening of the center.

The center was closed for three

days, but its sales were

considerable. The

center's annual average

has been $1.5 million per

week.

The Palisades Shopping Center

is open from 10 a.m. to 10 p.m.

seven days a week.

Compounce on
Full Schedule

HARTFORD, Conn., June 7—

The Compounce, a
drawn-cage, pony-drawn
drawn-cage, pony-drawn
car, offers a variety of

rides, including a

rider attraction that

is free to the

public.

The Compounce features

a variety of rides, including a

tower with a 50-foot

drop, a Ferris wheel,

and a children's
town.

Bar-C Rodeo

Tabor, Alta., Rodeo

Draws 5,000 Fans

The Tabor, Alta., rodeo

took place on Friday night

with an attendance of

5,000 fans. The
event featured three

rides, including a

pony ride, a

新城有

and a

barrel racing event.

The rodeo is

attended by fans from

the surrounding

area and is

considered a

top event in the

region.

The Tabor Rodeo

Association is

supported by the

community and

the local

businesses.

The association

is committed to

providing high-quality

entertainment and

proving the

local economy.

The Tabor Rodeo

is the

premier rodeo event in

the area and is

attended by
tourists and

locals.

Colgate Restricts Shows

CALGARY, Alta., June 7—

The Calgary Stampede has

announced that it will

restrict the number of

stunt shows and performances

that can be presented at the

event. The change is

necessary to

ensure the safety of the

audience and the

performers.

Other performances will

include a
colorful parade, fire

works, and live music.

The Stampede is

a major
event in

Western Canada and is

attended by

thousands of people.

The event features

giant rodeo rides,

Western foods, and

country music.

The Calgary Stampede

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Talent Topics
By CHARLIE BYRNE and JIM McHUGH

Sensational Oregon, Dorris and Ver- 
ning, bringing their popular shows 
from Folks in Paris, France, Sweden, 
where they are creating a sensation, 
announced that they are planning a 
tour of the United States. The couple 
is looking forward to their first of 
their scheduled engagements and says 
that the food is excellent. Diners 
must be much better than in the 
restaurant where they are located. 
They have been in America for several 
years and say that their audiences in 
England are friendly. "We have run into a 
clown with whom we worked for several 
years ago in England," says Ver- 
ning. "They are not as friendly as we 
hope they would be." The next engagement 
is at the Theatre, Copenhagen, Denmark.

Billy (Cactus Jim) Bailey, radio and TV's 
top-decked by the Derkert's in 
recently, has taken a trip to the 
DeBary, Florida, area. He was a guest of the 
Derek family.

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**Out in the Open**

Frank Winch, talent agency head, reports that he will move out of Los Angeles after living in that sector for 33 years. His new abode, which will be ready in a month, will be in the Valley. Frank plans to spend his time there, and has a lot of cruising that he is ready to do. He maintains a home in the New York area and actually resides Jersey City, N.J., for about half of the year.

Remainder S. Lewis, manager of the New York (P.S) Interstate Line, was pictured in the current issue of Life magazine. Cleveland Press, another big talent agency, looks forward to many of the delegations in his office to the New York convention of the National Republican Convention. Alton Governor is reported to have many of the delegations in his pocket and allegiance of the group as a whole. It is submitted that a majority of the big questions of the day, should it be considered, to be organized by the Republican powers back East.

Bill Powell, globe-trotting showman, arrived in Copenhagen, Denmark, on May 31 on his annual tour of Europe. So far he has visited France, England, Germany, Italy, Spain, Portugal, and Greece. He has been in Copenhagen for the past two weeks.

Edna Carroll, owner-manager of the Riverside Park, Agawam, Mass., has added another plot to his long list of non-profit activities. The Springfield (Mass.) Chamber of Commerce has been invited to the opening of the 1952 season at the Riverside Park on July 22.

Arthur Vogle recently notified the Fairfield, Conn., park commission that he would like to resign as president. He recently left his present position as director of the New York World's Fair to return to his home in Fairfield.

F. B. Hammond has been elected to the presidency of the Elrose Exhibit Company by the board of directors, and H. M. Ogden, secretary, was re-elected to his position.

Providence Bonsai Beauty Contest

PROVIDENCE, June 2—Since this year’s spiritual leader is opposed to any kind of beauty contest, he has had to be creative in thinking of ways to get around this rule. The Providence Bonsai Club, however, has refused to license a beauty contest for the July 22, 1952, contest, a preliminary to the Miss America competition. The Providence Bonsai Club is a subsidiary of the Elrose Exhibit Company.

Albert Patricelli, New Haven, Conn., promoter of the local event, has obtained a permit to stage the contest in adjoining Cranston, R.I.

Lyndon Plans Julesto

ELEPHANT, June 2—a patriotic attempt to have the first Independence Day Julesto under the stars will be made by the American Legion Julesto Club. Other attractions will be a marching band and a horse led by丁t of the Osage County Julesto Club.

1 DOWN, 2 TO GO

Torrential Rains Nix Eastern Holiday Biz

NEW YORK, June 2—After days of recordsetting heat and dry weather, the heat wave ended on July 30 with torrential rains and intense thunderstorms, which resulted in the cancellation of many outdoor events. The final outlook was clouded with uncertainty, but it was obvious that the heat wave would not last much longer. The torrential rains were a relief to the many who had been suffering from the heat.

New England, A. C. Hill summer sports were almost a complete failure. The holiday consisted of a few days of rain and a few days of hot weather. Atlantic City got only a little rainfall, as did all the other resort towns. On the other hand, much of the resort weather was abnormally dry, and the extreme heat was a relief to the many who had been suffering from the heat.

There was little joy in the fact that the heat wave and the rain made one of its rare appearances in Eastern history. The intense heat lasted several days, and the torrential rains were a relief to the many who had been suffering from the heat.

Some sports were reported to have been affected by the torrential rains. The area was affected by the heavy downpours, and the storms were a relief to the many who had been suffering from the heat.
Flamefoil duck. FLAME. Complete - Kassa DIO Fabaire' illustrated See POPCORN or. ...E/Et MOAT CHAIR rams. 4. The Schmidt packed midway free of the Schmidt, but park personal are confident that care will bring a nice competitive position to the event in the context of the overall weekend. The last two days have been marked by a strong presence of the park's Robbie Schmidt, who has been a key figure in the operations. The park has received numerous telephone inquiries about the Rhapsody since then, indicating, according to Schmidt, considerable public interest.

Business in Chicago was washed out Saturday, but Friday saw an unusually large crowd on the midway and Schmidt said that it seemed at least as good as last year. Sunday's gross was more, nevertheless, a strong finish to the week. Schmidt reported, were ahead of last year.

At St. Louis, Deltol Par Both Detroit and St. Louis reported they were even with Litt on the holiday score. Carl Wolfe at the Strang of Rocks Field said weather, attendance, and receipts were all over at last year's level. In the Motor City, Wednesday, Ruth was noted for the afternoon and ruined out at night. While there was an early drop off in attendance by early Sunday night.

On Sunday, 30th, a near perfect day, the companion of the-weather resulted in a near perfect day. Ed M. Palmer, new manager of Alco Fireworks opened Great Bend, Kan., Branch.

Alco Fireworks Opens Great Bend, Kan., Branch

HUNTSVILLE, June 9 — Alco Fireworks, this city, has a new branch office at Great Bend, Kan., Al Cohen, president, announced.

The pyro firm this year will also provide the July 4 fireworks at the Shamrock Hotel here. Cohen said.

Free Scrip

• Continued from page 80

Free Scrip

Philadelphia Flower Show

Tents - Skin Show Rummage Concession Tents

Immediate Delivery

All tents, awnings, and accessories by

Lehman & Sons

Philadelphia

Philadelphia Flower Show

Customer Service

Make It Easier

by

Purists

you pitch your tent...

Only Popsit Plus makes Popcorn like this!

• Real Butter-like Flavor and Aroma
• Liquid in all Weather...Easier to Measure
• No Need to Pre-heat
• Gallon-size Can Easy to Handle and Carry
• Costs Less Per Bag — Fewer Duds

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Write for Names Of Distributors Along Your Route

The "BIG" Sno Cone Cabinet Machine

Sno Cone Cabinet Machine Speed, Volume, Efficiency by Curtis Products

Write for Information and Cone Scoop Use written in Two Bible 21st. $1.00 each. 25c. each DUNCE & EDWARDS

Dallas, Texas

POPPING OIL SPECIALISTS TO THE NATION

The BIG

Sno Cone Cabinet Machine

Speed, Volume, Efficiency by Curtis Products

Write for Information and Cone Scoop Use written in Two Bible 21st. $1.00 each. 25c. each

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316 N. Main St., St. Louis, Mo.

PHONE B 4-6161

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CIRCUS SUPPLY & HARDWARE CO., INC.

401 West 5th St., Piqua, Ohio

PHONE 1-11111

EDDIE BILLETTE

Your American Red Cross is always there after tragedy strikes...
Top Bill Marks Schumann Run In Copenhagen

COPENHAGEN, June 1—Circus Schumann has been playing to capacity crowds at its Copenhagen arena, and the new two-act program, as usual, features fine horse and pony acts.

Jette Linn, a young woman from Denmark, has been selected to ride a new pony under the guidance of Albert Schumann. She is a favorite of the Copenhagen audiences and has been praised for her skill and grace.

Bill Marks, a veteran Circus Schumann performer, has been performing his famous trick riding, which is a major highlight of the show. His riding skills are legendary, and he continues to captivate audiences with his daring feats.

Circus Schumann's new program also features a variety of acts, including acrobatics, musical numbers, and animal acts. The audience is treated to a wide range of entertainment, making it a must-see event for anyone visiting Copenhagen.
Sheck, Sawyer Retire
From Akron Operation

AKRON, June 7 — Edward S. Sheck, former city engineer, and his wife, Mrs. Florence Sheck, have announced their retirement from the city engineering department of Summit Beach Park and a new organizational plan for the park for the next 15 years. The park has been under Sheck's administration for about 25 years.

Sheck said he was retiring from the park to ease out of some of the responsibilities of both his work and practice and the park.

Sheck and Sawyer have guided the development of Summit Beach Park with a new and improved design. The park is now a model for other parks in the country.

Dorney Ups Talent Budget,
Skeds Acts 5 Days Per Week

ALLENTOWN, Pa., June 7 — An increase of over $6,000 in the talent budget at Dorney Park will be inaugurated Wednesday. The new budget, which will be effective immediately, is booking the shows. Commenting on the new talent budget, John Dorney, head of the company, said the budget, which will provide $500 a week for each of the five days the park is in operation, will be devoted to the booking of the shows.

Indian Point Sets Saturday Night Activity

Indian Point, N.J., June 7 — Special feature planned in addition to the operation of the rides and concessions, are open-air dancing at the pavilion, a movie theater, and fireworks. The information has been circulated among large companies specializing in charter service, and it is expected that these special events will be held every Sunday night.

Detroit Press Attends Party
At Jeff Beach

DETROIT, June 7 — Jefferson Beach was host at a special music and press party Tuesday evening in the park's 24-concept building. The event was held at the offices of the Detroit Press and the party was attended by the city's newspapers and magazines.

With a good turnout from the city's largest newspapers and magazines, many reporters and photographers took part in the event. The city's newspapers and magazines were represented by the city's newspapers and magazines.

HOPES TO TOP $2,500,000
Playland, Rye, Looks to Big Silver Jubilee Operation

RYE, N.Y., June 7 — Playland Amusement Co., Inc., operator of the Rye Playland Park on Long Island Sound, opened its 15th season Friday with a record attendance of 500,000 people and a total revenue of $250,000. The seasonal attendance at the park has grown from $100,000 in 1920 to $1,000,000 this year.

The park's president, D. R. W. Winans, said that the weather, which has been very good, has contributed to the large attendance.

Playland is expected to set a new attendance record this year with a total of 500,000 people. The park has been in operation for 15 years and has a total attendance of 1,000,000.

Jantzen Beach Holiday Takes Soar: Oak Ur

PORTLAND, Ore., June 7 — Both parties in the Jantzen Beach Holiday business have reported business over the December holiday period as having been ahead of that of last year. Good weather, which is believed to have contributed to the increase in business, is the chief reason for the increase.

Saturday and Sunday were the busiest days of the week, with a total attendance of 90,000 people. The weather was good and the crowds were large.

Minervino's Open Spot

LAKE HOPATCONG, N. J., June 7 — Minervino's restaurant, which opened its Island Restaurant on May 28, 1952, has been added to the list of restaurants in the area. The restaurant offers a new hard-to-find menu and a new atmosphere.

The restaurant offers a new hard-to-find menu and a new atmosphere. The menu includes a variety of dishes and is designed to appeal to all types of customers.
1st Auspices Dates Score for Ringling In 120 Degree Heat
Town-to-Lot Excursions Operate At Hagerstown; 2 Matinees Late

NYRA, June 7 - Atlantic City, N. J. - The Atlantic City and Barrack Field extenuation and several good, fast races were run at the track yesterday with the show running at seven, in the afternoon, and two in the late arrivals, however, had shown limited pimpls 

Award Wirth
3-Year Ottawa Circus Pact

NEW YORK, June 7 - Frank Wirth, head of the talent agency bearing his name, announced that he had signed a three-year agreement with Thomas C. Wirth, of Ottawa, Ontario, Canada, under which the Cirkus Wirth program will be produced in this city for the next three years. The agreement, which had been under negotiation for some time, was made public today.

Gainesville Makes "Shortest Jump"

DALLAS, June 7 - Gainesville, Florida, has been the shortest jump in the history of the city. The city is home to the smallest airplane factory in the world, according to the Guinness Book of World Records.

The show played a public service role in Dallas, with its unique airplanes on display at Fair Park May 20-21. The airplanes are also on tour in the city's suburbs, with the tours scheduled until July 4. The planes have recently returned to the city and will be used in various events, according to A. T. Smith.

CUBAN RUN CONFIRMED
R-B Mulls Jan. Trek To Two S. A. Cities

PHILADELPHIA, June 7 - Ralph B. Roper, owner of the R-B Enterprises, announced today that the company has confirmed a run to Cuba for the show. The company plans to start the trek in January, after the show has completed its engagements in South America.

Tiger Bill Plays
Illinois Stands

BROWNSTOWN, Ill., June 7 - The Tiger Bill, a new attraction to the town, has been announced for the downtown area. The attraction will feature a variety of circus acts, including a tiger, a bear, and a lion. The show will be held in the downtown area, with performances scheduled for the weekend.

Circuses

HOWE'S VEHICLES GOING TO MOBILE
Trucks Taken Over by Robinson
Firm; Sturman Share Headed for Ky., Peru

ROCHELLE, Ill., June 7 - Trucks of Howe's Famous Hippo-rama Cirus have been taken over by the Robinson Transportation Co., of Rochele, for transportation to Mobile, Ala. The decision was made by the company, according to a statement issued today.

KING-CRISTIAN FILLS THREE AT BROCKTON
Wins Big Crowds In New England; Convoy Included

TORONTO, June 7 - The King-Crystian Cirus, which had a successful run in the United States, is now in New England, according to reports. The show is expected to draw large crowds in the area.

Mills Draws
Top Turnouts In Ohio, Ind.

DEPLOHS, O., June 7 - The Mills Cirus, which has been very successful in Ohio and Indiana, will be in the state for the next few weeks. The show is expected to draw large crowds in both states.

WALLACE SKIPS SHOWS IN N. M. HAIL STORMS
LAS ANIMAS, Col., June 7 - Cirus owners are reported to have postponed their shows in New Mexico due to severe hail storms.

AGENTS, SHOWS FLOCK TO EAST

NEW YORK, June 7 - Agents from various show companies are flocking to New York, according to reports.

Labor Scarcity
Hits Burling Bros.

NICHOLSON, Pa., June 7 - Burling Bros. Cirus, which has been operating in the area, is reported to have encountered labor problems due to a shortage of workers.

CIRCUSES

BUT WHO WANTS
SUCH A RECORD?

NYACK, N. Y., June 7 - Hunt Bros. Cirus, which may well be the last major show tour, has started out satisfactorily despite the fact that less than 50 years of continuous operation in the show business have been required for the successful performance of the show.

Tiger eccentricities at Barnum & Bailey's Ringling show in New York City are tending to show that despite the recent opening of the new and improved show, the animals would not be able to perform.

HOE'S VEHICLES GOING TO MOBILE
Trucks Taken Over by Robinson
Firm; Sturman Share
Headed for Ky., Peru

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**CIRCUS ACTS**

Family Doing Two or More


20 Weeks in C. S. A.; starting September 30.

Seed fall information, photos, programs, etc., available. Also need Acts for Parks, Fairs in Ohio.

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THREE PHONEMEN

Will work any time, 24 hours.

good tone. Call us

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Telephone Hotel

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PHONE MAN

Advertising to English and Yank shows.

Boy, 12, has an established office and has been a student for 12 months. Kansas City, Mo.

Jack Conley

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Sell advertising book—book, address, prices.

Can start May 15. Apply to

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TAMALE, 35 H. C. (Lion)

In perfect condition. Condition—400.00

$25.00

Write M. W. Drury, 2417 Meridian, Indianapolis, Ind.

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H. C. (Lion Tamer) will work any part of the country.

ROBERT PAUL

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You want to sell it you need us. Three weeks in wheel. Answering all departments.

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Artists, Newark, Ohio.

WANTED TO BUY

SET OF Standup LION TAMERS. Will pay. Ask

WAYNE LAREY

904 W. Washington, Indianapolis, Ind.

4-PHONEMEN—4

Baker and Belknap, Circus street, Akron, Ohio;

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HAVE LARGE SHOW LOT

30 to 40,000 people.

D. C. BANKS

Cirque d'Or (Epreuve), New York City.

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WANT PROMOTERS

With or without circus, will work in great base, Good Aquaplane, Turtles and Turtles. Mosaic, Ring, Tom Corps, All cities, we are always looking for new promising stock. Hagan-Wallace Circus, As Per Route.
Dallas Animates, Lights Ag Show to Hold Viewers

DALLAS, June 7—The State Fair of Texas will use action and unusual lighting effects to attract 600,000 visitors to its agriculture show this year in addition to the 1.2 million it attracted in 1952.

The exhibit in the Agriculture Building for the pig space is approximately 20 by 50 feet, surrounding a 35 by 50. A 23 by 50-foot glass window will be surrounded by a platform accessible by four ramps. Space around the ramp will be decorated with artificial blueberries and real cotton plants. Growing crops, poultry, pork and other desert plants will be used to decorate the approaches and space around the ramps.

A canopy 28 feet high will have sparkling lights flashing off the walls.

ATTENTION! Secretaries of FAIRS, CELEBRATIONS and INDOOR SHOWS Contact the ERNIE YOUNG AGENCY For every kind of type of entertainment 203 W. HARLAN AVE. CHICAGO 1, ILL.

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The Great Caldwell County Agricultural Fair, Inc.

1401 Commerce St., Temple, Tex.

The Great Caldwell County Agricultural Fair, Inc.

1401 Commerce St., Temple, Tex.

JUNE 14, 1952

FAIRS-EXPOSITIONS

Sioux Falls, S. D., Maps 500G Long-Range Plant Plan

Sioux Falls, S. D., June 7—Sioux Empire Fair this fall will launch a long-range plan to map 500 acres of the fairground which will be used for the fair, said John J. Healy, president of the fair. The project is expected to be completed in 10 years, and the plans will be for sale.

Highland, Md., has been chosen as the site for the new highway which will bypass the fair. The plans will be used to design and re-design with steel-tipped 14 Mach. Firms Buy Out Space At Dallas Expo

Dallas, June 7—Fourteen independent and nameless manufacturers have contracted for more than 20,000 square feet of outdoor exhibit space at the 182nd Annual Rose of Texas Show. Fred Tennant Jr., ex-petroleum buyer, is promoting the show.

Efforts of local firms to design and build a new exposition building were cut short by the Texas Railroad Commission. A new state building has been approved for the exposition building, and will be built on the site.

One of the new state buildings will be used for this year’s August-18-20 show, but it will be completed in its final year of operation.

Outdoor space at 1952 fair is sold out, Tennant said.

Buster Keller 6-21-52 Fair Lease, N. C.

NATIONAL HOME SHOWS INC.

Dundie’s Outstanding Furniture Department, Detroit, Mich.; and W. J. Shroyer, Met. Ind. Songs, 2010, Lk. 5.

The 1952 National Home Show will be held in Detroit, Mich., this year, and will feature the work of leading home builders and manufacturers.

HOME SHOWS INC.

Data and information on the 1952 National Home Show will be available from the Detroit office, 2010, Lk. 5.

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WANT CANDY BUTCHERS AND NOVELTY AGENTS

Phone: 215-584-2634

THE GALLANT ONE

O. E. CLOVER

CARNIVAL WANTED

CARNIVAL WANTED

For details, write W. A. Whyte, 210-23-25, Bloom Carnival and Fair Co., 245 E. 23rd St., New York City, N. Y.

O. E. CLOVER

The Great Caldwell County Agricultural Fair, Inc.

1401 Commerce St., Temple, Tex.
RAS Davenport Bowl
Big: Tails Hefty
St. Louis Business
Decoration Day Mound City Group Sets Record. Workers Become Card-holders

Davenport, June 7—With a small crowd present to stand behind the column, the Royal Snag Shears sailed in here Monday night and was up and ready to be used the next day. The show was on Tuesday night (4) on the Mississippi River boat.

Personnel: J. C. McCaffrey, show's owner, was on the lot for the opening.

Excerpts were looking forward to the show, which is being held as Family Day in the Park. The weather was fine and the crowd was there for the show and for the fair.

Madison, Wis., June 7—The Madison Bowl shows, which are one of the biggest shows in the country, were working under the supervision of Mr. S. J. Skidmore, who is widely known in outdoor shows.

Early contingent of visitors to see the show. Included among those who were Doug Saunders, executive and sales manager, and Mr. E. F. Lohmar, show's manager, who are both active in the show business.

Show moved in here with variety and entertaining act of the Arrively Week of the show. They are working under the supervision of Mr. S. J. Skidmore, who is widely known in outdoor shows.

Weather Favors Perrin Org's Spring Trek

RENOVO, Pa., June 7—Perrin Shows is being held here after establishing some record by bringing in only two days to the town of the show. And grosses for the last two days at the show are over $1,000.00. The free tickets for the show are being held at the ticket office to make sure that the show will be put on.

This week's outing is the first in a series of three shows that are being held here. The first show is being held next week. The second show is being held the week after next. The third show is being held the week after that.

Saturday Rains Hurt Page Biz

BRANDBURY, Ky., June 7—Page Bros. Shows moved in here this week with a big crowd of people.

John Munn joined recently the Page Bros. Shows in a new venture. He has been with the Page Bros. Shows for the last five years, and has been helping with the running of the shows on a part-time basis.

The rain is preventing the show from going on as planned, and the weather is not favorable for outdoor events.

Arkansas Okay For Schafer

MORRILLTON, Ark., June 7—Hallelujah! The Arkansas Bowl shows, which are known for their top-notch entertainment, were opened here this week. The show was well attended, and the weather was fine.

The show features an array of acts, including magicians, jugglers, and acrobats, all performing to the delight of the audience.

Detroit Lots N.G. This Year For Majestic

DETROIT, June 7—Detroit has been consistently poor in attendance at the Majestic this season, according to Mr. S. Goldstein, owner of the Majestic. The Majestic has been playing the wrong type of show for the wrong kind of audience, and this has resulted in poor attendance.

Weather has been the principal reason for the Majestic's poor attendance. The Majestic is located in an area that is not well served by public transportation, and this has made it difficult for people to get to the Majestic.

Majestic shows opened March 15 and closed May 31, and the Majestic has had an inconsistent season. Show is scheduled to open again in July.

The Majestic has a loyal following, and the Majestic is well known in the area. The Majestic has been playing consistently under the supervision of Mr. S. Goldstein, who is a well-known showman in the industry.

This week's show is the last in a series of three shows that are being held here. The first show was held last week. The third show is being held the week after that.

Schenectady Days Facts American Midway

BROWNSVILLE, Tex., June 7—The American Midway has reopened in Schenectady, and the show is doing well. The American Midway has been playing in Schenectady for the past two weeks, and the show is well attended.

The American Midway is known for its top-notch entertainment, and the show is well received by the audience. The American Midway is located in Schenectady, and the show features an array of acts, including magicians, jugglers, and acrobats, all performing to the delight of the audience.

Detroit Club's Vets Sked June 11-12-12

DETROIT, June 7—Approval for the 1953 Detroiter Reunion of the Tony Miss American Legion Post of the Michigan Shearer's Association has been given by the Detroit Club Council. The reunion will be held at Plymouth and Detroit, and the event will feature a charity auction.
Midway Confab

J. C. McCaffrey, general agent and owner of the Amusement Company of America, was back in Chicago office last week, after being several months abroad. McCaffrey is in charge of all the company's operations in the United States.

H. C. Deardorff was elected as the new owner of the Midway Amusements of America, Inc., in charge of all the company's operations in the United States.

Midway Amusements of America, Inc., was incorporated under the laws of Illinois, with a capital stock of $100,000.

The company plans to operate midway shows in various parts of the United States, including Illinois, Wisconsin, Iowa, and Minnesota.

The company's first show is scheduled to open in Chicago on July 4th.

24 BIG DAYS & NIGHTS IN DETROIT!!!

12 DAYS - 12 NIGHTS
HAMMACK OPTIMISTS
2ND ANNUAL FESTIVAL
JUNE 25-26
PETE GILBERT, ORCHESTRA
KINDS OF DANCE TO SUIT ALL AGES
FAIRLY MODERATE PRICES

WANT FOR A GOOD SEASON IN MICHIGAN

We have a long season of good dates—

* HANKY PANKS—Must be legitimate. Hi Striker, L. R. Gallery, Cigarette Gallery, etc.

* SMALL PLATFORM SHOWS—Can work on street.

* RIDE MEN wanted—able to drive steamer. Especially Till Man.


And more good ones to follow.

Cote Amusement Co., Address as per route.

Eddie's Expo Shows


Eddie Dietz

165 N. Monroe St.

Butler, Pa.
McCollin Buys Williams’ Org
OREM, Utah, June 7—State Fair Manager of the C. Fred Williams Shows, Europe’s largest one-man show, in OREM, McCollin, moved in here for a week’s vacation to take care of his family. McCollin said that the org will set up headquarters in Salt Lake City at conclusion of the current season. Shown here in OREM, are Utah and Idaho, and will play a few stations there before the next engagement. Equipment includes a Fortis Redwood, two picture shows, Otsego Mite-Up and fiveiddle pictures. McCollin said that a new Fly-Plane is added as soon additional new sound and sound equipment has been delivered. In addition to McCollin, his management staff includes H. Cochran, who will be in charge of the bookings, and N. L. Davis, who will handle the office. The McCollin three townsimly is the only one of its kind in the state, and no one in the Navy, will handle the entire show. FRED McCOLLIN, 5511, 9th Ave., will treat the shows, while REED, a member of the Army Air Force, will be ride foremost.

WILLIAM McCOLLIN

KING REID SHOWS

WANT TO PRESENT ONE OF THE LEADING RIDES IN THE BUSINESS. WILL PRESENT STAGE GROUP 10 AMERICA’S GREATEST CARNIVAL. WE WILL PRESENT ONE OR TWO OF THE LEADING RIDE RINGS IN THE BUSINESS.

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19—BIG FAIRS AND CELEBRATIONS—19
Beginning June 28th through July 4th, Illinois, Missouri and Arkansas until last week in October.

RIDE HELP: James E. Strates, Second Man who can drive Santa for all State Rides.

This brand new show is all new mechanical and Swick. These costumes can please every tourist. Business is very good on this show and sales are pretty sensational.

Contact H. V. Petersen or Rock Column

JAMES H. DREW SHOWS
Annual Sheraton Festival, Sheraton (Cincinnati), week June 16; Freight's Celebration, Granton, Ky., week June 23; Big Two State 4th July Celebration, Urbana, Il., week June 30.

And all Celebrations and fairs until mid-November.

At the end of each week the Drews are on tour.

JAMES H. DREW SHOWS
Middleton, Ohio (Cincinnati, Ohio), wash June 16.

WANTED FOR LONG ISLAND
Balance of Season Including Fairs
SING AND DANCE MONKEY SHOW
ANY GRIND SHOW CAN OFFER GETTING MONEY.

WILL ISSER, MGR. I. T. SHOWS
115 E. 23RD ST. NEW YORK, N. Y.

24TH ANNUAL FIELD DAY AND ERIE COUNTY LEGION CONVENTION
JUNE 24TH 29TH
WE WANT—Dance-Hall, Rondell, Slide Show—Clown in a Separate Car—Carnival. Please call at the Hotel to See the Large Celebration Around Buffalo This Year.

J. W. YATES, CHAIRMAN
Phone: Mound, 1st Ave. 

JACK LANCE AND A. R. (Dutch) WHITMIRE
HARRISON GREATER SHOWS
Carries The Brand New Show of East Coast, with the largest and best Celebration of the East Coast, the show is the biggest and best of the year.

JACK LANCE, A. R. WHITMIRE
HARRISON GREATER SHOWS

INTERSTATE SHOWS

Want: Want: Want


JACK LANCE, A. R. WHITE
HARRISON GREATER SHOWS

BROWN AND WALLACE SHOWS
Want Power: Want Mr. Starnes and Waite, Wade: This is the best time of the season. Want: Want Mr. Starnes and Waite: This is the best time of the season.

J. R. ROSS, MGR.
MOUNTAIN CITY, VA.

Clara, Pa., American Legion Fair, June 16 thru 21
One of the best shows in the fair. Beautiful service for the customers. Want Power: Want Mr. Starnes and Waite: This is the best time of the season.

BEAK'S ATTRACTIONS

THE BILLBOARD
JUNE 14, 1952

Under the Marquee

Georges Marie, magician, and his son, the Richard Connors family, join the parade.


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BEAUTIFUL CROSS
MIRACLE CROSS
LORD'S PRAYER

RETAIL UP TO 50% EACH.
OUR PRICES TALK!!
Plus tax and sales tax is taxable in Illinois.

Providence Ring Co.
1961 South Wabash Ave., Chicago, Ill.

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BY THE WORKER
WRITE FOR YOUR COPY OF
CATALOG No. 106
Complete catalog arranged to
show new products. Especially for the
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Also CATALOG No. 36
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All orders shipped same day received.

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CONGREGATIONAL
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FREE 10-PT. illustrated catalog
NEW ENGLISH MACHINE BASE
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SECURITY GELS

BINGO
SUPPLIES & EQUIPMENT

7-1/2 ROW CLOCK SPECIALS
6/4-3/4 W.O. with
1000 various colors
Paper & Plastic Machines
Paddle - Cross - Clip
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CARNIVAL AND CIRCUS NOVELTIES

COLORFUL FEATHER DRESS BOWS

Parades - Marching Bands - Shows - Events - Dealers

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MAGICAL APPARATUS

A Brand New 2000 CATALOG

CHILDREN'S TRICKS

TACTILE CLOWN

MURDER MACHINES

MISCELLANEOUS

NEW UNIFORMS, COSTUMES, UNIFORMS, UNIFORMS, UNIFORMS

MUSICAL INSTRUMENTS, ACCESSORIES

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AMAZING VALUES

SIMULATED PEARLS

MILLS SALES CO.

PRINTING

BUY YOUR TIES

MERCHANDISE 99

MUSEUM'S LARGE LINE
OF LOW-PRICED RINGS

INSURANCE POLICIES

SAND MURDER MAKER

MIRRORS

STERLING JEWELERS

MAGNIFICENT WATCH BRACELET

FREE! FREE!
LATEST GIANT
WHOLESALE CATALOG

NEW ENGLISH MACHINES

COOK BROS.

BROKEN WHEELS

RAI STATE NOVELTIES CO.

BUY DIRECT FROM MANUFACTURERS

SALESMEN WANTED

1001 10th St., Des Moines, Iowa
CARNIVAL SUPPLIES

SPECS & WAGONS
FOR LOOT
1. Performs with Siren, Horn, Bell, etc.
2. Perform at night or day.
3. Loud, clear, can be heard for miles.
4. Excellent for amusement parks, carnivals, fairs, etc.

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1. Performs with Siren, Horn, Bell, etc.
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4. Excellent for amusement parks, carnivals, fairs, etc.

NEW CATALOG

Full of Carnival Novelties, Premium Merchandise, Costume Jewelry, etc.
WRITE FOR CATALOG. Store Business, Catalogues sent to individuals.

N. SHURE CO. 200-202 AGASSI ST.

ESLING - BURDUS - GRUEN - BULova - WALTHAM
Watches

32-PC. CHINA DECORATED SETS OF DISHES

3 Pcs. Sets from $5.50 Up

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VAUDEVILLE ARTISTS

FEMALE, Male, Experienced, Talented.

RINGS ARE BACK!

In an Exceptional Ad Promotion
JUST OFF THE PRESS! - NEW CATALOG

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VAUDEVILLE ARTISTS

FEMALE, Male, Experienced, Talented.
Pipes for Pitchmen

GEORGE BRETCH

In a tour of one duty with the S. S. Tulane, of the U. S. Lines, he says that he's like to read letters from Bill Stovel, Ray Kinsel, Wood, Ben Bledsoe, Alex Nicola, Nick Budnitz and Misu Cornick. His address is George Brecht, boat care of U. S. S. Tulane, Pusan, Korea.

MAC CALL,,

English policeman, who arrived in the U. S. recently, pipe that is a member of the police

and we have some fine pipe works, too. It is, of course, to their advantage that these pipe works are in the same area as the police station. However, it is

that police pipe man is not a
dition.

A PIRTISHORD, ordinance drawn up by City Solicitor A. A. Attorney, would make the sale of lead for poison pipes impossible. Persons selling lead pipes and drug addicts after gas one of the pipes is required to terrorize any man pipe, for instance, is a policeman's paradise for the man who wants to put the pipe to the best use. To carry the pipe or lead would be a violation of the ordnance. The man pipes are enclosed in a box of lead and are sometimes left in the streets.

OAK BALLOONS

for Immediate Shipment

STATE comCENCY CO.

OAK RUBBER CO.

Ravena Ohio

Cancer strikes one in five

Strike back

By saving lives, by easing pain, by improving services to cancer patients, by supporting research that will find the final answers to cancer...

That is how your dollars make the fight at cancer when you give them to the American Cancer Society.

Send your gift today by mailing it to "Cancer" care of your local post office.

Give to conquer cancer

American Cancer Society
TRULY WONDERFUL-
THOUSANDS SOLD
Miss Glamour 6-Ft.
Jewelry Ensemble
$2.50 net
WITH A TEMPEX EXCLUSIVE
Leather handbag alone is worth
much more than you pay for it!

NEW YORK
"Get on the political hand-
appeal" says Governor Creatini in
announcing the "Folks and Teeth"
team to the Kress showroom.
"The items, priced to retail at 50
cents each, are a key to the Amer-
can way of life. The Franco-American
Novelty Company reports that gold
enamel are going over well with
holiday users. The glasses contain
a scientifically made prisms which
enhance the item's worth in front of
the victim's eyes. Supplied to the
trade at 35 cents, the glasses are
dressed to retail at 60 cents.

The basket-tie pin is the latest
item to be offered by Mall & Sales
Company. The item is removable
from the platter, revealing a smart
cutting blade. The item features pearl
handle, gold-finished wainscot and
engraved design. Try clear with
harmonious, non-explosive action
manufactured by A. Frank. After burning,
a mounted metal spring backs the
dagger. The 18 cent exhibitor will
be available at the next market.

Temple Company, Inc., announce
to move to larger quarters at 80 Washington
Square. The phone number, Duglas 4-2890,
remains the same. The new quarters facili-
tates for handling the firm's increasing
volume of business. Many national sales forces
for large firms are handled by

FOR PROFITABLE PROMOTIONS!
LADIES HAND NEW "WINDSOR" WATCHES
$12.95 each
$28.95 a Doz.

The first regular order of "Windsor"
Watch Co., Inc., Grand Central
Building, New York, N. Y.,
arrives on March 1st. The
company, which has been
promising for some time, will
start with one watch.

TOO MEAN?
In a recent interview, a leading
French newspaper said that the
French for "mean" is "meaun".

From All Around
An all-stainless steel trailer is
making its rounds of the United
States, feeding thousands of cus-
tomers from its gilded trailer.

J. WITTY CO.
32 N. Michigan Avenue
Chicago, Ill.

DEALS AND DECALS

PLASTER
Waycross, Ga.
Ne-Ne-Nak Novelties

JUNE 14, 1952
THE BILLBOARD
SWEEPING THE COUNTRY
OLD SOCK PURSE
A HIT
FOR ADVERTISING
SALESMEN, PUBLISHERS
72C A COPY
THE BULLETIN
216 E. Ohio St.
Chicago 11, Ill.

LUGGAGE
All Types
FACTORY PRICES
Authorized by National Luggage
Two Suitcases
Air Comfort Luggage
Glassstone
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Also made to your specifications.
Wide for men and women.
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JAR DEALS
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PUNCHBOARDS
PREMIUMS
Make BIGGER PROPS WITH
GALILEAN NOVELTIES, CO.
100-150-200-500-1,000

FINAL
ADVERTISING DEADLINE
JUNE 18

MAKE MONEY
WITH METHOD'S FAST ACTION
For Gibson, Top-heels, Match Book
Deals, Newspaper Ticket Deals, $15.00
Blown Fish Deals, Stocking Deals.
Write for list. Serve your business.
Estimated at up to 125 cents, 1,000
Gives to the Runyon Cancer Fund

GIVE TO THE
RY RUNTON CANCER FUND

TUNES & TAPES ON WOOD
CHAIRS
Folding or Standing
FREE BENCH & CHAIRS
Advancement Chair Co.

PLASTIC LUMINOUS
OUTDOOR DECOY SCHREWS
Porto...Wine...Assorted
Prize...Reserve Rep...Office 804111

NEW!, NEW!, NEW!
CAPS

THE BILLBOARD
JUNE 14, 1952
102
MERCHANDISE

MERCHANDISE

TRULY WONDERFUL-
THOUSANDS SOLD
Miss Glamour 6-Ft.
Jewelry Ensemble
$2.50 net
WITH A TEMPEX EXCLUSIVE
Leather handbag alone is worth
much more than you pay for it!

NEW YORK
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Building, New York, N. Y.,
arrives on March 1st. The
company, which has been
promising for some time, will
start with one watch.

TOO MEAN?
In a recent interview, a leading
French newspaper said that the
French for "mean" is "meaun".

From All Around
An all-stainless steel trailer is
making its rounds of the United
States, feeding thousands of cus-
tomers from its gilded trailer.

J. WITTY CO.
32 N. Michigan Avenue
Chicago, Ill.

DEALS AND DECALS

PLASTER
Waycross, Ga.
Ne-Ne-Nak Novelties

JUNE 14, 1952
THE BILLBOARD
SWEEPING THE COUNTRY
OLD SOCK PURSE
A HIT
FOR ADVERTISING
SALESMEN, PUBLISHERS
72C A COPY
THE BULLETIN
216 E. Ohio St.
Chicago 11, Ill.

LUGGAGE
All Types
FACTORY PRICES
Authorized by National Luggage
Two Suitcases
Air Comfort Luggage
Glassstone
Club Bags
Brass Containers
Also made to your specifications.
Wide for men and women.
"Coe" Leather Products
219 E. Ohio St., Dept. W
Chicago 11, Ill.

JAR DEALS
and MATCH PAK DEALS
PUNCHBOARDS
PREMIUMS
Make BIGGER PROPS WITH
GALILEAN NOVELTIES, CO.
100-150-200-500-1,000

FINAL
ADVERTISING DEADLINE
JUNE 18

MAKE MONEY
WITH METHOD'S FAST ACTION
For Gibson, Top-heels, Match Book
Deals, Newspaper Ticket Deals, $15.00
Blown Fish Deals, Stocking Deals.
Write for list. Serve your business.
Estimated at up to 125 cents, 1,000
Gives to the Runyon Cancer Fund

GIVE TO THE
RY RUNTON CANCER FUND

TUNES & TAPES ON WOOD
CHAIRS
Folding or Standing
FREE BENCH & CHAIRS
Advancement Chair Co.
Favorable Pin Ruling Improves Neb. Situation

OMAHA June 7—As a result of a recent favorable decision on free pin bails, this type of amusement game has reappeared in a number of places, locations in many parts of the State.

J. C. Miller of Lincoln, whose bail cases have been more or less gambling under an ordinance prohibiting such devices, has been ordered by District Judge Jackson B. Chase, who has ruled in favor of pin bail games, that they can be played as a game of chance. The ruling covers a similar case handled in the same county by G. S. Beck last spring.

In connection with his bail ruling, the judge, acting as mayor, appointed a four-man committee to make a quotation on the matter of pin bail games. This committee is made up of Frank Mihm and M. C. Hark, assistant attorney general, district attorney and deputy clerk, respectively.

Bally Horse Gets Casters

CHICAGO June 7—An improvement which appears certain to be in evidence before long, or at least to have a chance of being adopted, in casters, has been announced by Frank Mihm in Omaha during a convention of the company. The idea is to have a weight on the bottom of the caster wheel, in order that it may have a larger area of contact with the floor. It is claimed that this will make the casters easier to move, and will also save wear on the floor. The use of the casters is especially desirable in places where the floors are frequently invaded by cement and other materials. The idea is said to be in the hands of a well-known manufacturer, and is expected to be in evidence shortly.

NPA Urges Small Biz To Seek More Metals

WASHINGTON June 7—The National Producers Alliance for Metals is urging small businesses to seek more metals, particularly during the present shortage of steel and aluminum. The organization, which represents the interests of small manufacturers, is offering advice and help to any small business that desires to obtain more metals. It is stated that the NPA was formed to help small businesses in their efforts to obtain more metals.

Gottlieb Names Sales Staffer

CHICAGO June 7—President Gottlieb has announced the appointment of J. P. Backus as sales manager for the company. Mr. Backus has been with the company for several years and has been responsible for the sales department. He will be responsible for the sales department and for the company's sales operations.

Calendar for Coinmen

June 9—Wisconsin Photograph Operators' Association, monthly meeting, Milwaukee, Wis.
June 9—Washington Coin Machine Association, monthly meeting, Hoya Photographer Building, Washington, D.C.
June 9—Amusement Machine Operators' Association of Greater Baltimore, monthly meeting, Mandel-Bobst Restaurant, Baltimore, Md.
June 10—Automatic Photograph Operators' Association, monthly meeting, Macomber Building, Detroit.
June 11—California Photograph Operators' Association, monthly meeting, Mayflower Hotel, Akron.
June 13—Music Operators of Northern Illinois, monthly meeting, Sutcliffe Hotel, Chicago.
June 13—Michigan Automatic Photograph Operators' Association, monthly meeting, Motor Hotel, Detroit.
June 15—Music Operators of Nebraska, monthly meeting, Paley Hotel, Omaha.
June 15—Wesleyan Operators' Guild, Inc., monthly meeting, American Legion Home, White Plains, N. J.
June 15—Moline Camera Service Co., monthly meeting, Cull Glass, Moline, Ill.
June 15—Music Operators of Pennsylvania, monthly meeting, Hall, Williams Hotel, Camden, N. J.
June 23—Photographic Service of Philadelphia, monthly meeting, Broadway Hotel, East St. Louis, Ill.
June 27—Iowa Amusement Operators Association, monthly meeting, 20th and Madison Street, Rockford, Ill.
Miami Ops Obsolete All Pre-1946 Jukes

Resolution Sets Sept. 1 Deadline, Exempts 2 Wurlitzer, 1 Seeburg, 1 Rock-Ola Models

MIAMI, June 7 — The local American Guild Convention Committee has adopted this resolution within the next three months all music box drives including the older models, which are no longer manufactured by Seeburg and one by Rock-Ola. The Senate's Convention Committee has also adopted this resolution.

Nebraska Guild Convention Set For June 14-15

OMAHA, June 7 — The convention is set for June 14-15 at the Paxton Hotel here this weekend. It is the State Music Guild's annual business meeting and reception for officers of the Music Guild.


An exercise in music box maintenance and records will be held in conjunction with the convention. Plans call for a cocktail party, the first day and a business meeting and banquet the second day.

Stronger Ties Aim of Micon, Barabash Trip

CHICAGO, June 7 — In the first of a series of moves to strengthen the local music box and record distributing industry, the Chicago Music Box Association has extended its regional district managing program and has sent two representatives to tour the area with Men of Music World Wide. The tour will visit every part of the area, including the Mid-West and west, in cooperation with the Micon Music Box Company and the Pacific Music Box Company.

Pitt Op Outlines Top Juke Route Methods

PITTSBURGH, June 7 — The twin factors of knowing how to get the job done and how to do it effectively have been discovered by the Music Machine, according to Mr. Thompson, owner of the Thompson Music Machine. Thompson explained that some operations are too heavy to be handled properly and that the same goes for heavy-duty machines. In addition, he pointed out that in many cases, especially when the machines have to be handled by the knowledgeable operator, the job can be done in a much shorter time.

Thompson explained that the key to successful operation is the use of the right machine for the job, and that the choice of a machine depends on the type of operation and the size of the job. He also stressed the importance of training the operators to handle the machines properly, and that this training should be given by the manufacturer of the machine.
one becomes a full-time profession. He admits that he gets along well business people is a person's greatest asset. The more a person learns about a business the better he likes it.

Thompson says that an operator can get locations if he really wants them. He explains that some operators will not take a location or will not get it and develop it because they feel there won't be enough take to warrant the effort. He says that he feels on what an operator considers good take and on what he does, intelligently, to get it.

For example, Thompson says a poorer location may have the wrong type of machines. This can be remedied, he says, by different juke box, new types of records and ultimately by advertising to the loco to get it. He says, looking at the circumstances peculiar to that location.

Along with these factors, Thompson says, is the basic sense of not expecting too much of a location. This should be avoided to a location owner and, given good opportunity, location owners usually are not difficult to get along with. Most owners will see an operator's point of view if the operator has attended to business, made regular rounds and shown reasonable attention.

In supplying records, Thompson feels an operator has to price the amount he expects to sell on a location. However, in this area, a clever study of the playing habits of a location's customers pays dividends. If an operator does his own advertising, he should remain aware to notice the music-selection habits of the patrons.

At some locations prefer-16 selection boxes, many patrons in this area of different nationalities use smaller boxes to advantage. Where there is a long list of selections, the perspective juke player often reads the list two or three times before finding the record he wants or making up his mind.

Thompson feels that by using smaller-selection machines, juke box players drop in their costs much faster. As to the effect of television, Thompson feels that the effect of television on juke box's place is still not determined.

**Info in Other Departments**

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

**PARTING LOOK AT JUKE BOX BILL.** 
Radio-TV broadcasters will take final stock on bills' stock (Music Department).

**THE LUCKY LONGER THAN MEN OF ORKS.** 
Polk shows female singers return hit category over period of years (Music Department).

**NAME BAND PROBE IS PLACED BEFORE CONVENTION.** 
Musicians' huddle places dance orks high on agenda (Music Department).

**PERMEX CHANGES SALES SET-UP.** 
Juke box maker reorganizes distribution, installs free literature department. 

And other informative news stories as well as the Honor Roll of Bits and the page quotes.

**Post War MUSIC EQUIPMENT, Bargains**

Wells, wren, phone 127 depot, balance C.O.D.

**SEEBING**

1483L ....... $249.00 147M ........ 149.00

**Hideaways**

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<tr>
<th>Size</th>
<th>148M</th>
<th>229.00</th>
<th>2 H4G6M</th>
<th>159.00</th>
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**ROCK-OLA 1426**

$129

**AMERICAN**

142M .......... 99

**MUSIC SYSTEMS, INC.**

DEPT, MICH. 94112 LINCOLN CLEVELAND, OHIO 820 ELDIGIO

LAKING, MICH. 1420 HUNTER TOLTO, OHIO 82012 JACKSON

**THE BILLBOARD**

**Index of Advertised Used Machine Prices**

**Music Machines**

<table>
<thead>
<tr>
<th>Name</th>
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<td>1015</td>
<td>600</td>
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<td>WURLITZER</td>
<td>1950</td>
<td>650</td>
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</table>

**RHYTHM AND BLUES NOTES**

**DO**

I have purchased blues singer Madame Mary from San Francisco, San Francisco, and also purchased her first record for Abbey Records. 

**RECORDS-OFFERING**

Swab Grand from Emery's of Dayton, Dayton, and set of Jack Connors 20 for the Co. 

**THE BILLBOARD**

**Index of Advertised Used Machine Prices**

**Music Machines**

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New Mother Hubbard
Bought a place called "The Cupboard,"
A restaurant on Route 33.
At first business was slow,
But she soon made it go
With the help of a new Model "D."

"New" Mother Hubbard

Many a flourishing roadside restaurant got its boost on the road to success from an AMI juke box.

Business grows faster where patrons get an extra measure of pleasure from music they want to hear.

It is the "D's" job to provide that music, and in doing so, to build more income for location and operator.

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

AMI Incorporated

GENERAL OFFICES AND FACTORY: 1300 UNION AVENUE, S.E., GRAND RAPIDS 3, MICHIGAN
400 Honor George Miller

TLH 104 TUNES

Records Intermixed

Let the Record Tell You!

Whether it's for your 45 or 78 RPM spots, the Juke Box selection is bound to be right for the general listener as a special feature and keep them at top form and performance levels throughout the life of their popularity!

This is just one of many ways they've money-making advantages in operating today's Juke Box.

EVANS' JUBILEE 40/15
20 Records—$1 selection
78 RPM

EVANS' JUBILEE 40/78
20 Records—$1 selection
78 RPM

ROXY JOX

Contact your Evans Distributor NOW! Aspire earliest possible delivery and a future of more services, more profitable operation.

WATCH FOR IT!

EVANS' CENTURY 100/45
50 RECORDS—$10 SELECTIONS—45 RPM

Export Inquiries Invited
H. C. EVANS & CO.
1556 W. CARROLL AVE.
CHICAGO 7, ILLINOIS

Open Up New Locations
With This Small Juke Box

RISTAURCA S-45

The S-45 is the answer to operators' demands for a low cost, low cost, low cost Juke Box suitable for small locations. Try the S-45 on location—prove to yourself.

RISTAURCA, INC. 1216 E. Wisconsin Ave., Appleton, Wl.

Rhythm & Blues Record Reviews

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

RHYTHM & BLUES Record Reviews

H.P./tops the charts again with this hot item! WORSHIP WITH ME

(Decca 20558) / WORSHIP WITH ME, by Al Hall and Louis Armstrong, gives the public a chance to get the feel of a big band without the cost of admission. The record shows a lot of promise and should appeal to audiences of all ages.

The RHYTHM & BLUES Record Reviews

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GOLDMAN PREMIUMS

Coupons Found Sales Aid for Cig Vendors

LOS ANGELES, June 7—(AP)—At the 34th annual convention of the California, Oregon and Pacific States, national organizers of the Automatic Merchandising Congress, Los Angeles, announced that 1961 marked the 50th anniversary of the premium business. The premium business has been a stable part of the cigarette vending industry for nearly a century.

Indicating that 1961 marked the 50th anniversary of the premium business, Goldman stated, "The 50th anniversary of the premium business is a significant milestone for the cigarette vending industry. This business has been an integral part of the industry for nearly a century, and we are proud to celebrate this important milestone."

SHOWMANSHIP

Kaufman Says Vending Trade Should Use It

LOS ANGELES, June 7—(AP)—After attending the annual meeting of the Los Angeles Board of Directors, M. S. Kaufman, president of Standard Automatic Vending Co., Los Angeles, said vending trade should use showmanship to increase sales. Kaufman stated that vending operators were among the few 30-day period during which premium business is conducted scientifically. (Continued on page 119)

FETE DARLING AT NAMA MEET

LOS ANGELES, June 7—Clifton S. Darling, executive director of the National Automatic Merchandising Association, was honored here Tuesday at a luncheon of the joint sessions of X and XI at the NAMA meeting in Los Angeles. In presenting Darling with a plaque, George Seidman, NAMA president, and Howard Fink, director of the association, Seidman affirmed Darling's "lasy man," who had been "the foundation for the association." The plaque was a token of appreciation for his service. Seidman declared, "Darling has been a constant influence for the growth and development of the vending industry."

NCA Panel Finds Sales Good, Debates 10c Bar

CHICAGO, June 7—Representatives of the principal distributors of candy ladled affairs at sustaining judgments at the National Confectioners' Association convention, 1961 (1-15) that business was fair to good volume. A 10c bar also was mentioned as expected to fall for the winter. Articulated jazz, resembling a dancing pique of our delectable delight, was noted. (Continued on page 119)

Alert California

Hitting Growing Number of Per-Mch. Liens

LOS ANGELES, June 7—Dis(ranitary per-mech. taxes on vending merchandising equip- ment are gaining in California, according to a recent legislative represent- ative, Perry Taft, told operators at the Tuesday noon meeting of the association's Regional Section.

In a luncheon speech here Tuesday at the Ambassado Hotel, Taft outlined "The Significance of the Signal Bill C-359, a test action brought to determine the validity of the long-disputed per- mercine tax."

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Auto Products Sales

Good, Debates 10c Bar

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NAMA Two-Region Conclave Draws 550, 49 Exhibitors

Industry Leaders Speak at L. A. Meeting; Closing Banquet SRO

LOS ANGELES, June 7—The 50th anniversary of the California, Oregon and Pacific States Automatic Merchandising Congress held at the Hotel Ambassador and Los Angeles Convention Center Wednesday (3) played major role in drawing exhibitors. Conclave secretary Asa W. Mooney, who presided after the closing banquet, which was attended by 500 automatic vending of the NAMA's "buyer's guide." During the Tuesday luncheon meeting, Cecil Barbee, president of the Coca Cola Bottling Co., Los Angeles, and president of the National Automatic Merchandising Association, addressed the meeting. Barbee discussed the growth of vending in the period since the founding of vending. He also spoke of the current state of the industry and its future prospects. (Continued on page 119)

49 Firms Exhibit At L. A. Meeting

LOS ANGELES, June 7—Fourteen firms have set up their exhibit stands here this week during the joint meeting of the National Association of Coin-Operated Vending Manufacturers of America, Inc., and the California Coin-Operated Vending Manufacturers of America, Inc. All stands were set at the Ambassador Hotel with a total of 49 firms. The meeting, which was attended by 500 automatic vending operators, was sponsored by the California Coin-Operated Vending Manufacturers of America, Inc. The exhibit showed latest developments in the vending industry, including new vending machines, accessories, and supplies. (Continued on page 119)

Beach-nut's Chlorophyll

Gum Preemmed

CARADONHAY, N. Y., June 7—(AP)—A seven-year-old sink with four nickels by the vending machine is marketing a new gum under the name of "Beach-nut's Chlorophyll Gum." The gum is being sold through vending machines across the country. (Continued on page 119)

AUTO PRODUCTS

SUGGESTIONS FOR IMPROVING THE SELLING OF AUTO PRODUCTS

Suggetions for improving the selling of auto products were offered, including the adoption of new versions of premiums designed to interest more buyers. The use of new materials, such as carbonized cloth, was suggested. (Continued on page 119)

Auto Products Sales

Good, Debates 10c Bar

CHICAGO, June 7—Representatives of the principal distributors of candy ladled affairs at sustaining judgments at the National Confectioners' Association convention, 1961 (1-15) that business was fair to good volume. A 10c bar also was mentioned as expected to fall for the winter. Articulated jazz, resembling a dancing pique of our delectable delight, was noted. (Continued on page 119)
BABY GRAND and CHLORO TREETS
Victor's Products Mean Operator's Profits

CHLORO TREETS... A delicious, high-quality chewing gum. Featuring that Sensational, Health-Giving CHLOROPHYLL.

2 for 5c... 790 COUNT

Baby Grand also vends CHLORO TREETS...

...336 Count—or CHIC E TREETS...

6 colors, 6 flavors...

2 for the pound...

Both 2 for 1c—Capacity: 5½ pounds.

Sold Exclusively by Authorized Victor Distributors. Contact Your Nearest Distributor or Write Today to:

VICTOR VENDING CORP.

5707-13 W. GRAND AVE.
CHICAGO 39, ILLINOIS
Ark. Cig. Receipts Up
LITTLE ROCK, May 9—Clear-

ing stock sales for the first

year ended May 31 yielded

$612,312 compared with $467,

38 in the 1951-52 fiscal year,

according to State Revenue Com-
Supplies in Brief

WASHINGTON, June 7 — Sugar deliveries this year, from the week of May 31, totaled 2,264,599 short tons as compared with 2,290,429 tons for the same period last year, according to Agriculture Department figures. Deliveries during the week ended May 18 totaled 111,986 tons less compared to 361,612 tons for the corresponding week last year. April deliveries reached 629,681 tons, 113,927 tons over deliveries in April, 1953.

The department announced that allotments of 1954 sugar quotas for Puerto Rico will not be revised on the basis of Easter statistics of production. The use of these estimates, it said, would not change the allotments enough to warrant a revision before obtaining final production information in July.

WASHINGTON, June 7 — Consumer purchases of packaged goods for the year ended in June 1951, the corresponding period of 1950, and mid-year, for 1951, are reported for the Bureau of Agricultural Economics. The season's peanut crop is the smallest one during a comparable period since the 1941-42 crop.

The spot price of peanuts in the designated areas was $1.85 per hundredweight in 1950 and $1.71 in 1951. In 1952, the season's price will reach $1.80 per hundredweight.

WASHINGTON, June 7 — Average hourly earnings of tobacco industry workers in mid-April of this year were $1.13, or 8 cents more than average hourly wages in tobacco industry workers for the same month last year, according to the Labor Department's figures. The average wage of tobacco industry workers was substantially above the $1.01 average hourly wage of manufacturing workers employed in the nation's factories. During March of 1952, tobacco workers earned an average of $1.10 for a 36-hour workweek, department figures revealed.

WASHINGTON, June 7 — Prices of peanuts and peanuts in Puerto Rico have been increased to $1.60 a cent. On April 1 of 1951, the price was $1.50 a cent. The present high price of peanuts is due to the demand for peanut butter and margarine.

WASHINGTON, June 7 — Most of the new machines in Puerto Rico will get a 4 cent-an-hour wage increase. The wage increase is due to the strike of workers in the tobacco industry last year. The increase is effective for all workers employed in the tobacco industry. The new rate will be $1.05 a cent. The new rate will take effect on June 1.

WASHINGTON, June 7 — The Bureau of Labor Statistics reported that the average hourly earnings of workers in the tobacco industry were $1.13 in April, compared with $1.01 in March. The increase is due to the strike of workers in the tobacco industry last year. The average hourly earnings of workers in the tobacco industry were $1.01 in April, compared with $1.01 in March. The increase is due to the strike of workers in the tobacco industry last year.
## Coinmen You Know

Mabel, head of the Fred Mabel Corporation, is building ice cream machines at a more rapid pace this year. Mabel has doubled the size of her plant, and while she expects a sharp increase in sales, she is not losing her usual sense of humor. Mabel is known for her quick wit and her ability to handle difficult situations with ease.

Russell Smith, vice-president and sales manager of the Wurth Co., has the reputation of being one of the most successful men in the business. He has built up a fine organization and is known for his quick thinking and decisive action.

Morris Winograd, president of the Monarch Machine Company, reports that the company is doing better than ever before. He attributes this to the strong demand for their products and the excellent quality of their work. Winograd is a man of vision and he always manages to see things through to completion.

## Arcade Equipment

<table>
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<th>Issue of</th>
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## Shuffle Games

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<tr>
<td>Company</td>
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<td>Monarch Machine Company</td>
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</table>

## Equipment and other listed items are taken from advertisements in The Billboard as indicated below. All advertised used machinery and prices are listed. Where none were noted the same equipment at the same price, pressure with which the prices appear to be increased or decreased is noted. Additional information can be obtained from the advertisers. Only those machines priced in the listing are priced. Any price increase depends on the condition of the equipment. The prices on location, territory, and other related facts.

---

**Guaranteed Used One Balls**

- *Guaranteed Used One Balls* ready for location at Lemmon 1995.
- Winter: $199.50
- Summer: $174.50
- Spring: $195.00
- Fall: $179.50
- Price: $175.00
- Order: $175.00
- Special: $175.00
- Imprint: $175.00
- Advertise: $175.00
- Discounts: $175.00

---

**WILL SACRIFICE**

- *WILL SACRIFICE* on any of the following machines:
  - 250 slots
  - 1000 slots
  - 2500 slots
  - 10000 slots

---

**ONE BALLS**

- *GIVE TO THE RUNYON CANCER FUND*
Belved Chloro
Gum Venders

CINCINNATI, June 7. — Belved Manufacturing Company, Inc., announced that its three-column
belved gum vending machines are being produced weekly. Originally scheduled for April, but
delayed and either display, have been introduced on a weekly basis.

Belved Hall, president, said that the company is working with his company, franchised dealers, to
instruct operators to operate the machine in the most efficient manner possible. Belved also
suggested that operators purchase the equipment from the company.

The Belved machine will vend the Belved chlorophyll, a new pharmaceutical product, which is being ac-
tually dispensed as a retail counter item.

• Country & Western (Folk)
Record Reviews

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

Continued from page 50

FOLK

- Country & Western (Folk)

Record Reviews

- Country & Western (Folk)

Record Reviews

TODAY'S BILL STRENGTH
PAPER BOY BOOGIE
73-75-75-75
CHUTE CREEK
73-69-69-75

My record
YESTERDAY'S BILL STRENGTH
HABIT OF SLEEPING
73-75-75
LINDSTROM'S FAVORITE
75-75-75

DEEP IN MY HEART
WHAT A JOURNEY
73-75-75-69

VENDORS

The loss of the Stowers Dari
Diner, which was one of the
most popular stops in the area,
has been noticed. The diner was
renovated and reopened under
the name of The Blue Jay, with
a new menu and decor.

A Belved department store
executive has reported that
the new movement of the Jack W.
Vendyco, Inc., takes a new
approach to the record business.
He says, "the merchandising
of the store has increased the
sales of Belved by a factor of
three fold in the past year." He
also adds that the store now
sells more than 50 different
brands of records, including a
number of country and western
records.

JUDITH WRIGHT
CUMONGOE
A country music record
appearances of the year. She
has been featuring various
country and western artists
in her concerts, and this year
she will be appearing at the
opening of the annual country
and western festival in the city.

Whether or not he has a
record on the air, Belved is
always ahead of the curve in
merchandising country and
western records.

Raymond W. Davis, district
manager of the Stowes Dari
Diner, has reported that the
diner has been doing a
booming business in recent
weeks. He attributes this to
the increased interest in
country and western music.

Trailmobile Official

CINCINNATI, June 7. — Trail-
mobile, Inc., appointed Jack R.
Cantwell, chairman of the Sales
and Marketing Department, as
vice president of the company.

Cantwell, who has been
with Trailmobile for 10 years,
has been active in the
development of the company's
sales and marketing
program.

Western Vending Movers

LOS ANGELES, June 7. —
Western Vending Machine
Corporation, headquartered in
VF, has moved its head-
quarters from Chicago to
Los Angeles. The company,
which has been in operation
for nine years, is now
representative of the
American Machine Corporation.

The company, which
manufactures a line of
coin and truck trailers, is
expected to bring many new
opportunities for vendors in the
west. The company has
already sold a number of
trailers to vendors in the
west, and it is expected that
the company will continue to
expand its business in the
west.

TREASURES TO TREASURY
30-30-30-30
RICHARDSON
30-30-30

Western Vending Movers

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

Continued from page 50

TODAY'S BILL STRENGTH
PAPER BOY BOOGIE
73-75-75-75
CHUTE CREEK
73-69-69-75

My record
YESTERDAY'S BILL STRENGTH
HABIT OF SLEEPING
73-75-75
LINDSTROM'S FAVORITE
75-75-75

DEEP IN MY HEART
WHAT A JOURNEY
73-75-75-69

VENDORS

The loss of the Stowers Dari
Diner, which was one of the
most popular stops in the area,
has been noticed. The diner was
renovated and reopened under
the name of The Blue Jay, with
a new menu and decor.

A Belved department store
executive has reported that
the new movement of the Jack W.
Vendyco, Inc., takes a new
approach to the record business.
He says, "the merchandising
of the store has increased the
sales of Belved by a factor of
three fold in the past year." He
also adds that the store now
sells more than 50 different
brands of records, including a
number of country and western
records.

JUDITH WRIGHT
CUMONGOE
A country music record
appearances of the year. She
has been featuring various
country and western artists
in her concerts, and this year
she will be appearing at the
opening of the annual country
and western festival in the city.

Whether or not he has a
record on the air, Belved is
always ahead of the curve in
merchandising country and
western records.

Raymond W. Davis, district
manager of the Stowes Dari
Diner, has reported that the
diner has been doing a
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**Andico Agreement With Spacarb Off**

LANSDALE, Pa., June 7—Andico Sales has cut its agreement with Spacarb, Inc., to a less protracted period. The decision to discontinue the relationship comes in light of the current economic climate and the industry's need for cost-effective solutions.

**NO RECORDS IN EAST**

Bad Weather Blamed For Slump at Arcades

NEW YORK, June 7—The Arcade business is suffering severe losses due to bad weather, according to the owner of several major arcades in the city. The recent storms have caused significant damage to the business, leading to a decline in revenue. The owner, speaking on condition of anonymity, explained that the recent downpours have severely affected the business, causing many customers to stay indoors rather than venture out to enjoy the arcade games. This has resulted in a significant drop in sales, estimated at around 20%.

**CHI OPS GIVE 40 JUKEBOXES TO AID YOUTH WORK**

CHICAGO, June 7—Over 40 used jukeboxes have been donated to the Chicago YMCA for use in its youth programs. The jukeboxes, which were previously collected in other areas of the country, have been gathered and transported to the city to provide music and entertainment for local children. The donation was facilitated by a local jukebox manufacturer, who has a strong commitment to supporting community initiatives.

**SOMEBODY IN THE WORLD...**

There's a buyer for your talents—services—or merchandise.
Company, Cincinnati, represented the National Candy Manufacturers Association, stated that candy manufacturers needed more or less to agree to a code of fair dealing in order to establish a bench mark in candy vending as they are trying to do in other fields. He believed the code should meet the approval of the candy manufacturers, the candy dealers and the consumer groups.

In conclusion, Collett pointed out that the majority of the final vend- er sales are older models not equipped for self-service, and that the failure of the sales to reach the mark was not a lack of progress, but rather a lack of increased production, one of the highest quality of the product, the freshness of the food, and the cleanliness of the premises. The convention of the candy manufacturers, wholesalers and retailers attending the convention. It was hoped that this code would be a step forward in the development of the candy vending industry.

**Coupards Aid**

- Continued from page 139

A system in which the premium is paid to the consumer who does not buy the product, but rather the one who buys the product. The premium is paid to the consumer who does not buy the product, but rather the one who buys the product.

**Program Succes**

- Continued from page 139

"We know that the program is successful, because we see the premium going to the consumer, who does not buy the product, but rather the one who buys the product."

**Vending Trade**

- Continued from page 139

"The premium program also gives the consumer the opportunity to participate in the company's profit-sharing plan."

**Alert California**

- Continued from page 139

The court refused the request. The U.S. District Court, in the case of the California-Nebraska Muttonia Company, in which the company had been sued for infringement of patents on vending machines, ruled that the company had not infringed on the patents. The court held that the company had the right to use the vending machines, and that the company was not liable for damages. The court also held that the company had the right to use the vending machines, and that the company was not liable for damages. The court also held that the company had the right to use the vending machines, and that the company was not liable for damages.
Indianapolis

The Goeller Music Company held a preview of the $100,000.

The conjurer, a popular Monday and Wednesday evening attraction at the Times Square Hotel, Fort Wayne, for operators in the northeastern section of the State. Jim Peachy, sales representative and manager Frank Fort, were present to explain the merits of the new model....J. L. McRae, factory representative, was a staying visitor on Monday.

The Sinking Company, Inc., announces bids demand for Gal-

pany....$50,000, pet

trip operators.

several

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form

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Incorporated

Hartford,

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YOU'RE ON THE SUPER HIGHWAY TO PROFITS with... GOTTLEIB'S CROSSROADS

DELIVERY NOW FROM YOUR DISTRIBUTOR-- ORDER TODAY!

PURVEYOR'S "FIREWORKS" SALE!
THE "HOTTEST" BUYS... THE BEST VALUES

PROVEN PROFIT MAKERS!
GET 'EM WHILE THEY LAST!

CHICAGO COIN GAMES Ready for Location IMMEDIATE DELIVERY

THE BILLBOARD JUNE 14, 1952

MATERIALS PRODUCED BY DA CONTENT
NEW! Williams
DOMINO

FLASHY! COLORFUL! EXOTIC!
ONLY WILLIAM'S "DOMINO" HAS ALL
THESE FEATURES:
- SPECIAL BONUS VALUE builds up to 20 PLAY AND
requirements equal to 2 runs to gain ticket when lost
- 4 KICKOUT POCKETS score replacement when lost
- Jacking numbers 1 to 4 scores 2 replacement
- SPECIAL LAMBS 3-4-5-6 score replacement after numbers
- 1 in 6 rate model
- ROCKER BUTTON advances High Score Bonus
- Numbers 1 to 4 rate, ROCKER advances Special
- BONUS LAMBS at bottom of field scores "SPECIAL
- BONUS" after 1 to 6 rate model
- THREE THUNDER BUMPERS score points when lost
- Players shoot past four score and high score for replacement!
- 2 FLIPPERS, pull-type animation on ball return
- Around (continuous playfield) it's FAST!

for RICHER PROFITS
William's
DOMINO'

CREATURES OF DEPENDABLE PLAY APPEAL!
4247 W. SEMORE ST.
CHICAGO 24, ILL.

GENUINE SCIENTIFIC
Q-BALL TABLES

LATEST MODEL

Brand New
In Original Cases!

Rebuilt 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 sawdust floor, and rolling with 2 runs of higher 150 calibers
- you must protect by steel armature. Every steel armature has hand to increase
- numbers of gallery. Gallery measures include one cabinets, moving decks.
- moving tracks, moving canvas, and centering tracks. 15 half-waps employed
- with one serving after ball, revealing scores with steel armature, purchasing
- pianos, pianos, and others. All serving parts driven by one b.o.
- Among areas

GUNS and Accessories:
- 16 Remington Automatic Rifles, Model 242
- 16 Winchester Breech Rifles, Model 814
- 20 Indiana Bicycles to Automatic 22 Cal. Stewl
- 1 Winchester Automatic Gun Leaders (Warranted) and
- Repair Tools and Extra Parts, Free Use, etc.

COUNTERS:
- Overall length 22 w. width. 88 inches. height. 43 inches. Totalized to
- handle two balls, but ready accommodate numbers of areas. Reduced
- space to top of counter for each receiver. Rear of receiver has 16 depressors.
- Tray at receiver covered with 1/2 double layer laced. trimmed with stainless
- steel.

DISPLAY:
- 20 ft. EXACT REPRODUCTION OF WINCHESTER BOLT ACTION GUN WITH MED TRIMMINGS

SIMON SALES, INC.
627 TENTH AVENUE • NEW YORK 18, N.Y. • PHONE PLAZA 7-5660

PENNY ARCADE FOR SALE

Located in downtown Jacksonville, Fla. Large Novel Airline reserve.
Excellent business and climate. Over 25 large and 100 small.
Cheap rent. Apply
JAX PHONOGRAPH CO.
1455 Main Street
Jacksonville 6, Fla.

CLOSEOUT
BILLS NEW SCIENTIFIC POKER/AIR FINS, IN ORIGINAL CRATES .50.00
BRAND NEW GROUSE POCKET COUNTERS 65.00

MILLER-NEWMARK DISTRIBUTING CO.
41 Parkade, St. 32, W.
3743 South River Ave.
Savannah, Ga., Phone 9-7166

GIVE TO THE BURBON CAUSE Fund
Ride the Champion

by Bally

NEW RETRACTABLE CASTERS

Boost profits by outdoor operation. Simply insert detachable key to unlock in base of cabinet ... a quick turn and THE CHAMPION is up on 6 smooth casters ... ready to roll out in front of location ... or move from spot to spot in the store. Base sets solid when casters are retracted. This new exclusive Bally feature means bigger profits than ever.

SPEED-CONTROL
LOW SPEED START
PULL REINS FOR DESIRED GAIT, MEDIUM OR FAST TROTT—LIVELY GALLOP

RETRACTABLE BEAK DURABLE FINISH

LIFE-LIKE ACTION

REAL SADDLE
RICHLY ORNAMENTED
BOX-TYPE STIRRUP WITH
EXTRA LEATHER LOOP
FOR SHORT RIDERS

RIDE THE CHAMPION 10¢

FLOOR SPACE
ONLY
22 IN. BY 49 IN.

SIMPLE,
STURDY
MECHANISM
EASILY ACCESSIBLE FROM ALL 4 SIDES

NEW DOUBLE-SCORE FEATURE GETS BIG, FAST EXTRA PLAT

POPULAR "CORNERS" IDEA PROMOTES PLenty EXTRA-COIN PLAY
CORNER NUMBERS: SCORE 200

EXTRA BALLS FEATURE
WITH ADJUSTING ARM AGAINST STURDY AS EASY TO PLAY

ATLANTIC CITY
NEWEST 3-CARD 5-BALL REPLAY HIT

Bally MANUFACTURING COMPANY
DIVISION OF LEON MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
Chicago Coin's 6 PLAYER DELUXE BOWLING ALLEY

EASY TO SEE! EASY TO READ!

LARGE-LIT ED INDIVIDUAL SCORE DIALS

there is no doubt...

WHICH PLAYER IS SHOOTING

there is no doubt...

AS TO INDIVIDUAL PLAYER'S SCORE

1 FORMICA 2 JUMBO
PLAYFIELD "FLY-AWAY" PINS

3 HIGH SCORE OF THE WEEK
PLAYER WRITES NAME ON SCORE GLASS

4 REBOUND ACTION 20-30
SPLIT PICK-UP

STRIKE & SPARE 0 7-10
"FLICKER LITES"

SEE YOUR DISTRIBUTOR

CHICAGO COIN MACHINE COMPANY
1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS

MORE THAN EVER, IT'S LONDON FOR THE BEST
MACHINES

MORE THAN EVER, IT'S LONDON FOR THE BEST
IN SERVICE AND GAMES!

EASY TO SEE! EASY TO READ!

MUSIC

FORMICA JUMBO
PLAYFIELD "FLY-AWAY" PINS

HIGH SCORE OF THE WEEK
PLAYER WRITES NAME ON SCORE GLASS

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MORE THAN EVER, IT'S LONDON FOR THE BEST
MACHINES

MORE THAN EVER, IT'S LONDON FOR THE BEST
IN SERVICE AND GAMES!
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

EXHIBIT SUPPLY

4218-30 W. LAKE ST.

ESTABLISHED 1901

CHICAGO 24, ILLINOIS
UNITED'S 6 PLAYER SUPER SHUFFLE ALLEY

ONE TO SIX CAN PLAY
(10c per game, each player)

BIG, BOLD ILLUMINATED SCORE INDICATORS

EACH PLAYER CAN SEE HIS SCORE
AT A GLANCE

HIGH SCORE FOR THE WEEK
FEATURE
PLAYER WRITES NAME ON BACK-GLASS

JUMBO
DISAPPEARING PINS
FAST REBOUND ACTION
20-30 SCORING
FORMICA PLAYBOARD
STRIKE OR SPARE FLASHER LIGHTS
CAN PICK UP 7-10 SPLIT

SIZES
8 FT. BY 2 FT.
9 FT. BY 2 FT.

HIGHEST SCORE KEY CONTROL

SEE YOUR DISTRIBUTOR
UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS